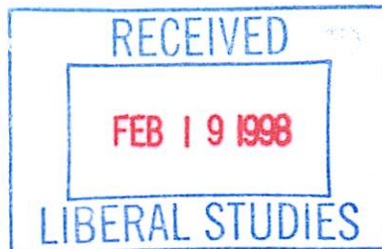


LSC Use Only

Number: _____

Submission Date: _____

Action-Date: _____



UWUCC USE Only

Number: _____

Submission Date: _____

Action-Date: _____

97-52u

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. B. Gail Wilson Phone 357-3210

Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

☒ **COURSE** CM 303 Scriptwritng
Suggested 20 character title

☐ New Course* _____
Course Number and Full Title

☒ Course Revision CM 303 Scriptwriting
Course Number and Full Title

☐ Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

☐ Course Deletion _____
Course Number and Full Title

☐ Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

☒ Course or Catalog Description Change CM 303 Scriptwriting
Course Number and Full Title

☐ **PROGRAM:** ☐ Major ☐ Minor ☐ Track

☐ New Program* _____
Program Name

☐ Program Revision* _____
Program Name

☐ Program Deletion* _____
Program Name

☐ Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

B. Gail Wilson 12/15/97
Department Curriculum Committee

Robert P. Daulton 12/15/97
Department Chair

[Signature] 2/12/98
College Curriculum Committee

[Signature] 2/18/98
College Dean

[Signature] 2/18/98
+ Director of Liberal Studies (where applicable)

[Signature] 2/18/98
*Provost (where applicable)

Part II. Description of Curriculum Change

1. New Syllabus of Record (attached)

2. Summary of proposed revisions

This revision includes a catalog description change and prerequisite change

3. Justification/rationale for the revision

Old Catalog Description

CM 303 - Scriptwriting 3c-0l-3sh

Prerequisite: CM 101

Required of Communications Media majors

Introduction to the design of media materials and script writing. Style and techniques of writing will be analyzed. Classroom emphasis is on writing, critiques, and revision of designs and scripts. Scripts for audio, still projection, and motion picture and television productions will be written.

New Catalog Description

CM 303 - Scriptwriting 3c-0l-3sh

Prerequisites: CM 101, EN 101 and EN 202 (C or better) or permission of instructor

Introduction to the design of media materials and script writing. Style and techniques of writing will be analyzed. Classroom emphasis is on writing, critiques, and revision of designs and scripts. Scripts for audio, multi-media presentations, and motion picture and television productions will be written.

Justification/rationale for the change

The prerequisite change is made because as a writing intensive course, previously approved by the Liberal Studies committee, students need certain competencies in writing and research to be successful in the course. This is a demanding course that requires Communications Media students to write, research and revise scripts for a variety of media applications. "Or permission of instructor" is added to allow for any necessary exceptions to the prerequisites, particularly to accommodate transfer students. The phrase "Required of all Communications Media majors" is being removed from the course description since this course will now be one option for the Writing Intensive Course in Communications Media.

4. Old Syllabus of Record (attached)

Part III. Letters of Support

See letter from Liberal Studies Committee included with the Program Revision documentation.

Part II. Description of Curriculum Change

1. New Syllabus of Record

I. Catalog Description

CM 303 - Scriptwriting

3 credits
3 lecture hours
0 lab hours
(3c-01-3sh)

Prerequisites: CM 101, EN 101 and EN 202 (C or better) or permission of instructor

Introduction to the design of media materials and script writing. Style and techniques of writing will be analyzed. Classroom emphasis is on writing, critiques, and revision of designs and scripts. Scripts for audio, multi-media presentations, and motion picture and television productions will be written.

II. Course Objectives

Upon completion of this course students will be able to:

- understand the terminology used in media scriptwriting;
- write for a variety of broadcast media;
- compete for free-lance corporate writing contracts;
- write scripts for use with multi-media and other presentation opportunities;
- critique, edit and rewrite scripts; and
- understand the concepts of writing television and video scripts.

III. Course Outline

Week #1 (3 class hours)

Introduction
Business
Copyright

Week #2 (3 class hours)

Technical vocabulary
Shot-Transitions
Visual thinking and storyboarding
Characterization
Start Assignment #1

Week #3 (3 class hours)

- Story concept
- Dialectic structure
- Compression
- Conflict

Week #4 (3 class hours)

- In-class analysis of a movie
- POV
- Music
- Dialogue
- Silence
- Conflict
- Resolution
- Compression
- Lighting
- Assignment #1 due

Week #5 (3 class hours)

- Research - Nonfiction Script
- Treatment - Fiction and Nonfiction
- Start Assignment #2

Week #6 (3 class hours)

- Nonfiction Script
- Writing Script
- Writing Narration

Week #7 (3 class hours)

- Teleplay/ Screenplay
- Writing Dialog
- In class group work: scene development
- Start Assignment #3

Week #8 (3 class hours)

- The First Assignment
- Corporate Scriptwriting
- KISS FM
- Start Assignment #4
- Assignment #2 due

Week #9 (3 class hours)

- Discuss multi-media presentation script
- Client contracts

Week #10 (3 class hours)

Discuss concept, purpose, audience, etc.

Week #11 (3 class hours)

Work on production of computer slides for presentation

Week #12 (3 class hours)

History of Stereotyping

Cultural and Psychological Effects of Stereotyping

Media examples (past and present)

Assignment #3 due

Week #13 (3 class hours)

In-class analysis of movie

Week #14 (3 class hours)

View slide/tape programs

Wrap-up

Assignment #4 due

During the final exam time, students will meet with the instructor to review/discuss the slide/tape production and suggest changes for the student's senior portfolio.

IV. Evaluation Methods

Assignments:

Characterization	1X 50 = 50
Video Treatment	1X 50 = 50
Screen Development	1X 50 = 50
Corporate Slide/ Tape	1X 150 = 150
Total Points Possible	= 300

Grading Scale: Grades are calculated by totaling the points received on all assignments and tests and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%	= A
80-89%	= B
70-79%	= C
60-69%	= D
below 60%	= F

V. Required Textbooks, supplemental books and readings

McAdams, K. C., Elliot, J.J. (1996) Reaching Audiences A Guide to Media Writing. Allyn and Bacon, Boston.

VI. Special resource requirements

None

VII. Bibliography

Armer, A. A. (1993) Writing the Screenplay TV and Film, 2nd Edition. Wadsworth Publish, Belmont, CA.

Dancyger, K., Rush, J. (1991) Alternative Scriptwriting Writing Beyond the Rules. Focal Press, Boston.

Dmytryk, E. (1985) On Screen Writing. Focal Press, Boston.

Hilliard, R. L. (1991) Writing for Television and Radio, 5th Edition. Wadsworth Publish, Belmont, CA.

Hutchison, E.R. Sr. (1996) Writing for Mass Communication, 2nd Edition. Longman, White Plains, NY.

Kessler, L., McDonald, D. (1989) Mastering the Message. Wadsworth Publishing, Belmont, CA.

Kessler, L., McDonald, D. (1992) When Words Collide. Wadsworth Publishing, Belmont, CA.

Orlik, P.B. (1998) Broadcast/Cable Copyrighting, 6th Edition. Allyn and Bacon, Boston.

Rice, S. (1993) Right Words Right Places. Wadsworth Publishing, Belmont, CA.

Rouverol, J. (1992) Writing for Daytime Drama. Focal Press, Boston.

CM 303/503
Scriptwriting
Fall, 1992
Stouffer Hall G-10

Instructor: Dr. Gwendolyn Willis
129 Stouffer Hall
357-2492 (Secretary) 357-3779 (Office)

No phone calls at home please. If you need to reach me, make an appointment during office hours or leave a message with the departmental secretary.

Office Hours: Tuesday and Thursday: Noon to 1:00 P.M.
Wednesday: Noon to 3:00 P.M.

Please make an appointment in advance!

Please be advised that I am not available between 4:30-5:00 P.M.

TEXT: Rubenstein, P.M. & Maloney, M.J. (1988). Writing for the broadcast media (2nd ed.). Englewood Cliffs, NJ: Prentice Hall.

Matrazzo, Donna. The Corporate Scriptwriting Book
(Optional)

COURSE OBJECTIVE:

Upon completion of this course, given the appropriate information and materials, the student should have developed the ability to write for a variety of broadcast media. In addition, the student will gain experience in competing for free-lance corporate writing contracts by collaborating on a group project for a local business client, as well as slide/tape production.

CLASS ATTENDANCE:

Although university policy states that class attendance is not mandatory, you are *strongly advised to attend all classes and actively participate*. You are responsible for all assignments due and given in your absence. You are also expected to be on time for class.

ASSIGNMENTS:

All assignments must be typed, stapled (if more than one page), and handed in on time. **NO EXCEPTIONS!** Since this is a writing course; neatness, correct spelling, proper grammar, and good sentence structure are required.

If you miss a class, you are responsible for all information given and/or to be turned in. Late assignments cannot be accepted and a grade of F will be received for that assignment. A list of assignments and due dates is provided within the syllabus.

It is important to realize that this course may require that you work on several projects simultaneously. You are advised to begin each project promptly and manage time wisely so that projects are completed ON TIME!!!!!!!!!!!!!! Remember, late assignments will not be accepted.

ASSIGNMENTS ARE DUE AT THE BEGINNING OF THE CLASS. DO NOT SLIDE ASSIGNMENTS UNDER MY DOOR.

EVALUATION:

1. Characterization.....50 points
2. Video Treatment.....50 points
3. Scene Development.....50 points
4. Corporate Slide/Tape.....150 points

TOTAL.....300 points

A standard grading scale will be used for evaluation

CLASS SCHEDULE AND ASSIGNMENTS

September 3/8, 1992

Read Chapters 1, 2, & 3
Introduction
Business
Copyright

Individual introductions, review of syllabus, and explanation of assignments and expectations.
.....

September 10/15, 1992

Week 2: Read Chapters 15 & 11
Technical vocabulary
Shots-Transitions
Visual thinking and storyboarding
Characterization

Assignment #1: Write a characterization of a fictional character that you have created. (50 points)

Due: September 29, 1992
.....

September 17/22, 1992

Read Chapter 6
Story concept
Dialectic structure
Compression
Conflict
.....

September 24/29, 1992

In-class analysis of a movie.

POV	Conflict
Music	Resolution
Dialogue	Compression
Silence	Lighting

Assignment #1 2/24
.....

October 1/6, 1992

Read Chapters 5, & 7
Research - Nonfiction Script
Treatment - Fiction and Nonfiction

Assignment #2: Prepare a detailed fiction treatment suitable for three scene teleplay/screenplay short. (50 points)

Due: October 22, 1992
.....

October 8/13, 1992

Read Chapters 8 & 12
Nonfiction Script
Writing Narration
.....

October 15/20, 1992

Read Chapters 9 & 13
Teleplay/Screenplay
Writing Dialog

In class group work: scene development.

Assignment #3: Exercise in scene development. More details in class. (50 points)

Due: November 19, 1992
.....

October 22/27, 1992

Read Chapter 4
The First Assignment
Corporate Scriptwriting
KISS FM

Assignment #4: This is a group assignment. Each group must write and produce a 5-10 minute synchronized slide/tape program for a local business. The project must also include a treatment, script, and storyboard. (150 points)

Due: December 8/10, 1992
.....

October 29/November 3, 1992

Group meetings to discuss slide/tape project. Client contacts must be made this week so that appointments can

be scheduled during class time next week.
Attendance is mandatory.

.....

November 5/10, 1992

NO FORMAL CLASS. USE THIS TIME TO MEET WITH THE
CLIENT TO DISCUSS THE CONCEPT, PURPOSE, AUDIENCE, ETC.

.....

November 12/17, 1992

NO FORMAL CLASS. USE THIS TIME TO SHOOT AND DEVELOP
SLIDES

.....

November 19/24, 1992

History of Stereotyping
Cultural and Psychological Effects of Stereotyping
Media examples (past and Present)

Assignment #3 due 11/19

.....

November 26, 1992 HAPPY THANKSGIVING

.....

December 1/3, 1992

In-class analysis of movie

.....

December 8/10, 1992

View slide/tape programs
Wrap-up

Assignment #4 due

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