

ADVANCED WRITING FOR THE ELECTRONIC MEDIA
RTV 3101, section 17BC
University of Florida
Fall 2014

Class Meeting Times and Location:

Tuesdays periods 11-E2 (6:15pm-9:10pm)
Weimer 1076

Instructor: Michelle Friedline

mmango@ufl.edu

Office Hours: Weimer 3065; by appointment in office or Skype

Required Course Materials:

Writing for Visual Media, Anthony Friedmann
Third Edition; ISBN-13: 978-0-240-81235-9

Additional course readings/viewings as distributed on e-Learning by the instructor

Course Description

This course is designed to provide a thorough understanding and overview of the principles of scriptwriting, and to instruct students in how to apply these principles through practical exercises involving commercials, corporate videos, documentaries, feature films, and television genres such as comedy and drama. Another objective is to help develop students' critical faculties, enabling them to examine and evaluate the scriptwriting projects of others, as well as their own. The course will be comprised of lectures, exercises, screenings, analyses, and discussions.

Attendance and Communication

Students are expected to:

- ⤴ attend **all** class sessions- Please contact the instructor via email regarding pre-planned or emergency absences
- ⤴ arrive to class on-time- Please contact the instructor via email regarding pre-planned or emergency tardiness
- ⤴ actively participate in class discussions
- ⤴ complete all assignments and projects on time
- ⤴ **turn off** all cell phones upon entering the classroom; do not be disruptive

To do well in this course, you should come prepared to all class sections and actively participate in them. Read assignments **BEFORE** class so that you may use the information during class discussion.

I use e-Learning as the main communication tool. I will post all assignments on e-Learning. This is where I will update the class schedules, enter grades, provide documents and links for further reading or exploration. In the event of a last minute change or cancellation, I will announce it on e-Learning and through your UF email address. It is your responsibility to ensure you are able to receive email messages through your @ufl.edu email address. It is also your responsibility to regularly review the information provided to you on e-Learning **BEFORE** each class.

You will be expected to use MSWord, Excel (or OpenSource versions of these like OpenOffice, etc) and internet browsers as well as know how to create PDF documents to submit assignments on Turnitin.com. Become familiar with each of these tools prior to our first class.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Turnitin.com

I use Turnitin.com to collect, grade and provide feedback for all writing assignments. Be sure to enroll in our Turnitin.com class immediately.

Participation

Participation makes up 20% of your grade. You are expected to come to class fully prepared and able to contribute to class and/or group discussions, take notes, and refer to examples of information gleaned from readings or assignments. You are expected to read and comment on feedback provided to you on Turnitin.com after assignments are graded and returned to you. More information about how to do this will be provided with each assignment.

Grading

You must complete your assignments fully and turn them in on time. Assignments turned in late (i.e., after the beginning of class on the due date) will be penalized according to the following scale:

up to 24 hours late: -10%

24-48 hours late: -25%

48 hours-1 week late: -50%

>1 week late: -100%

Students who complete each assignment should not assume full credit will be given. The *quality* of the assignment will be considered during the evaluation process. Quality refers, but is not necessarily limited, to the following: standard English usage (punctuation, spelling, grammar, etc.) when applicable, neatness, manner of presentation, organization, and appropriate guidelines.

Though you will be asked to participate in groups during class time, unless otherwise noted, all assignments must be completed individually. The use of any additional materials is prohibited in all activities and assessments, unless otherwise noted.

No incompletes will be given without a medical reason.

Grading Criteria

Your grade for this course will be based on the quality of your work and your ability to meet the assigned deadlines. Grades are awarded as follows:

Class Participation 20%

Assignments 40%

Exams/quizzes 15%

Final Project 25%

Grading Scale

A95-100, 4.0

A-.....90-94

B+.....87-89

B83-86, 3.0

B-.....80-82

C+77-79

C73-76, 2.0

C-.....70-72

D+67-69

D63-66 1.0

D-.....60-62

F.....59-0

University Honor Code

UF students are bound by The Honor Pledge which 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 in this class.

I hope you take this commitment to academic honesty and integrity seriously.

Prerequisites

In order to take this course, you must have a grade of C or better in RTV 2100 and RTV 3000, and have junior standing in Telecommunication.

Special Needs

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. Find more information at <http://www.dso.ufl.edu/drc/>

Contact the university counseling services and mental health services at 352.392.1575 or <http://www.counseling.ufl.edu/cwc/Default.aspx>

University Police Department at 352.392.1111 or dial 9-1-1 for emergencies

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>.

Course Schedule

Note that this schedule is tentative and may change when deemed appropriate by the instructor. Such changes, should they occur, will be made in writing on e-Learning within the “Weekly Schedule” section of our course. It is your responsibility to be aware of these changes. Get into the habit of checking e-Learning before each class meeting time.

Week	Date	Reading	Topic
1	Aug 27	Syllabus, Ch 1	Intros, syllabus, terms, descriptive writing
2	Sept 3	Ch 2	Creative Concept; Development Steps
3	Sept 10	Ch 3; Ch 4	Script development, Storyboarding
4	Sept 17	Ch 5	Commercials/PSAs
5	Sept 24		Class Presentations of Commercials/PSAs
6	Oct 1	Ch 6	Corporate Videos
7	Oct 8	Ch 9, Ch 10	Character Development, Writing dialogue
8	Oct 15	Reading posted on e-Learning	Dramatic Fiction
9	Oct 22	Reading posted on e-Learning	Dramatic Fiction
10	Oct 29		Narrative Projects Due
11	Nov 5	Ch 7	Documentary film
12	Nov 12	Reading posted on e-Learning	Documentary film structure, Synopses/Treatments
13	Nov 19	Reading posted on e-Learning	Documentary film, improving your idea
14	Nov 26	No class	Thanksgiving Break
15	Dec 3		Documentary Film Projects Due
	Dec 15		Group 15C Final Exam Due by 2:30pm