

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

**FALL 2012
RTV 3101 7181**

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

Instructor Churchill Roberts
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Co-director, Documentary Institute

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Office hours **Monday, 10-11 and 1:30-4:30 or any other day or 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 in various programs: commercials, documentaries, feature films, and television genres such as comedy and drama. Another major objective is to help develop students' critical faculties, enabling them to examine and evaluate the scripts 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 December 5, 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 by one letter grade 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.

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

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

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 22	Introduction to course Film/video/audio terminology
		Reading 1
Week 2	August 29	Scripts, scripts, and more scripts Stages of script development
		Reading 2

Week 3	September 5	Developing a creative concept TV commercials: structure and organization
		Reading 3
Week 4	September 12	Storyboarding and writing TV commercials Examples of TV commercials
		Reading 4
Week 5	September 19	TV commercials
		Reading 5
Week 6	September 26	In-class presentation of commercials
		Reading 6
		Corporate and instructional film/video
Week 7	October 3	Corporate and instructional film/video
Week 8	October 10	Documentary film
		Reading 7
Week 9	October 17	Dramatic structure for documentary and fiction film
		Reading 8
Week 10	October 24	Plot driven versus character driven documentary
		Pitfalls of the observational film
		Pitching a story idea

		Reading 9
Week 11	October 31	Characters and dialogue The characters in <i>Casablanca</i>
		Reading 10
Week 12	November 7	In-class documentary pitch
		Reading 11
Week 13	November 14	Writing dialogue
		Reading 12
Week 14	November 21	Adaptations, comedy
Week 15	November 28	More on adaptations, comedy
Week 16	December 5	Presentation and discussion of final projects

DUE DATES FOR ASSIGNMENTS

September 26	In-class presentation of commercials
October 10	Corporate video script
October 17	Documentary visual treatment
November 7	In-class documentary proposal (pitch)
November 14	Character sketch/dialogue exercise
December 5	In-class presentation of final projects