

RTV3101 Advanced Writing for Electronic Media, Spring 2021

Instructor: Genevieve Ze'eva Curtis Murphy

e-mail: Canvas

Lecture: 100% online, though attendance is not require, I REALLY want your participation.

Room: Zoom

Office Hours: By appointment

Description of Course

This course is designed to provide a thorough understanding and overview of the principles of screenwriting, 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.

ASSIGNMENTS

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

TikTok Video 5pt

Game Pitch 5pt

Blog 10pt

Drama Script Analysis 10pt

Comedy Short Script 10pt

Horror Short Script 10pt

Final Script 20pt

Exam 20pt

Punctuality is 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> (Links to an external site.) (Links to an external site.) 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. Please recycle 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.

Recommended:

Snyder, Blake

Save the Cat

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> (Links to an external site.)

After piloting throughout the last three academic semesters, the GatorEvals course evaluation system will implement campus wide this Fall semester. As such, UF course syllabi need to be updated to reflect the implementation of GatorEvals. The text below is an appropriate statement informing students of the online course evaluation process in accordance with the UF Policy on Course Syllabi (Links to an external site.).

“Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/> (Links to an external site.). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/> (Links to an external site.). Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> (Links to an external site.).”

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

Class 1

Lecture: Intro to Course

Formatting a script

Commercials/PSA

Suggested Screenwriting Programs: Final Draft, Movie Magic, Celtx (free), WriterDuet (free). Screenplay Rubric. How to format a Script. How to pitch.

Assignment: Write a story in 50 words

Assignment: Write a commercial, PSA, or Corporate video script with pitch.

Class 2

Lecture: Story in 50 Words. Story Structure, The Hero's Journey, Character Chart.

Due: Story in 50 words

Class 3

Lecture: Commercial pitches. Animation shorts

Due: Commercial, PSA, or Corporate Video script

Assignment: Stop Animation Film

Class 4

Lecture: Watch Stop Animation films.

Due: Stop Animation Film

Assignment: 4-4 line stories; "The Box" Writing Assignment

Class 5

Lecture: Watch Documentary Shorts

View one of: Blackfish, 13th, Making of a Murderer, Undefeated, Man on Wire, The Hunting, The Keepers, Fed Up, Hot Girls Wanted, Amanda Knox, Food, Inc., Tricked, Cowspiracy, Baltimore Rising, Wishful Drinking, David Bowie, The Wolfpack, Fresh Dressed, Queen of Horses, South Pacific, Icarus, Last Men in Aleppo, Bueno Vista Social Club, Amy, Robin Williams, RBG, Generation Wealth, The Great Hack, Icarus, The White Helmets

Due: 4-4 line stories; "The Box" Writing Assignment

Assignment: Write a Documentary short pitch. Write a Documentary critique.

Class 6

Lecture: Documentary short pitch presentations

Due: Documentary short pitch, Documentary critique.

Class 7

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, Black Mirror

Assignment: Write a Sitcom or Episodic TV critique, Write a TV pitch

Class 8

Lecture: Series & Analogue Television. Watch X-Files.

View one of: The Fall, The Crown, The Wire, Mad Men, House of Cards, The Handmaid's Tale, True Detective, Stranger Things, Big Little Lies, Game of Thrones, True Blood, Boardwalk Empire, Black Mirror, Sherlock, Happy Valley, American Horror Story, Godless, True Detective, The Killing, Breaking Bad, Sons of Anarchy, Sharp Objects, Picnic at Hanging Rock, Top of the Lake, Better Call Saul, Sacred Games, Westworld, The Empress of China, Sword Art Online, Deathnote, Fauda, Ghoul

Assignment: Write a Series or Analogue TV critique. Read first 10 pages of Arrival script, mark-up

Class 9

Lecture: TV pitch presentations. Common Student Film Mistakes.

Due: TV pitch, TV Critiques I & II

Class 10

Lecture: Analyze The Feature, Script Analysis

Due: Script Mark-up

Assignment: Analyze a feature length script - The Rider, The Shape of Water, Get Out, Three Billboards Outside Ebbing, Missouri, Call Me By Your Name, The Post, Lady Bird, Moonlight, Manchester by the Sea, The Big Short, Spotlight, The Imitation Game, Birdman, 12 years a Slave, Her, Argo, Django Unchained, The Descendents, Midnight in Paris, The Social Network, The King's Speech, Precious, The Hurt Locker, Slumdog Millionaire, Milk, No Country for Old Men, Juno

Assignment: Pick your favorite and worst drama, write a pitch as to why.

Class 11

Lecture: Favorite drama presentations. Drama – Character motivation, Know Your Ending – Inglourious Basterds, Dark Knight

View one of: Adaptations – Apocalypse Now, The Shining, Silence of the Lambs, Brokeback Mountain, Cold Mountain, Gone Girl, Poirot, Miss Marple, Gone Girl 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, Dunkirk, Full Metal Jacket, Platoon, Queen of Katwe

Due: Favorite drama pitch presentation

Assignment: Adaptation or Dramatization critique

Class 12

Lecture: The Powerhouse Screenwriters – The Coen Brothers, Oliver Stone, Aaron Sorkin, Francis Ford Coppola, Quentin Tarantino, Stanley Kubrick, Satyajit Ray, Charlie Kaufman, Jean-Luc Godard, Billy Wilder, Woody Allen, Ingmar Bergman, Orsen Welles, Diablo Cody, Sofia Coppola, Wes Anderson & Owen Wilson, Linda Wolverton, Ava DuVernay, Tarkovsky, Christopher Nolan, Paul Thomas Anderson, Hayao Miyazak.

View one of: Experimental - 8 ½, 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, Southern Beasts of the Wild, Being John Malkovich, Eternal Sunshine of the Spotless Mind, Inception

Assignment: Write an Experimental critique. Write an Experimental pitch.

Class 13

Lecture: Random Acts of Flyness

Due: Script analysis with Script

Class 14

Lecture: Experimental pitch presentations

Due: Experimental pitch and critique

Assignment: Quiz Review

Class 15

Lecture: Watch ExMachina

Assignment: View one of - Mother of George, District 9, A Separation, Waltz With Bashir, Close-Up, The Square, Mustang, Turtles Can Fly, Persepolis, Winter Sleep, Once Upon A Time in Anatolia, Old Boy, Descendants of the Sun, Sand Storm, Goblin, The Legend of the Blue Sea, Spirited Away, Departures, Our Little Sister, Nobody Knows, "Eat, Drink, Man, Woman," Blue Gate Crossing, Internal Affairs, Blind Shaft, Summer Palace, The Grand Master, Hero, House of Flying Daggers, Crouching Tiger, Hidden Dragon, Stray Dogs, Mother, The Class, The Prophet, Millenium Actress, Wagjda, Volver, Pan's Labyrinth, Y Tu Mama Tambien, Gomorrah, Life Is Beautiful, The Secret Lives of Bees

Assignment: Foreign Film Critique

Class 16

Quiz

Class 17

Lecture: Foreign Films

Due: Foreign film critique

Assignment: Watch Comedy

Class 18

Lecture: Comedy – Structure – Mel Brooks, Woody Allen, Frank Oz, Harold Ramis, Judd Apatow, Terry Gilliam, Buster Keaton, Charlie Chaplin, John Hughes, Christopher Guest, F. Gary Gray, Keenen Ivory Waynes, Nick Park, Tyler Perry, Taika Waititi, Paul Feig, Sasha Baron Cohen, Christopher Guest, Trey Parker & Matt Stone, Tina Fey

Cinematic Devices – Edgar Wright, Jerry Lewis, Rowan Atkinson, Wes Anderson

Due: Foreign Film critique

Assignment: Write a 3-5 page Comedy script

Class 19

Lecture: Comedy pitch presentations

Due: Comedy script

Class 20

Lecture: Watch Horror Shorts

Lecture: Horror/Suspense – Structure – Stephen King, Alfred Hitchcock, John Carpenter, Takashi Shimizu, James Wan, Eli Roth, David Cronenberg, Sam Raimi, George A. Romero, Dan O’Bannon, Jee-Woon Kim Cinematic Devices – Wes Craven, Alfred Hitchcock

Assignment: Write a 3-5 page Horror script

Class 21

Lecture: Horror pitch presentation

Due: Horror script

Assignment: Drama pitch

Watch a classic film (class pick: Citizen Kane, Casablanca, Chinatown, Some Like It Hot, Raging Bull, Easy Rider, Rebel Without a Cause, Bringing Up Baby, All About Eve, On The Waterfront, It Happened One Night, Psycho, A Clockwork Orange, Pulp Fiction, Apocalypse Now, Dances With Wolves, The Princess Bride)

Class 22

Lecture: Final pitch presentation

Due: Final pitch

Assignment: Write a 10 page Final

Class 23

Lecture: Drama Shorts

Class24

Lecture: Workshop

Class 25

Lecture: Contests/How to sell your script

Class 26

Lecture: Watch Bowfinger

Class 27

Final Exam

Due: Final Script