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
3040A Weimer Hall
392-1545
371-7969 (home) 352-284-2557 (cell)
crobert@ufl.edu

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

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Television commercial/presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Corporate video script</td>
<td>15%</td>
</tr>
<tr>
<td>Documentary visual treatment</td>
<td>10%</td>
</tr>
<tr>
<td>Documentary proposal/presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Character sketch/dialogue exercise</td>
<td>15%</td>
</tr>
<tr>
<td>Final project/presentation</td>
<td>20%*</td>
</tr>
<tr>
<td>Attendance and in-class exercises</td>
<td>10%</td>
</tr>
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*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

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100</td>
<td>A- to A</td>
</tr>
<tr>
<td>80-89</td>
<td>B- to B+</td>
</tr>
<tr>
<td>70-79</td>
<td>C- to C+</td>
</tr>
<tr>
<td>60-69</td>
<td>D- to D+</td>
</tr>
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<td>Below</td>
<td>E</td>
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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
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
</table>
| Week 1 | January 9 | Introduction to course  
Scripts, scripts, and more scripts  
Stages of script development |
|        |            | Reading 1 and 2                                                        |
| Week 2 | January 16 | Stages of developing a creative concept                               |
|        |            | Reading 3                                                              |
| Week 3 | January 23 | Storyboarding and writing TV commercials  
Examples of TV commercials |
|        |            | Reading 4                                                              |
| Week 4 | January 30 | TV commercials                                                          |
|        |            | Reading 5                                                              |
| Week 5 | February 6 | In-class presentation of commercials                                  |
|        |            | Corporate and instructional video                                      |
|        |            | Reading 6                                                              |
| Week 6 | February 13| Corporate and instructional video                                     |
| Week 7 | February 20| Documentary film                                                       |
|        |            | Reading 7                                                              |
| Week 8 | February 27| Dramatic structure for documentary and fiction film                    |
|        |            | Reading 8                                                              |
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 *Casablanca*

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
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>March 20</td>
<td>In-class documentary proposal (pitch)</td>
</tr>
<tr>
<td>April 10</td>
<td>Character sketch/dialogue assignment</td>
</tr>
<tr>
<td>April 28</td>
<td>In-class presentation of final projects</td>
</tr>
<tr>
<td></td>
<td>Monday, 3-5 p.m. in 3020</td>
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