

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

**FALL 2015
RTV 3101 03D4**

**Time periods 7-9 Wednesday
1:55 p.m.-4:55 p.m.
Weimer 3020**

Instructor Churchill Roberts
Professor of Telecommunication
3040A Weimer Hall
392-1545
371-7969 (home) 352-284-2557 (cell)
clrobert@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 Monday, 10-11 and 2-5 or any other day or time by
appointment

Description of the course

This course is designed to provide an 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 students develop analytical skills for evaluating dramatic structure and presentation skills for pitching story ideas. The course will be comprised of lectures, in-exercises, screenings, analyses, and discussions.

Handouts

All materials are available on Canvas. 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	5%
Readings reports	5%

*The final project, which will be presented and handed in at our last class meeting on Tuesday, December 16 from 3-5 p.m. in our regular classroom, 3020, 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.

Attendance

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.

Information on current University of Florida grading policies can be found at:
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

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 Canvas website. Several years ago I replaced a textbook (and a test based on the textbook) with selected readings and an additional writing assignment. RTV3101 is, after all, a writing course. The good news was it saved students a considerable amount of money. The bad news was students for the most part ignored the readings. Feedback from previous classes suggested the remedy was to provide an incentive, so beginning last year completion of the readings counted up to five points toward the final grade. There are 12 readings, most of them quite short. To receive complete credit, you should e-mail me a short note (a paragraph or two will do) about each reading—what it was about and what you got from it. The e-mail is due the Tuesday after the reading is assigned. Students who complete all 12 readings will receive 5 points. Fewer completed readings will result in fewer points.

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.

Accommodation for Students with Disabilities

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.

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>.

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

Week 1	August 26	Introduction to course Scripts, scripts, and more scripts Stages of script development
		Reading 1 and 2 (due Tuesday, September 1)

Week 2	September 2	Stages of developing a creative concept Reading 3
Week 3	September 9	Storyboarding and writing TV commercials Examples of TV commercials Reading 4 and 5
Week 4	September 16	Corporate and instructional video Reading 6
Week 5	September 23	In-class presentation of commercials
Week 6	September 30	Documentary Film Reading 7
Week 7	October 7	Dramatic structure for documentary and fiction film Reading 8
Week 8	October 14	Plot driven versus character driven documentary Pitfalls of the observational film Pitching a story idea Reading 9
Week 9	October 21	In-class documentary pitch Reading 10
Week 10	October 28	Characters and dialogue

The characters in *Casablanca*

Reading 11

Week 11 November 4 Writing dialogue

Reading 12

November 11 VETERANS' DAY HOLIDAY

Week 12 November 18 Adaptations
November 25 THANKSGIVING HOLIDAY

Week 13 December 2 Adaptations and Comedy writing

Week 14 December 9 Comedy writing

Week 15 December 16 Presentation and discussion of final projects
3-5 p.m. (in our regular classroom)

DUE DATES FOR ASSIGNMENTS

September 23 In-class presentation of commercials

September 30 Corporate video script

October 14 Documentary visual treatment

October 21 In-class documentary proposal (pitch)

November 18 Character sketch/dialogue assignment

December 16 In-class presentation of final projects
3-5 p.m. (in our regular classroom)