ADVANCED WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Tuesdays 9:35-11:30; Wednesdays 12:50-2:45; 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.

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

Grading

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>10%</td>
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<tr>
<td>Corporate video/film script</td>
<td>15%</td>
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<tr>
<td>Documentary video/film proposal</td>
<td>10%</td>
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<tr>
<td>Character Sketches / Dialogue Exercise</td>
<td>15%</td>
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<tr>
<td>Test</td>
<td>25%</td>
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<tr>
<td>Final project</td>
<td>25%</td>
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</tbody>
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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. A half point will be deducted from your attendance grade for each unexcused class absence. No incompletes will be given without a medical reason.

Please refer to the official website at https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx for an explanation of the letter grades.
Texts

Required:  *RTV 3101 Course Packet*, available at Book iT! (1250 West University Ave., Suite #2).

Recommended:  Armer, Alan. *Writing the Screenplay: TV and Film*
Beveridge, James A. *Scriptwriting for Short Films*
DiZazzo, Ray. *Corporate Scriptwriting: A Professional’s Guide*
Egri, Lajos. *The Art of Dramatic Writing*
Field, Syd. *Screenplay: The Foundations of Screenwriting*
Lucey, Paul. *Story Sense: Writing Story and Script for Feature Films and Television*
Rabiger, Michael. *Directing the Documentary*
Walters, Roger L. *Broadcast Writing: Principals and Practices*

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office ([http://www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

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](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).

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](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


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 3000, as well as junior standing in Telecommunication.
TENTATIVE COURSE SCHEDULE

Week 1

Wednesday, 9 January
Intro to course
Film/video/audio terminology.

Friday, 11 January
Film/video/audio terminology


Week 2

Wednesday, 16 January
Film/video/audio terminology


Terms you should know (1 page).

Friday, 18 January
TV Commercials: structure and organization.


Week 3

Wednesday, 23 January
TV commercials: storyboarding and various approaches.

Friday, 25 January
TV commercials: writing the TV commercial script; examples.

Week 4

Wednesday, 30 January
TV commercials -- class presentations

Friday, 1 February
TV commercials -- class presentations
Week 5

Wednesday, 6 February
The sponsored/corporate film or video project: getting started.

Friday, 8 February
The sponsored/corporate film or video project: conceptualization and visualization.

Week 6

Wednesday, 13 February
The sponsored/corporate film or video project: writing the script.

Friday, 15 February
Writing the corporate video script.

Week 7

Wednesday, 20 February
What is documentary? A discussion of documentary history and different documentary approaches.

Friday, 22 February
The making of documentaries: pre-production.

Week 8

Wednesday, 27 February
The making of documentaries: production and post-production.
Readings: Rabiger, Michael. (1998) "The
Friday, 1 March

Producing short documentaries.

**Week 9**

Wednesday, 6 March

S P R I N G B R E A K

Friday, 8 March

S P R I N G B R E A K

**Week 10**

Wednesday, 13 March

Fictional programs -- fundamentals of dramatic structure


Friday, 15 March

Fictional programs: writing the treatment; fleshing out the story.


**Week 11**

Wednesday, 20 March

Characterization


Friday, 22 March

Dialogue


Writing the screenplay

**Readings:**

**Week 12**

Wednesday, 27 March  
Effective beginnings. Developing tension and suspense.  

Friday, 29 March  
Writing the short script. Adaptations.

**Week 13**

Wednesday, 3 April  
Review

Friday, 5 April  
Test

**Week 14**

Wednesday, 10 April  
Presentation and discussion of final projects

Friday, 12 April  
Presentation and discussion of final projects

**Week 15**

Wednesday, 17 April  
Presentation and discussion of final projects

Friday, 19 April  
Presentation and discussion of final projects

**Week 16**

Wednesday, 24 April  
Presentation and discussion of final projects