RTV 3101
(Spring 2012)

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Mondays 9:30-11:30; Tuesdays 9:30-11:30;
Thursdays 2:00-3:00; 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

- Commercial 10%
- Corporate video/film script 15%
- Documentary video/film proposal 15%
- Character Sketches / Dialogue Exercise 10%
- Test 25%
- Final project 25%

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 Orange and Blue Textbooks, 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.

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
Terms you should know (1 page).

Friday, 18 January
TV Commercials: structure and organization.
Jefferson-Pilot Insurance TV commercial script (2 pages).

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.  

Friday, 1 March
Producing short documentaries.

**Week 9**

Wednesday, 6 March  
SPRING BREAK

Friday, 8 March  
SPRING BREAK

**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

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