ADVANCED WRITING FOR THE ELECTRONIC MEDIA

FALL 2018
RTV 3101 19783/0451

Time periods 7-9 Wednesday
1:55 p.m.-4:5205 p.m.
Weimer 30

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

Documentaries

Giving Up the Canal (1990)
Campaign for Cuba (1992)
Last Days of the Revolution (1994)
http://www.pbs.org/harrymoore/
Negroes with Guns: Rob Williams and Black Power (2005)
http://www.pbs.org/independentlens/negroeswithguns/
Angel of Ahlem (2007)
http://www.jou.ufl.edu/documentary/angelofahlem/angelofahlem.html
The Last Flight of Petr Ginz (2012)
http://www.petrginz.com/
The Curse of the Terracotta Warriors (2018)
http://www.mintagenciadigital.com/terracota/

Office hours
Monday, 10-11 and 2-5 or any other day or time by appointment

Description of the course

This course is designed to provide an 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. Another objective is to help students develop analytical skills for evaluating dramatic structure and presentation skills for pitching story ideas. 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 Canvas. No trees will be sacrificed!

Grading
Television commercial script and presentation 15%
Corporate video script 15%
Visual treatment 10%
Pitch of a story idea 15%
Fictional scene 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 last regular class meeting on Wednesday, December 5, will be either (1) the beginning of an original screenplay or screenplay adaptation of a book or a television drama/situation comedy.

Warning: Punctuality is most important in this industry. Late assignments will be penalized one letter grade per day.

**Attendance**

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.

Information on current University of Florida grading policies can be found at: [http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html](http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html)

**Grade scale**

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100</td>
<td>A- to A</td>
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<tr>
<td>80-89</td>
<td>B- to B+</td>
</tr>
<tr>
<td>70-79</td>
<td>C- to C+</td>
</tr>
<tr>
<td>60-69</td>
<td>D- to D+</td>
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<tr>
<td>Below 60</td>
<td>E</td>
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**Readings**

Readings are posted on the Canvas website. Several years ago, I replaced a textbook (and a 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 readings. Feedback from previous classes suggested the remedy was to provide an incentive, so completion of the readings counted as much as five points toward the 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 the Tuesday after the reading is assigned. 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.

**Accommodation for Students with Disabilities**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

**Course Evaluations**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at [https://evaluations.ufl.edu](https://evaluations.ufl.edu). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at [https://evaluations.ufl.edu/results](https://evaluations.ufl.edu/results).

**Prerequisites**

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**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>August 22</th>
<th>Introduction to course</th>
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<tbody>
<tr>
<td></td>
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<td>Scripts, scripts, and more scripts</td>
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<tr>
<td></td>
<td></td>
<td>Stages of script development</td>
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<tr>
<td></td>
<td></td>
<td>Reading 1 and 2 (due Tuesday, August 28)</td>
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<table>
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<tr>
<th>Week 2</th>
<th>August 29</th>
<th>Stages of developing a creative concept</th>
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<tbody>
<tr>
<td></td>
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<td>Reading 3</td>
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| Week 3 | September 5 | Storyboarding and writing TV commercials  
Examples of TV commercials  
Reading 4 and 5 |
|--------|-------------|--------------------------------------------------|
| Week 4 | September 12 | In-class presentation of commercials  
Reading 6 |
| Week 5 | September 19 | Corporate video  
Reading 7 |
| Week 6 | September 26 | Documentary Film  
Synopsis  
Visual treatment  
Script |
| Week 7 | October 3 | Dramatic structure  
Reading 8 |
| Week 8 | October 10 | More on dramatic structure/Pitching a story idea  
Reading 9 |
| Week 9 | October 17 | In-class pitch  
Reading 10 |
| Week 10 | October 24 | Characters and dialogue  
The characters in *Casablanca*  
Reading 11 |
| Week 11 | October 31 | Writing dialogue  
Reading 12 |
| Week 12 | November 7 | Writing dialogue and adaptations |
| Week 13 | November 14 | Adaptations and comedy writing |
November 21  THANKSGIVING HOLIDAY

Week 14  November 28  Comedy writing
Week 14  December 5  Presentation of final projects

DUE DATES FOR ASSIGNMENTS

September 12  In-class presentation of commercials
September 26  Corporate video script
October 10  Visual treatment
October 17  In-class proposal (pitch) of a story idea
November 14  Character sketch/dialogue assignment
December 5  In-class presentation of final projects