

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

**SPRING 2016
RTV 3101 7408**

**Time periods 3-5 Thursday
9:35 a.m.-12:35 a.m.
Weimer 3020**

Instructor Churchill Roberts
Professor of Telecommunication
3040A Weimer Hall
392-1545
371-7969 (home) 352-284-2557 (cell)
clrobert@ufl.edu

Documentary Websites

<http://www.pbs.org/harrymoore/>
<http://www.pbs.org/independentlens/negroeswithguns/>
<http://www.jou.ufl.edu/documentary/angelofahlem/angelofahlem.html>
<http://www.petrginz.com/>

Office hours Tuesday 10:30 a.m.-1:30 p.m. and 4 p.m.-5 p.m., Thursday 3 p.m.-5 p.m. or almost any time by appointment

Description of the course

This course is designed to provide a thorough understanding and overview of the principles of scriptwriting, and to instruct students in how to apply these principles through practical applications involving commercials, corporate videos, documentaries, feature films, and television genres such as comedy and drama. The course will be comprised of lectures, readings, presentations, in-class and out-of-class exercises, screenings, analyses, and discussions.

Handouts

All materials are available on Sakai. No trees will be sacrificed!

Grading

Television commercial/presentation	15%
Corporate video script	15%
Documentary visual treatment	10%
Documentary proposal/presentation	15%
Character sketch/dialogue exercise	15%
Final project/presentation	20%*
Attendance and in-class exercises	5%
Readings reports	5%

*The final project, which will be presented and handed in at our final exam meeting on Wednesday, April 29, from 5:30-7:30 p.m. in Room 3020, will be either the beginning of an original screenplay or screenplay adaptation or a television drama/situation comedy.

Warning: Punctuality is most important in this industry. Late assignments will be penalized one letter grade per day. Students are expected to attend and participate in all classes. The only way to receive full credit for attendance is to have no unexcused absences. **Note: There is no such thing as an excused absence to do something for another course.** No incompletes will be given without a medical reason.

Grade scale

90-100	A- to A
80-89	B- to B+
70-79	C- to C+
60-69	D- to D+
Below	E

Readings

Readings are posted on the Sakai website. Several years ago I replaced a textbook (and test based on the textbook) with selected readings and an

additional writing assignment. RTV3101 is, after all, a writing course. The good news was it saved students a considerable amount of money. The bad news was students for the most part ignored the selected readings. Feedback from previous classes suggested the remedy was to provide an incentive, so **completion of the readings will count as much as five points toward your final grade.** There are 12 readings, most of them quite short. To receive complete credit, you should e-mail me a short note (a paragraph or two will do) about each reading—what it was about and what you got from it. The e-mail is due on Wednesday following the week during which it was assigned. Readings 1 and 2, for example, are listed (assigned) for Thursday, January 9. Your e-mail about Readings 1 and 2 is therefore due Wednesday, January 15. **Students who complete all 12 readings will receive 5 points. Fewer completed readings will result in fewer points.**

University Honor Code

The University of Florida has a standardized code for instructors which states:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

As students, you have a commitment to academic honesty as well, and it is as follows:

I understand that the University of Florida expects its students to be honest in all of their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the university.

There are six specific types of violations of the Academic Honesty Guidelines: cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication.

I hope you take this commitment to academic honesty and integrity seriously.

Course Evaluations

To ensure that you receive a grade as soon as possible after completing the course, please be sure to fill out the online course evaluation form.

Prerequisites

In order to take this course, you must have a grade of C or better in RTV 2100 and RTV 3000, and have junior standing in Telecommunication.

Course schedule

Week 1	January 8	Introduction to course Scripts, scripts, and more scripts Stages of script development Reading 1 and 2
Week 2	January 15	Stages of developing a creative concept Reading 3
Week 3	January 22	Storyboarding and writing TV commercials Examples of TV commercials Reading 4
Week 4	January 29	TV commercials Reading 5
Week 5	February 5	In-class presentation of commercials Corporate and instructional video

Reading 6

Week 6 February 12 Corporate and instructional video

Week 7 February 19 Documentary film

Reading 7

Week 8 February 26 Dramatic structure for documentary and fiction film

Reading 8

March 5 2015 Spring Break

Week 9 March 12 Plot driven versus character driven documentary

Pitfalls of the observational film

Pitching a story idea

Reading 9

Week 10 March 19 In-class documentary pitch

Reading 10

**Week 11 March 26 Characters and dialogue
The characters of *Casablanca***

Reading 11

Week 12 April 2 Writing dialogue

Reading 12

Week 13	April 9	Adaptations, comedy
Week 14	April 16	Comedy writing
Week 15	April 29	Presentation and discussion of final projects

DUE DATES FOR ASSIGNMENTS

February 5 commercials	Assignment 1	In-class presentation of
February 19	Assignment 2	Corporate video script
March 12	Assignment 3	Documentary visual treatment
March 19 (pitch)	Assignment 4	In-class documentary proposal
April 9	Assignment 5	Character sketch/dialogue Exercise
April 29	Final Project	In-class presentation of final projects, 5:30-7:30 p.m. in Room 3020