Scriptwriting I & COMM 2339

Spring 2019

VISUAL AND PERFORMING ARTS DIVISION

Office Hours: 8:00 a.m. – 6:00 p.m. Mon-Thu,

8:00 a.m. - 4:30 p.m. Fri

Location: L129, Telephone: 972-273-3560

Scriptwriting I & Comm 2339
Video Technology Course Sheet: RTVB 1329 & COMM 2339
Classroom: L133
Instructor: June Owens, Office Hours: by appointment.
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Course description

Have an advanced understanding of the principles and techniques involved in writing for tv, radio, new media and film.

Construct effective program proposals and scripts in various formats and assemble a portfolio;

Understand the basic audience “needs” when writing a script (i.e. demographics, target audience, special audience, and controversial subject matter;

Understand fundamental aesthetic principles that are involved when writing a script; and

Develop an original film script utilizing the structural principles involved in writing a film.
Materials:


These texts plus additional outside assigned reading will be included in the testing materials.

You will also need a thumb drive (or use of a cloud drive/google drive), portfolio folder (can be a black paper file folder (cost usually 50 cents) and a 3-ring binder (with folders built in) to hold “readings” that I give you in class.

**INSTITUTIONAL POLICIES**

Please go to the [Syllabus Policies Webpage at North Lake College](https://example.com) for required information pertaining to:

- Student Success
- Financial Aid
- Class Drop and Repeat Options
- Emergency Info
- Concealed Carry
- Syllabus Change Disclaimer
- Other College-Specific Information

**Means of Assessment of Course Learning Outcomes**

Learning outcomes will be assessed by submission of a midterm and final exam. Assignments, quizzes, and critiques will be graded as well. Students are expected to write and complete each assignment and create a writing portfolio. This completed writing portfolio will include the following:

Portfolio Table of Contents:
1. PSA :30
2. Commercial :30
3. Interview/Talk Programs
4. 5-7-minute Film Script
5. Documentary
6. News/Sports
7. Corporate

**Evaluation Procedures**
5% Assignments
5% Attendance

10% Portfolio (Final and Corrected Scripts in Portfolio)

10% PSA :30
10% Commercial :30
10% Interview/Talk Programs
10% News/Sports
10% Corporate
10% Documentary

**Final Project**
20% Final Project: 5-7 minute Film Script (Scriptwriting I)
Tentative Calendar – Screenwriting I and COMM 2339 Course, subject to change.

Remember everything you write needs to be able to be produced at North Lake College in the future or specifically by you in the future. Try to really write scripts you will be proud of...remember when a potential employer looks at your Portfolio (both written and visual)...you want them to say to themselves “Wow, I wish I would have thought of that or I wish I would have created/produced that.” Your PORTFOLIO IS WHAT WILL GET YOU A JOB IN THIS MARKET....MAKE IT GREAT, POWERFUL AND PUT MUCH WORK, ENERGY AND TIME IN IT!

WRITE EVERY DAY.

Jan. 23

Introduction to the Course/Review Syllabus/Lecture about what it takes to be a writer, Writing Exercises

The Mass Media

Basic Elements of Production

Homework: Dialogue Assignment

Cut out front-page story (or sports front-page story) from daily newspaper in order to do your next assignment. Bring to class Sept 5th.

Jan 30

Commercials and Announcements Lecture

Due at beginning of class: Your front page story cut out or printed.

In Class Assignment: “What if” assignment

Timed Assignment: :30, PSA, Prepare a Public Service Announcement for TV, radio and/or the internet. (Make this something that you can actually produce to help a local non-profit, NGO (non-government organization).

Homework: :30, Commercial (you will do a Storyboard- ONCE the script is Approved), Choose a produce, a television program, and a television station. Write a 30-second commercial script and storyboard for the product you’ve chosen. (yes, a “real” product). Justify what you’ve prepared by stating (1) your audience analysis, (2) emotional and/or logical and/or ethical appeals, (3) the steps of persuasion you used.

Feb 6

BOTH Commercial and PSA Scripts due, attendance mandatory.
Feb 13  **Online**, Watch Video Lecture- Write News/Sports (Using the front page story from your newspaper (or online news (or sports) story), write the complete Script and a Rundown for 15-minutes of that program.

Feb 20  Interview and Talk Programs Lecture, **attendance mandatory**.

Turn in your **News (or sports) Rundown and Script** by NOON

Homework: Prepare an outline and rundown for an interview/talk show.

(can be a interview/talk program with a (real) person of local importance, an author of a book written (who actually lives here locally that you could really interview) and/or a talkshow/interview regarding a highly controversial subject.)

Documentary Lecture (**attendance mandatory**)

Feb 27  Online, Turn in **Interview/Talk show script** (by noon)

Pitch Documentary in class.  (Pitch- in class, Treatment (outline), and Logline.  (You need ACCESS- usually it’s a filmmakers “unique” access that gives power to the documentary...think about your own background/culture/stories from your grand-parents/important people in your life).  It can be a “historic” documentary but make sure it connects to the present in some way.  Make sure the character is compelling.  Documentary storytelling is usually Character-driven).  I will give important “notes” about your documentary...this experience will prepare you for your “short film” writing/critique experience.

March 6  **Online through Ecampus**, Work on Documentary (prepare a tentative outline- general direction; do research (analyze library and Internet resources, visit people or places, determine what visual and aural materials are available and study them; prepare lead-ins, lead-outs and interview background material and question and answer outlines as the actualities are gathered and other transition material as the script begins to take shape.  When most material is in, prepare a full script. * get attention, conflict, human elements, witness/evidence, personal – who are you representing?)

    Holiday- Spring Break- March 13, 2019

March 20  **Documentary Treatment & Questions (mandatory attendance)**
Homework: Choose a small business or corporation that could benefit from a corporate video (marketing, brand-image, training video). Fill out the “media needs” sheet prior to writing this corporate video. It must be at least 3 minutes in length to 7 minutes. It must have details and written in a 2-column script. (You are “recording” all video and audio so this is a script that can be “fully written”)

Writing a Short Film Script Lecture, **attendance mandatory.**

**March 27**

**ONLINE**

**Corporate Video (due at NOON)**

Lecture: Character Development

Screenwriting Format - we will no longer use 2-column format- we will use Celtx (or if you have Final Draft) to write the short film script.

Homework: Outline and Property list

Homework: Five through-line premises

**April 3**

Pitch of your short film script (in class); **attendance mandatory.** (Write Logline and Treatment).

Online, Write 5-through line premises. Character development.

**April 10**

Online, work on short film (submit via g drive so professor can comment)

**April 17**

**April 24**

**May 1**

**attendance mandatory.** (Work on structure with assistance of instructor)

1st Draft of Short Film Script due, (we will have cold readings (table reads of all scripts); **attendance mandatory *script due by NOON on May 1**
May 8

Final table reads of all scripts. **Attendance mandatory.** Final Project will be due at the beginning of class, no exceptions.

May 15

**Final Project due at 11:59 p.m. on Dec 15th.** Each day the final project is submitted late from Dec 15, 25 percent will be taken off of grade.

The Final Project be counted as zero if not submitted by **May 17, 2019.**

Face-To-Face on campus (for lecture): 1/23, 1/30

Face-to-face on campus (for final scripts workshops and table reads, Exams): 5/1, 5/8, 5/15

Mandatory Attendance: 2/6, 2/20, 3/20, 4/3, 4/24

Online on eCampus: 2/13, 2/27, 3/6, 3/27, 4/10, 4/10, 4/17