RTV 3101
(Fall 2013)

ADVANCED WRITING FOR THE ELECTRONIC MEDIA

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Office Hours: Tuesdays 9:35-11:30; Wednesdays 12:50-2:45; Thursdays 9:35-11:30; and by appointment.

Description of Course

This course is designed to provide a thorough understanding and overview of the principles of scriptwriting, and to learn to apply these principles through practical exercises in various programs: commercials, sponsored and corporate videos, television and film documentaries, fictional works and adaptations. Another major objective is to help develop the students' critical faculties, enabling them to better examine and evaluate the scripts of others, as well as their own.

The course will be comprised of lectures, exercises, screenings, workshops, analyses, and discussions.

Grading

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<tr>
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<th>Grade</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>10%</td>
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<tr>
<td>Corporate video/film script</td>
<td>15%</td>
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<tr>
<td>Documentary video/film proposal</td>
<td>15%</td>
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<tr>
<td>Character Sketches / Dialogue Exercise</td>
<td>10%</td>
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<tr>
<td>Test</td>
<td>25%</td>
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<td>Final project</td>
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Punctuality is most important in this industry. Late assignments will be penalized by one letter grade (i.e., 10%) 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.
Texts

Required:  *RTV 3101 Course Packet*, available at Custom Copies and Textbooks, Inc., 309 NW 13th Street.

Accommodations for Students With Disabilities

Students requesting classroom accommodations 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.

Online Course Evaluation

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](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](https://evaluations.ufl.edu/results).

Prerequisites

A grade of C or better in RTV 2100 and RTV 3007, as well as junior standing in Telecommunication.
TENTATIVE COURSE SCHEDULE

Week 1

Wednesday, 21 August
Intro to course
Film/video/audio terminology

Friday, 23 August
Film/video/audio terminology

Terms you should know (1 page).

Week 2

Wednesday, 28 August
Film/video/audio terminology
Writing TV Commercials – An Introduction

Friday, 30 August
TV Commercials: structure and organization.

Jefferson-Pilot Insurance Telecommercial script (2 pages).

Week 3

Wednesday, 4 September
TV commercials: storyboarding and various approaches

Friday, 6 September
TV Commercials – Visualizing then writing

Week 4

Wednesday, 11 September
TV commercials -- class presentations

Friday, 13 September
TV commercials -- class presentations
Week 5

Wednesday, 18 September  The sponsored/corporate film or video project: getting started.

Friday, 20 September  The sponsored/corporate film or video project: conceptualization and visualization.

Week 6

Wednesday, 25 September  The sponsored/corporate film or video project: writing the script.

Friday, 27 September  Writing the script

Week 7

Wednesday, 2 October  What is documentary? A discussion of documentary history and different documentary approaches.

Friday, 4 October  The making of documentaries: pre-production.

Week 8

Wednesday, 9 October  The making of documentaries: production and post-production.
Friday, 11 October
Advisory council visitors

Week 9

Wednesday, 16 October
Fictional programs -- fundamentals of dramatic structure

Friday, 17 October
Fictional programs: writing the treatment; fleshing out the story.

Week 10

Wednesday, 23 October
Characterization

Dialogue

Friday, 25 October
Writing the screenplay.
**Week 11**

Wednesday, 30 October  
Effective beginnings; developing tension and suspense.  

Friday, 1 November  
Guidelines for writing effective short scripts

**Week 12**

Wednesday, 6 November  
Adaptations

Friday, 8 November  
No class – Homecoming

**Week 13**

Wednesday, 13 November  
Review

Friday, 15 November  
Test

**Week 14**

Wednesday, 20 November  
Presentation and discussion of final projects

Friday, 22 November  
Presentation and discussion of final projects

**Week 15**

Wednesday, 27 November  
No class – Thanksgiving

Friday, 29 November  
No class – Thanksgiving

**Week 16**

Wednesday, 4 December  
Presentation and discussion of final projects