

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

**ADVANCED SCRIPTWRITING
VPT 2400**

Class Hours: 4.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Date Revised: Spring 2011

Catalog Course Description:

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

Entry Level Standards:

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

Prerequisites:

VPT 1400

Co-requisites:

None

Textbook(s) and Other Course Materials:

Recommended

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

The TV Writer's Workbook: A Creative Approach To Television Scripts, Sandler, Ellen

Successful Television Writing, Goldberg, Lee Goldberg and Rabkin, William

Scripts and script models as provided.

I. Week/Unit/Topic Basis:

Week	Topic
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
- 7 Common Documentary Types - Public Affairs, Nature Documentary, Slice of Life Documentary and Event or Process, Documentary a creative effort
 - 8 Writing Documentary/concepts/Treatment
 - 9 Interviewing: Why interviewing matters/Who do you interview/Types of situations/Setting people at ease/Framing questions/Guidelines for effective interviewing/Pushing boundaries/Right order for questions
 - 10 Corporate/Instructional programs
Chapter 15 - Types of Corporate/Instructional Programs
 - 11 Planning and writing Corporate/Instructional programs - Defining purpose, needs assessment, learning objectives, selecting the medium
 - 12 Dramatic programs
Chapter 16 - Concept/Treatment
 - 13 Structure - Unity, Variety, Pace, Climate, Strong start
 - 14 Setting/Plot/Characters
 - 15 A Script Development Checklist/Final script - Visualization, Dialogue, Format

II. Course Goals*:

The course will:

- A. Guide students towards learning to assess audience characteristics, which suggest appropriate writing styles and approaches. III, IV
- B. Guide students towards learning how to format a script so that it is appropriate for the various media. I, III,IV
- C. Guide students towards developing the ability to design scripts, which are scaled to the client needs in terms of communications and overall production costs. I,II,III
- D. Guide students towards gaining a greater insight into what it takes for a longer scripted project. III,IV,V

*Roman numerals after course objectives reference goals of the Video Production Technology program. (Career Program Goals and General Education Goals are listed

http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/)

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Identify audience profiles, which can be used to determine suitable concept approaches and writing styles (referred to course objectives). A, B
2. Apply 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. Tell the difference between delivering information and involving the viewer or listener on an emotional level. A, E, F
6. Develop a greater insight into what it takes for a longer scripted project. A, C
7. Recall the stages of dramatic script development - concept, treatment and final script. B, C
8. Compare between documentaries and other presentational forms. B, E
9. Write concepts, treatments and other script materials for documentaries, emphasizing the distinctive presentational techniques of that genre. E
10. Prepare and research 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. Explain and apply how non-broadcast delivery affects the structure and content of 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. Prepare for more advanced VPT classes. A, C

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

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

E. Grading Scale:

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

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.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

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.