

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**RTVF 14 - Introduction to Media Writing**

**3 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** Reading Level IV; English Level IV

**Transfer Status:** CSU/UC

51 hours Lecture

Basic introductory course in writing for the film and electronic media. Emphasis on preparing scripts in proper formats, including fundamental technical, conceptual and stylistic issues related to writing fiction and non-fiction scripts for informational and entertainment purposes in film and electronic media. Includes a writing evaluation component as a significant part of the course requirement.

### II. OBJECTIVES

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

- A. Demonstrate competence in the mechanics of clear and concise writing.
- B. Demonstrate an understanding of the technical and aesthetic issues related to writing for the film and electronic media.
- C. Demonstrate an understanding of the fundamental principles of narrative fiction screenwriting.
- D. Demonstrate proficiency in writing in a variety of script formats, including the radio script, two-column video script, film script and sitcom script formats.
- E. Demonstrate proficiency in creating a complete, short fictional narrative and writing it as a 20-30-page film script.

### III. COURSE CONTENT

#### **A. Unit Titles/Suggested Time Schedule**

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Writing regardless of medium or format – clarity, economy, grammar, style	6.00
2. Issues specific to writing for radio (writing for the ear), film and television (writing for the eye), multimedia (writing for the ear, the eye, and interactivity)	7.00
3. Script formats – including, but not limited to radio, two-column video, film, sitcom	6.00
4. Introduction to content for the various media – e.g., commercials, PSAs, corporate productions, documentaries, web sites, fictional narratives (film, half-hour TV comedy, one-hour TV drama)	8.00
5. Fundamentals of dramatic structure, including conflict	6.00
6. Fundamentals of character creation	6.00
7. Fundamentals of dialogue writing	6.00
8. Process and methodology of script writing (including outlines, treatments, etc.)	6.00
Total Hours	51.00

#### **IV. METHODS OF INSTRUCTION**

- A. Lecture
- B. Collaborative Group Work
- C. Class Activities
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Discussion
- F. Multimedia Presentations

#### **V. METHODS OF EVALUATION**

- A. Exams/Tests
- B. Oral Presentation
- C. Written Assignments
- D. Oral critiques by peers and instructor
- E. Written critiques by instructor

#### **VI. EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
  - 1. Read the textbook chapter on writing for radio/TV news and come to class prepared to discuss the differences between writing for radio and TV.
  - 2. Read the instructor supplied film script and TV script and come to class prepared to discuss how the formats are different.
- B. Writing Assignments
  - 1. Write a 30 second radio commercial based on product details supplied by the instructor. Be prepared to read your script to the class.
  - 2. Using the handout on film script writing supplied by the instructor, write a 500 word story concept. Be prepared to present your story concept in class.
- C. Out-of-Class Assignments
  - 1. Read and analyze one film script from the instructor supplied list and come to class prepared to discuss how it reflects the three-act structure discussed in script writing chapter in the class text.
  - 2. Listen to six radio commercials and come to class prepared to discuss the differences between features and benefits for the advertised products.

#### **VII. RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

- A. Hilliard, Robert L. Writing for Television, Radio, and New Media (Broadcast and Production). 11th Edition. Cengage Learning, 2014.
- B. Trottier, David. Screenwriter's Bible. 6th Edition. Stilman-James, 2014.

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