

# Personal Enrichment

## Category and Courses Marketing Kit

Explore a new interest, grow your creativity, feed your passion.



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# I. Course Summary Descriptions

## Personal Enrichment

If your head is full of new hobby ideas, but you don't know where to begin, our personal enrichment courses are meant for you. Learn the basics of writing poetry, a children's book, or a memoir. Develop your green thumb and plant a new garden. Use your new knowledge to explore a new interest, grow your creativity, and feed your passion.

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### Creative Writing: Children's Books

Do you love writing or children? Have you dreamed of having your own book published? This course will guide you through the process of identifying the format and audience for your book, brainstorming ideas, developing a plot and characters, writing effectively, seeking and benefiting from feedback, and finally perfecting your manuscript to send off to an agent or publisher. Whether you know exactly what you want to write or are still fishing around for ideas, this course will take you to the next level through exercises designed to further your particular project.

**Estimated length: 1.5 hours**

**Access Time: 90 days**

**Credits: 0.15 IACET CEUs**

### Creative Writing: Memoir

Do you have a story to tell? Most of us do—correction, we all do. Every one of us, by virtue of being human, has experiences and insights that are worth retelling. But how can we tell those stories in a way that other people will want to read them and learn from them? Memoir is the art of taking scenes from our past and presenting them to an audience, not simply for the sake of telling a story but to inform, entertain, and establish an emotional bond with our readers. By exploring memories and examining our lives, we also learn a lot about ourselves.

**Estimated length: 1.5 hours**

**Access Time: 90 days**

**Credits: 0.15 IACET CEUs**

## Creative Writing: Poetry

Poetry has existed across cultures for thousands of years. We consume poetry in music, in plays, and in numerous different forms and styles. Many people enjoy reading and writing poetry, but analyzing poetry and improving your poetic vocabulary will help you write more effectively and better engage with the poetry you read.

**Learner Satisfaction: 67%**

**Estimated length: 1.5 hours**

**Access Time: 90 days**

**Credits: 0.15 IACET CEUs**

## Gardening in Small Spaces

When you're hoping to breathe new life into your yard, the idea of nurturing a flourishing garden sounds like a great new hobby. But, when you only have a small outdoor area to work with, it can be a high-stakes endeavor. This course will guide you through the basics of garden design, plant selection, planting, maintaining your garden, and troubleshooting so that you can experience success and enjoy the natural environment you have created. Whether you're hoping to eat out of your garden or just enjoy the view, this course can help you get the most out of your small space.

**Learner Satisfaction: 100%**

**Estimated length: 1.5 hours**

**Access Time: 90 days**

**Credits: 0.15 IACET CEUs**

## MindEdge Studio: Knitting Basics

Knitting is a versatile skill and a rewarding activity, and there is very little that is more satisfying than creating something with your own hands. But getting started without instruction can be discouraging. This course covers the basics of knitting, teaching you how to choose your materials, read knitting patterns, and create several different simple projects. Through a series of videos, an expert knitter will walk you through the basic stitches that are the building blocks for even the most complicated patterns, and you will soon be on your way to knitting with confidence.

**Estimated length: 1 hour**

**Access Time: 90 days**

## MindEdge Studio: Introduction to Drawing

Drawing is a foundational skill that can aid in the development of other creative pursuits. Painters, architects, woodworkers, gardeners, and designers all benefit from honing their drawing skills. But drawing is also an art form in its own right, and learning how to draw can help unlock one's creative potential. Many benefits associated with drawing include increased focus and relaxation, improved creativity and problem solving, and greater hand-eye coordination. In this course, you'll learn the basics of drawing, including how to practice and implement the basic elements of drawing, and how to develop a regular habit of drawing and sketching.

**Estimated length: 1 hour**

**Access Time: 90 days**

## MindEdge Studio: Personal Fitness at Home

The benefits of exercise are numerous, regardless of your age or physical ability. Everyone benefits from regular physical activity. Yet, a common challenge is how to build time for fitness into your daily routine.

This course breaks down key elements and objectives for health, wellness, and exercise that can be done at home. Through a series of videos, an expert personal trainer and wellness professional will discuss the benefits to working out, how to create exercise routines you can perform at home, online tools to assist you with your progress, nutrition, and more.

**Estimated length: 1 hour**

**Access Time: 90 days**

## Starting an Online Store

The emergence of eCommerce has dramatically reshaped the modern marketplace. Business owners are no longer anchored to a physical store—or stuck paying the overhead costs to operate them. Whether you know exactly what you want to sell or are still fishing around for ideas, this course will guide you through the process of generating product ideas, performing market and audience research, organizing a sourcing process, finding the best eCommerce platform, developing a shipping and fulfillment strategy, and marketing your online store to boost traffic and sales.

**Learner Satisfaction: 100%**

**Estimated length: 1.5 hours**

**Access Time: 90 days**

**Credits: 0.15 IACET CEUs**

# Taking Better Photographs

Taking captivating and creative photographs is a challenge. While determining whether a photograph is aesthetically pleasing may be subjective, there are basic techniques for photographers to follow to assist in the photography process. This beginner's course will provide an overview of the basics needed to successfully take photographs. Through this course, you will learn about camera basics, including equipment and settings. Additionally, the course will dive into composition, focusing, and editing to create eye-catching visuals and enhance the photography experience.

**Learner Satisfaction: 100%**

**Estimated length: 2 hours**

**Access Time: 90 days**

**Credits: 0.2 IACET CEUs**

## II. Testimonials

The following testimonials are provided by learners that have completed courses in the Personal Enrichment suite.

### **Creative Writing: Poetry**

*"I love this poetry class. I am new at poetry and was surprised by the content and how easy it was to follow."*