RTV 3101  
(Fall 2012)

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Mondays 8:30-10:30; Tuesdays 8:30-10:30; Fridays 8:30-10:30

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>Assignment</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>15%</td>
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<tr>
<td>Character Sketches / Dialogue Exercise</td>
<td>10%</td>
</tr>
<tr>
<td>Test</td>
<td>25%</td>
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<tr>
<td>Final project</td>
<td>25%</td>
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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 University of Florida website at http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html for an explanation of the letter grades.
Texts

Required:  *RTV 3101 Course Packet*, available at Custom Copies and Textbooks, Inc., 309 NW 13th Street.

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.

Accommodations 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.

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, 22 August**
Intro to course
Film/video/audio terminology


**Friday, 24 August**
Film/video/audio terminology


*Terms you should know* (1 page).

**Week 2**

**Wednesday, 29 August**
Film/video/audio terminology
Writing TV Commercials – An Introduction

**Friday, 31 August**
TV Commercials: structure and organization.


*Jefferson-Pilot Insurance Telecommercial script* (2 pages).

**Week 3**

**Wednesday, 5 September**
TV commercials: storyboarding and various approaches

**Friday, 7 September**
TV Commercials – Visualizing then writing

**Week 4**

**Wednesday, 12 September**
TV commercials -- class presentations

**Friday, 14 September**
TV commercials -- class presentations
**Week 5**

**Wednesday, 19 September**
The sponsored/corporate film or video project: getting started.


**Friday, 21 September**
The sponsored/corporate film or video project: conceptualization and visualization.


**Week 6**

**Wednesday, 26 September**
The sponsored/corporate film or video project: writing the script.


**Friday, 28 September**
Writing the script

**Week 7**

**Wednesday, 3 October**
What is documentary? A discussion of documentary history and different documentary approaches.


**Friday, 5 October**
The making of documentaries: pre-production.


**Week 8**

**Wednesday, 10 October**
The making of documentaries: production and post-production.
Friday, 12 October  The making of documentaries: production and post-production.

**Week 9**

Wednesday, 17 October  Fictional programs -- fundamentals of dramatic structure


Friday, 19 October  Fictional programs: writing the treatment; fleshing out the story.


**Week 10**

Wednesday, 24 October  Characterization


Dialogue


Friday, 26 October  Writing the screenplay.


### Week 11

**Wednesday, 31 October**  
Effective beginnings; developing tension and suspense.  
**Readings:**  

**Friday, 2 November**  
Guidelines for writing effective short scripts

### Week 12

**Wednesday, 7 November**  
Adaptations

**Friday, 9 November**  
No class — Homecoming

### Week 13

**Wednesday, 14 November**  
Review

**Friday, 16 November**  
Test

### Week 14

**Wednesday, 21 November**  
No class — Thanksgiving

**Friday, 23 November**  
No class — Thanksgiving

### Week 15

**Wednesday, 28 November**  
Presentation and discussion of final projects

**Friday, 30 November**  
Presentation and discussion of final projects

### Week 16

**Wednesday, 5 December**  
Presentation and discussion of final projects