ADVANCED WRITING FOR THE ELECTRONIC MEDIA

FALL 2013
RTV 3101 03D4

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

Instructor
Churchill Roberts
Professor of Telecommunication
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371-7969 (home) 352-284-2557 (cell)
clrobert@ufl.edu

Office hours
Monday, 10-11 and 2-5 or any other day or time by appointment

Documentary film 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/

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 4, 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

<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>
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<tr>
<td>80-89</td>
<td>B- to B+</td>
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<tr>
<td>70-79</td>
<td>C- to C+</td>
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<tr>
<td>60-69</td>
<td>D- to D+</td>
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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 and Readings**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>August 21</th>
<th>Introduction to course</th>
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<tbody>
<tr>
<td></td>
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<td>Scripts, scripts, and more scripts</td>
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<td></td>
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<td>Stages of script development</td>
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<tr>
<td>Reading 1</td>
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<td>Week 2</td>
<td>August 28</td>
<td>Developing a creative concept</td>
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<td>TV commercials: structure and organization</td>
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| Week 3 | September 4 | Storyboarding and writing TV commercials  
|        |             | Examples of TV commercials |
| Reading 2 |
| Week 4 | September 11 | Storyboarding and writing TV commercials  
|        |             | Examples of TV commercials |
| Reading 3 |
| Week 5 | September 18 | In-class presentation of commercials |
| Reading 4 |
| Week 6 | September 25 | Corporate and instructional film/video |
| Reading 5 |
| Week 7 | October 2 | Documentary film |
| Reading 6 |
| Week 8 | October 9 | Dramatic structure for documentary and fiction film |
| Reading 7 |
| Week 9 | October 16 | Plot driver versus character driven documentary  
|        |             | Pitfalls of observational film |
| Reading 8 |
| Week 10 | October 23 | Pitching a story idea |
**Reading 10**

**Week 11**  October 30  Writing dialogue

**Reading 11**

**Week 12**  November 6  In-class documentary pitch

**Reading 12**

**Week 13**  November 13  Character traits and dialogue
   The characters in *Casablanca*

**Week 14**  November 20  Adaptations, comedy

**Week 15**  November 27  THANKSGIVING HOLIDAY

**Week 16**  December 4  More on adaptations, comedy

**Week 17**  December 11  Presentation and discussion of final projects
   Note: Wednesday, 12:30-2:30 p.m.

**DUE DATES FOR ASSIGNMENTS**

**September 18**  In-class presentation of commercials

**October 9**  Corporate video script

**October 17**  Documentary visual treatment

**November 6**  In-class documentary proposal (pitch)

**November 20**  Character sketch/double-dialogue exercise

**December 11**  In-class presentation of final projects, 12:30-2:30
   Wednesday in 3020