PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

ADVANCED SCRIPTWRITING
VPT 2400

Class Hours: 4.0
Credit Hours: 3.0
Laboratory Hours: 0.0
Revised: Spring 07

Catalog Course Description:

Course addresses the writing of long format scripts that incorporate advanced concepts in dramatic writing for visual media, including the documentary and high-impact videos for corporate/instructional programs. Emphasis will be placed on understanding long form structure through reading and writing.

Entry Level Standards:

Students must be able to read and write at the college level.

Prerequisites:

VPT 1400

Textbook(s) and Other Course Materials:


I. Week/Unit/Topic Basis:

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<th>Week</th>
<th>Topic</th>
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| 1    | Class objectives/Introduction/Script format review  
      | Chapter 13- Talk, Corporate/Instructional, and Discussion Programs |
| 2    | Determining Purpose/analyzing target audience/selecting the topic and guests/scripting a talk program |
| 3    | Structural Requirement - Unity, Variety, Pace, Climate |
| 4    | Preparing questions - Sequencing questions, Phrasing questions |
| 5    | Conducting interviews/Moderating Discussion Programs/Hosting Call-in Programs |
| 6    | Characteristics of a Documentary/Common Documentaries/Writing Documentaries/Radio Documentaries  
      | Chapter 14 - Documentary Programs |
II. Course Objectives*:

A. The student will learn to assess audience characteristics which suggest appropriate writing styles and approaches. III, IV

B. The student should learn to format a script so that it is appropriate for the various media. I, III, IV

C. The student will begin to develop the ability to design scripts which are scaled to the client needs in terms of communications and overall production costs. I, II, III

D. The student will gain a greater insight into what it takes for a longer scripted project. III, IV, V

*Roman numerals after course objectives reference goals of the VPT program.

III. Instructional Processes*:

Students will:

1. Students will work with both library research and interviewing. Active Learning Strategy, Transitional Strategy

2. Students will work together developing characters for a long formatted script. Active Learning Strategy, Communication Outcome, Transitional Strategy

3. Students will work together as clients and production company to be able to relate to both sides. Transitional Strategy, Communication Outcome, Active Learning Strategy

4. Students will create program ideas and bring their ideas to finished scripts. Communication Outcome, Transitional Strategy, Active Learning Strategy

*Strategies and outcomes listed after instructional processes reference TBR's goals for strengthening
general education knowledge and skills, connecting course work 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. Establish audience profiles which can be used to determine suitable concept approaches and writing styles (referred to course objectives). A, B
2. Incorporate the production techniques and technologies of film, radio, and television into production ready scripts. A, C
3. Demonstrate, in written form, the ability to create 3 or more approaches for the solution of particular communications problems. A, C, D
4. Identify and employ basic elements of creative writing. A, C
5. Discern the difference between delivering information and involving the viewer or listener on an emotional level. A, E, F
6. Gain a greater insight into what it takes for a longer scripted project. A, C
7. Know the stages of dramatic script development - concept, treatment and final script. B, C
8. Distinguish between documentaries and other presentational forms. B, C
9. Write concepts, treatments and other script materials for documentaries, emphasizing the distinctive presentational techniques of that genre. E
10. Research and prepare interview and discussion programs for broadcast, including determining purpose, analyzing target audiences, choosing topics and guests, preparing interview questions and structuring of a program. B, C, E
11. Recognize, prepare and use shot sheets. B, E
12. Understand how non-broadcast delivery affects the structure and content of a corporate/instructional writing. F
13. Demonstrate how to write in a format suitable for production in radio, TV or film. C, D
14. Demonstrate how to write a treatment and script and develop a storyboard. B, E
15. Estimate, in general terms, the overall production costs of a simple corporate or "industrial" production. A, E, F
16. Prepare for future VPT production work through development of strong script writing conceptual skills. The development of speculative work for the student. A, C
17. Be better prepared for more advanced VPT classes. A, C

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

V. Evaluation:

A. Testing Procedures:
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.

Test scores will combine for 30% of the grade.

Written assignments using correct format/spelling will represent 30% of the grade.

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

VPT Program:

The VPT program believes a more stringent requirement is realistic because of the contractual commitment made by the College with local area employers. Therefore, to successfully complete VPT courses, students must attend at least 85% of classes. To be considered “in attendance”, students are expected to be in class at the scheduled starting time for that class. Students will be considered “tardy” from that time until 10 minutes after the scheduled starting time. Three such “tardies” shall constitute an “absence”. Students arriving any time after 10 minutes beyond the scheduled time for a class will be considered “absent”.

B. Academic Dishonesty:

In keeping with college-wide policies, the student is expected to adhere to the general rules and regulations relevant to academic and classroom misconduct as outline in the catalog.

C. Accommodations for disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may contact by going to Goins 127 or 131 or by phone 694-6751 (Voice/TTY) or 539-7153.

D. Other Policies:

Any act of misuse, vandalism, malicious or unwarranted damage or destruction, defacing, disfiguring, or unauthorized use of property/equipment belonging to Pellissippi State is subject to disciplinary sanction.