RTV 3101  
(Fall 2018)  
ADVANCED WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Tuesday after class, Thursday after class; and by appointment

Description of Course  
This course is designed to provide a thorough understanding and overview of the principles of scriptwriting, and to learn to apply these principles through practical exercises in various programs: commercials, sponsored and corporate videos, television and film documentaries, fictional works and adaptations. Another major objective is to help develop the students' critical faculties, enabling them to better examine and evaluate the scripts of others, as well as their own. Students should expect to have a completed short script by the end of semester. There will be a rubric for grading scripts.

The course will be comprised of lectures, exercises, screenings, workshops, analyses, and discussions.

Grading  
Participation 5pt  
Story 50 Words or Less 5pt  
Commercial/PSA 5pt  
Documentary pitch 5pt  
Documentary critique 5pt  
Stop Motion Animation 5pt  
TV Pitch 5pt  
TV critique I 5pt  
TV critique II 5pt  
Experimental pitch 5pt  
Experimental critique 5pt  
Adaptations critique 5pt  
Script Mark-up 10pt  
Quiz 10pt  
Drama Script Analysis 10pt  
Comedy Short Script 10pt  
Horror Short Script 10pt  
Drama Short Script 20pt  
Exam 20pt
Punctuality is most important in this industry. Late assignments will be penalized by one letter grade (i.e., 10%) per day. Students are expected to attend and participate in all classes. Please refer to the official website at https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx for an explanation of the letter grades. Prior to lectures containing films, students are required to watch one of the listed films in order to participate in discussion and they will be assigned in the class before the screening. The films are tentative and the instructor reserves the right to change the listed films according to the needs and progression of the class.

Class procedures
No computers or phone usage in class, except during Workshops. Be respectful of each other’s opinions and work. We are going to kill a lot of trees so please be sure to recycle your papers, use recycled paper when you can, and print double sided. Group work and discussion is strongly encouraged. Since this is a business about who you know, it is very important to develop relationships of mutual respect and trust between classmates. It is your responsibility to resource access to assigned films legally, use the library.

Assignments: Students will be required to upload assignments by 5pm the day of its due date. You may pitch a movie/TV show you prefer to view for an assignment by asking the instructor for permission.

Recommended:
Campbell, Joseph. 
*The Hero with a Thousand Faces*

Howard, David and Edward Mabley 
*The Tools of Screenwriting: A Writer’s Guide to the Craft and Elements of a Screenplay*

Dancyger, Ken 
*Alternative Scriptwriting, 2nd ed.*

McKee, Robert 
*Story: Substance, Structure, Style and the Principles of Screenwriting*

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.

On-Line 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
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

University Honor Code
UF students are bound by The Honor Pledge that states:
“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: ‘On my honor, I have neither given nor received unauthorized aid in doing this assignment.’ The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

Campus Resources: Health and Wellness
U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center:
http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.
University Police Department, 392-1111 (or 9-1-1 for emergencies).
http://www.police.ufl.edu

Academic Resources E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
https://lss.at.ufl.edu/help.shtml

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
http://www.crc.ufl.edu

Library Support,
http://cms.uflib.ufl.edu/ask
Various ways to receive assistance with respect to using the libraries or finding resources.

Prerequisites
A grade of C or better in RTV 2100 and RTV 3007, as well as junior standing in Telecommunication.

TENTATIVE COURSE SCHEDULE
Thursday, August 23rd
Lecture: Intro to Course
  Formatting a script
  Commercials/PSA
Suggested Screenwriting Programs: Final Draft, Movie Magic, Celtx (free), WriterDuet (free)
Assignment: Write a story in 50 words or less

Tuesday, August 28th
Lecture: Story in 50 Words or less, How to format a Script, Story Structure, The Hero’s Journey, Character Chart, Script Analysis, Screenplay Rubric
Due: Story in 50 words or less
Assignment: Write a commercial, PSA, or Corporate video pitch

Thursday, August 30th
Lecture: Commercial pitches. Animation shorts
Due: Commercial, PSA, or Corporate Video
Assignment: Stop Animation Film
Event: Daughters of the Dust 7:30pm Hippodrome

Tuesday, September 4th
Lecture: Stop Animation films.
Due: Stop Animation Film

Thursday, September 6th
Lecture: Documentary Shorts
Assignment: Write a Documentary short pitch

Tuesday, September 11th
Lecture: Documentary short pitch presentations
Due: Documentary short pitch

Thursday, September 13th
Lecture: Sitcom & Episodic Television – The Golden Girls Breakdown Analysis
View one of: Will & Grace, Spongebob Squarepants, Bob’s Burgers, Buffy, That 70’s Show, The Office, Friends, The Mindy Project, Community, Law & Order SVU, Modern Family, Seinfeld, Blackish, Atlanta, Peep Show, Rick and Morty, Insecure, High Maintenance, Animals, 30 Rock, Parks & Recreation, Grey’s Anatomy, Charmed, How I Met Your Mother, Roseanne, Girlfriends, Living Single, King of Queens, Cheers, X-Files, Longmire, Friends
Assignment: Write a Sitcom or Episodic TV critique, Write a TV pitch
EVENT: Gainesville Latino Film Festival 13th-20th
Tuesday, September 18th
Lecture: Series & Analogue Television
Assignment: Write a Series or Analogue TV critique Read first 10 pages of *Arrival* script, mark-up

Thursday, September 20th
Lecture: TV pitch presentations
Due: TV pitch, TV Critiques

Tuesday, September 25th
Lecture: Analyze The Feature
Due: Script Mark-up
Assignment: Pick your favorite and worst drama, write a pitch as to why.

Thursday, September 27th
Lecture: Favorite drama presentations. Drama – Character motivation, Know Your Ending – *Inglourious Basterds, Amelie, Dark Knight, Saturday Night Fever*
View one of: Adaptations – *Apocalypse Now, The Shining, Silence of the Lambs, Brokeback Mountain, Cold Mountain, Gone Girl, Poirot, Agatha Christie Dramatizing History – *Amadeus, City of God, Schindler’s List, Black Hawk Down, Braveheart, Hotel Rwanda, Glory, City of God, Persepolis, Platoon, Frida, Social Network, Hidden Figures*
Due: Favorite drama pitch presentation
Assignment: Adaptation or Dramatization critique

Tuesday, October 2nd
View one of: Experimental - 8½, *Donnie Darko, Memento, The Lobster, Mulholland Drive, La Jetee, Pi, Russian Ark, Elephant, Waking Life, La Grande Bellezza, The
Fountain, The Tree of Life, Orlando, Clockwork Orange, Titus, Eyes Wide Shut, The Sacrifice
Assignment: Write an Experimental critique. Write an Experimental pitch.

Thursday, October 4th
Due: Script analysis with Script

Tuesday, October 9th
Lecture: Experimental pitch presentations
Due: Experimental pitch and critique
Assignment: Quiz Review

Thursday, October 11th
Lecture: ExMachina
Assignment: Foreign Film Critique

Tuesday, October 16th
Quiz

Thursday, October 18th
Lecture: Who’s Camus Anyways
Due: Foreign film critique
Assignment: Watch Deadpool

Tuesday, October 23rd
Due: Foreign Film critique
Assignment: Write a 3-5 page Comedy script

Thursday, October 25th
Lecture: Deadpool 2

Tuesday, October 30th
Lecture: Comedy pitch presentations
Due: Comedy script

**Thursday, November 1st**  
Lecture: *A Quiet Place*  
Cinematic Devices – Wes Craven, Alfred Hitchcock, Horror Shorts  
Assignment: Write a 3-5 page Horror script

**Tuesday, November 6th**  
Horror Shorts

**Thursday, November 8th**  
Lecture: Horror pitch presentation  
Due: Horror script  
Assignment: Drama pitch

**Tuesday, November 13th**  
Lecture: Drama pitch presentation  
Due: Drama pitch  
Assignment: Write a 10 page Drama

**Thursday, November 15th**  
Lecture: Drama Shorts

**Tuesday, November 20th**  
Lecture: Workshop

**Thursday, November 22nd**  
Thanksgiving

**Tuesday, November 27th**  
Lecture: Contests/How to sell your script

**Thursday, November 29th**  
Lecture: *Bowfinger*

**Tuesday, December 5th**  
Lecture: Workshop

**Thursday, December 8th**  
Final Exam  
Due: Final Script