RTV 3101
(Spring 2015)

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Tuesdays 9:35-11:30; Wednesdays 12:50-2:45;
Thursdays 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>Component</th>
<th>Grade</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>
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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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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.

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.

**University Policy on Academic Misconduct**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at [http://www.dso.ufl.edu/students.php](http://www.dso.ufl.edu/students.php).

**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).

**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, 7 January
Intro to course
Film/video/audio terminology.

Friday, 9 January
Film/video/audio terminology

Week 2
Wednesday, 14 January
Film/video/audio terminology

Friday, 16 January
TV Commercials: structure and organization.

Jefferson-Pilot Insurance TV commercial script (2 pages).

Week 3
Wednesday, 21 January
TV commercials: storyboarding and various approaches.

Friday, 23 January
TV commercials: writing the TV commercial script; examples.

Week 4
Wednesday, 28 January
TV commercials -- class presentations

Friday, 30 January
TV commercials -- class presentations
**Week 5**

**Wednesday, 4 February**
The sponsored/corporate film or video project: getting started.


**Friday, 6 February**
The sponsored/corporate film or video project: conceptualization and visualization.


**Week 6**

**Wednesday, 11 February**
The sponsored/corporate film or video project: writing the script.


**Friday, 13 February**
Writing the corporate video script.

**Week 7**

**Wednesday, 18 February**
What is documentary? A discussion of documentary history and different documentary approaches.


**Friday, 20 February**
The making of documentaries: pre-production.


**Week 8**

**Wednesday, 25 February**
The making of documentaries: production and post-production.


Friday, 27 February Producing short documentaries.

**Week 9**

Wednesday, 4 March SPRING BREAK

Friday, 6 March SPRING BREAK

**Week 10**

Wednesday, 11 March Fictional programs -- fundamentals of dramatic structure


Friday, 13 March Fictional programs: writing the treatment; fleshing out the story.


**Week 11**

Wednesday, 18 March Characterization


Friday, 20 March Dialogue


Writing the screenplay

Week 12

Wednesday, 25 March Effective beginnings. Developing tension and suspense
Friday, 27 March Writing the short script. Adaptations.

Week 13

Wednesday, 1 April Review
Friday, 3 April Test

Week 14

Wednesday, 8 April Presentation and discussion of final projects
Friday, 10 April Presentation and discussion of final projects

Week 15

Wednesday, 15 April Presentation and discussion of final projects
Friday, 17 April Presentation and discussion of final projects

Week 16

Wednesday, 22 April Presentation and discussion of final projects