



**Credit Hours: 3**

**Catalog Course Description:**

Writing of visually oriented scripts for the following: commercials, training programs, communications, PSA's and promos, emphasizing the interdependence between the visual and auditory portions of the script.

The cities of Edinburgh and Glasgow are our location for students to learn about writing formats and the culture of another county.

The Edinburgh Film Festival is one of the premiere destinations for every student who is interested in working in the film industry. While attending the film festival, students will have the opportunity to watch world premieres, listen to the directors, producers, and actors talk about the filmmaking craft. Along with the film festival, students will choose one of the many historical museums, castles, cathedrals, or another prominent location, event, or person as the subject for their production. Before students begin the trip, research will be conducted, interviews will be setup, and special permissions will be obtained so the student may spend their time meeting and working with author from Scotland.

**Entry Level Standards:** The student should be able to effectively communicate with instructor and peers, complete assignments according to instructor specifications, and read and write at the required level.

**Prerequisites:** ENGL 1010

**Textbook/Online and Other Requirements:**

Broadcast Writing-Principles and Practice, Walters, Roger L. Second Edition, McGraw-Hill, Inc.

Scripts and script models as provided

**I. Week / Unit / Topic Basis:**

Week 1      Class objectives/Introduction/Media Trends and Markets/Production I limitations for writers.

                 Discuss creative preparation/components of the communications process/contracts: Print, Speech, Broadcast,

                 Script Mechanics: Rules for Scriptwriting/Layout forms for scripts/other considerations

                 Review script mechanics/radio news stories

                 This week they will do news stories for and about the Festival using proper format and correct script mechanics

- Week 2      Program Structure/Program elements/Program opening /Body of program/Program closing/analysis of program structure  
 Review script Mechanics/ Program Structure/Sounds/Visuals  
 Potential, available and actual audiences/ Target audience/ Audience gratification  
 This week they will watch and review films from the festival and explain the target audience and examine audience gratification
- Week 3      Researching commercial campaign/ Public Service Announcements/ Promos/ Editorials/ Organization and Sequence: Attracting Attention, Motivating action, organizing strategies  
 Review of Commercials/ News/ Talk/ Interview/Discussion  
 Finish review including Corporate/ Instructional Program  
 Concept/ Treatment/ Final script for Dramatic program/ Radio Drama  
 This week they will create either a news/talk/interview program or a dramatic TV or radio script

## II. Course Objectives:

- A. Gain insight into the implications of the influence of electronic media in society and the ethical considerations faced by the writer. I, III
  - B. Learn to assess audience characteristics that suggest appropriate writing styles and approaches. III, IV
  - C. Develop the ability to develop and write scripts that best utilize the various technologies of electronic media. I, III, V
  - D. Acquire an awareness of cognitive and affective styles of writing. III, V
  - E. Learn to format a script so it is appropriate for the various media. III, IV
  - F. Begin to develop the ability to design scripts which are scaled to client needs in terms of communication requirements and overall production costs. III, V
- \*Roman numerals after course objectives reference goals of the VPT program.

## III. Instructional Processes:

Students will:

1. Conduct research using the internet, ERC resources, and interviewing techniques. *Communication Outcome, Information Literacy Outcome, Transitional Strategy*
2. Create programs, commercials, PSA and other basic forms of writing from ideas to finish scripts. *Problem Solving and Decision Making Outcome, Active Learning Strategy*
3. Touch on all basic types of both T.V. and radio script formats. *Cultural Diversity and Social Adaptation Outcomes*

\*Strategies and outcomes listed after instructional processes reference TBR's goals for strengthening general education knowledge and skills, connecting coursework to

experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

#### **IV. Expectations for Student Performance:**

Upon successful completion of this course, the student should be able to:

1. Present arguments, which demonstrates his/her grasp of ethical and moral considerations faced by writers for mass audiences. A, B
2. Establish audience profiles, which can be used to determine suitable concept approaches, and writing styles. A, E, F
3. Incorporate the production techniques and technologies of film, radio, and television into production ready scripts. E, F
4. Write at least one example each of a script suitable for production as a radio commercial or PSA, a television commercial or PSA, a short tele-play, a newscast or news feature and a short documentary or informational program. C, D
5. Demonstrate, in written form, the ability to create 3 or more approaches for the solution of a particular communications problem. B, C, E
6. Identify and employ basic elements of creative writing. A, C
7. Discern the difference between delivering information and involving the viewer or listener on an emotional level. D, F
8. Demonstrate how to write in a format suitable for production in radio, TV or film. E
9. Demonstrate how to write a treatment and script and develop a storyboard. B, E
10. Estimate, in general terms, the overall production costs of a simple corporate or "industrial" production. F
11. . Prepare for future VPT production work through development of strong scripts writing conceptual skills. A, C, D

\*Letters after performance expectations reference the course objectives listed above.

#### **V. Evaluation:**

- A. Testing Procedures: 30% of grade

Test scores will combine for 30% of the grade

- B. Laboratory Expectations: 40% of grade

The following four areas will combine to determine 40% of the grade.

1. Completion of written assignments on time.
2. In class attendance, participation and in-class writing.
3. Effort, growth, dedication, perseverance
4. Mastery of basic writing skills, creative talent, ability to focus and concentrate.

- C. Field Work: 30% of grade

Structure, spelling, written assignments will represent 30% of the grade

D. Other Evaluation Methods: N/A

E. Grading Scale:

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
Below 60	F

## **VI. Policies:**

A. Attendance Policy:

Attendance is of utmost importance in study abroad courses. There are no unexcused absences permitted. Multiple unexcused absences are grounds for removal from the program. Being in class on time is also very important. Frequent tardiness will be considered an absence and appropriate action will be taken. Absences due to illness must be reported immediately to the program director.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices: Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments. In addition to other possible disciplinary sanctions that may be imposed as a result of academic misconduct, the instructor has the authority to assign either (1) an F or zero for the assignment or (2) an F for the course.

## **VII. Instructional Hours:**

38 hours of formal class meetings will be combined with cultural excursions and events for a total of 50+ hours of instructional time.