

**ADVANCED WRITING FOR THE ELECTRONIC MEDIA**  
RTV 3101, section 17BC  
University of Florida  
Fall 2013

**Class Meeting Times and Location:**

Tuesdays periods 11-E1 (6:15pm-8:10pm)

Florida Gym 285

**Instructor:** Michelle Friedline

[mmango@ufl.edu](mailto:mmango@ufl.edu)

Office Hours: Weimer 3065; Thursdays 5:30 to 7:30; other times by appointment in office or Skype

**Required Course Materials:**

*Writing for Visual Media*, Anthony Friedmann

Third Edition; ISBN-13: 978-0-240-81235-9

Additional course readings/viewings as distributed on Sakai by the instructor

**Course Description**

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.

**Attendance and Communication**

Students are expected to:

- attend **all** class sessions- Please contact the instructor via email regarding pre-planned or emergency absences
- arrive to class on-time- Please contact the instructor via email regarding pre-planned or emergency tardiness
- actively participate in class discussions
- complete all assignments and projects on time
- **turn off** all cell phones, beepers, pagers upon entering the classroom

To do well in this course, you should come prepared to all class sections and actively participate in them. Read the assigned chapters **BEFORE** class so that you may use the information during class discussion.

I use Sakai as the main communication tool. I will post all assignments on Sakai. This is where I will update the class schedules, enter grades, provide documents and links for further reading or exploration. In the event of a last minute change or cancellation, I will announce it on Sakai and through your UF email address. It is your responsibility to ensure you are able to receive email messages through your @ufl.edu email address. It is also your responsibility to regularly review the information provided to you on Sakai **BEFORE** each class.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

## Grading

You must complete your assignments fully and turn them in on time. Assignments turned in late (i.e., after the beginning of class on the due date) will be penalized according to the following scale:

- up to 24 hours late: -10%
- 24-48 hours late: -25%
- 48 hours-1 week late: -50%
- >1 week late: -100%

Students who complete each assignment should not assume full credit will be given. The *quality* of the assignment will be considered during the evaluation process. Quality refers, but is not necessarily limited, to the following: standard English usage (punctuation, spelling, grammar, etc.) when applicable, neatness, manner of presentation, organization, and appropriate guidelines.

Though you will be asked to participate in groups during class time, unless otherwise noted, all assignments must be completed individually. The use of any additional materials is prohibited in all activities and assessments, unless otherwise noted.

No incompletes will be given without a medical reason.

## Grading Criteria

Your grade for this course will be based on the quality of your work and your ability to meet the assigned deadlines. Grades are awarded as follows:

- Class Participation 10%
- Assignments 40%
- Exams/quizzes 25%
- Final Project 25%

## Grading Scale

- A .....92-100, 4.0
- B+.....87-91, 3.5
- B .....81-86, 3.0
- C+ .....77-80, 2.5
- C .....71-76, 2.0
- D+ .....65-70, 1.5
- D .....60-64 1.0
- F.....59 or below

## University Honor Code

UF students are bound by The Honor Pledge which states,

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

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.

**Special Needs**

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. Find more information at <http://www.dso.ufl.edu/drc/>

Contact the university counseling services and mental health services at 352.392.1575 or <http://www.counseling.ufl.edu/cwc/Default.aspx>

University Police Department at 352.392.1111 or dial 9-1-1 for emergencies

**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>.

## Course Schedule

Note that this schedule is tentative and may change when deemed appropriate by the instructor. Such changes, should they occur, will be made in writing on Sakai within the “Weekly Schedule” section of our course. It is your responsibility to be aware of these changes. Get into the habit of checking Sakai before each class meeting time.

Week	Date	Reading	Topic
1	Aug 27	Syllabus, Ch 1	Intros, syllabus, terms, descriptive writing
2	Sept 3	Ch 2	Creative Concept; Development Steps
3	Sept 10	Ch 3; Ch 4	Script development, Storyboarding
4	Sept 17	Ch 5	Commercials/PSAs
5	Sept 24		Class Presentations of Commercials/PSAs
6	Oct 1	Ch 6	Corporate Videos
7	Oct 8	Ch 7	Documentary film
8	Oct 15	Reading posted on Sakai	Documentary film structure
9	Oct 22	Reading posted on Sakai	Treatments
10	Oct 29	Reading posted on Sakai	Pitching story ideas
11	Nov 5		Student Pitches
12	Nov 12	Ch 9	Character Development/Writing dialogue
13	Nov 19	Ch 10	Dramatic Fiction
14	Nov 26	Reading posted on Sakai	Dramatic Fiction
15	Dec 3	Reading posted on Sakai	Final Presentations