

## **ADVANCED WRITING FOR THE ELECTRONIC MEDIA**

**SPRING 2014  
RTV 3101 7408**

**Time periods 3-5 Thursday  
9:35 a.m.-12:35 a.m.  
Weimer 3020**

**Instructor** Churchill Roberts  
Professor of Telecommunication  
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### **Documentary Websites**

<http://www.pbs.org/harrymoore/>  
<http://www.pbs.org/independentlens/negroeswithguns/>  
<http://www.jou.ufl.edu/documentary/angelofahlem/angelofahlem.html>  
<http://www.petrginz.com/>

**Office hours** Tuesday 10:30 a.m.-1:30 p.m. and 4 p.m.-5 p.m., Thursday 3 p.m.-5 p.m. or almost any time by appointment

### **Description of the course**

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.

## Handouts

All materials are available on Sakai. No trees will be sacrificed!

## Grading

Television commercial/presentation	15%
Corporate video script	15%
Documentary visual treatment	10%
Documentary proposal/presentation	15%
Character sketch/dialogue exercise	15%
Final project/presentation	20%*
Attendance and in-class exercises	10%

\*The final project, which will be presented and handed in at our last class meeting on Monday, April 28, from 3-5 p.m., will be either the beginning of an original screenplay or screenplay adaptation or a television drama/situation comedy.

Warning: Punctuality is most important in this industry. Late assignments will be penalized one letter grade per day. Students are expected to attend and participate in all classes. The only way to receive full credit for attendance is to have no unexcused absences. **Note: There is no such thing as an excused absence to do something for another course.** No incompletes will be given without a medical reason.

## Grade scale

90-100	A- to A
80-89	B- to B+
70-79	C- to C+
60-69	D- to D+
Below	E

## Readings

Readings are posted on the Sakai website

## **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.

## **Course Evaluations**

To ensure that you receive a grade as soon as possible after completing the course, please be sure to fill out the online course evaluation form.

## **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.

## **Course schedule**

<b>Week 1</b>	<b>January 9</b>	<b>Introduction to course Scripts, scripts, and more scripts Stages of script development  Reading 1 and 2</b>
<b>Week 2</b>	<b>January 16</b>	<b>Stages of developing a creative concept  Reading 3</b>
<b>Week 3</b>	<b>January 23</b>	<b>Storyboarding and writing TV commercials Examples of TV commercials  Reading 4</b>
<b>Week 4</b>	<b>January 30</b>	<b>TV commercials  Reading 5</b>
<b>Week 5</b>	<b>February 6</b>	<b>In-class presentation of commercials  Corporate and instructional video  Reading 6</b>
<b>Week 6</b>	<b>February 13</b>	<b>Corporate and instructional video</b>
<b>Week 7</b>	<b>February 20</b>	<b>Documentary film  Reading 7</b>
<b>Week 8</b>	<b>February 27</b>	<b>Dramatic structure for documentary and fiction film  Reading 8</b>

	March 6	Spring Break
Week 9	March 13	Plot driven versus character driven documentary Pitfalls of the observational film Pitching a story idea Reading 9
Week 10	March 20	In-class documentary pitch Reading 10
Week 11	March 27	Characters and dialogue The characters of <i>Casablanca</i> Reading 11
Week 12	April 3	Writing dialogue Reading 12
Week 13	April 10	Adaptations, comedy
Week 14	April 17	Comedy writing
Week 15	April 28	Presentation and discussion of final projects

#### DUE DATES FOR ASSIGNMENTS

February 6	In-class presentation of commercials
February 20	Corporate video script
March 13	Documentary visual treatment

**March 20**

**In-class documentary proposal (pitch)**

**April 10**

**Character sketch/dialogue assignment**

**April 28**

**In-class presentation of final projects  
Monday, 3-5 p.m. in 3020**