

CENTER FOR INNOVATIVE TECHNOLOGIES  
MASTER COURSE DOCUMENT

## TC 210 Scriptwriting: Long Forms (Cross listed as ENG 210)

**Course Description:** A course on developing scripts for long form electronic media messages such as instructional and promotional video and documentaries. Topics include: analyzing audiences and products; conducting research; preparing documentation, scripts, and storyboards; and persuasively presenting concepts.

**Prerequisites(s):** MKT 115 and 6 credits of English  
Composition (minimum grade C for all)

**Corequisite(s):** No corequisite

Lecture Hours: 2	Lab Hours: 3	Credit Hours: 3
Lab Fee: 105	Supplemental Fee: 0	Purpose:
<input type="checkbox"/> Transfer Assurance Guide Course (TAG)	<input type="checkbox"/> Transfer Module Course (TM)	
Course Format: Lec/Lab		Grading: A/B/C/D/F/I
Delivery Method: <input type="checkbox"/> Web <input type="checkbox"/> Hybrid <input type="checkbox"/> X Classroom		
Semesters Offered: <input type="checkbox"/> X Fall <input type="checkbox"/> X Spring <input type="checkbox"/> X Summer		

### Course Primary Text:

Title: No textbook adopted	Edition:
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### Supplemental Materials:

Radio and Video documentaries, development videos, and PSAs (online and DVD)
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### Course Outcomes:

1	Demonstrate effective use of techniques for writing various contemporary long form electronic media scripts.
2	Demonstrate understanding of pre-production tasks including conducting content research, applying legal considerations, utilizing storytelling strategies, conducting concept pitches, understanding audiences, and writing scripts.
3	Demonstrate professional behaviors including meeting deadlines and working alone and as a member of a team.
4	Demonstrate an attitude of creative risk-taking by experimenting, exploring, and accepting and overcoming obstacles in the scriptwriting process.

### Course Topics:

Week 1	Narrative techniques for media (verite, narration, interview, hybrid)
Week 2	Techniques for acquiring documentary content (minimum 5 hours recorded content required).
Week 3	Transcribe and share minimum 10 pages of transcript.
Week 4	Prepare and present first draft radio documentary script.
Week 5	Prepare and present second draft radio documentary script.
Week 6	Prepare and present final draft radio documentary script.

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Week 7	Research techniques for advocacy and development (fundraising) media
Week 8	Conduct and document research to support advocacy campaign topic
Week 9	Prepare and present first draft video development script
Week 10	Prepare and present first draft PSA scripts
Week 11	Prepare and present final draft scripts (development and PSAs)
Week 12	Techniques and structure of screenplays
Week 13	Prepare and present first draft screenplay
Week 14	Prepare and present second draft screenplay
Week 15	Prepare and present final draft screenplay

**Methods of Evaluation/Assessment**

Discussion
Critique professional scripts
Critique student scripts
Write and revise scripts for radio documentary, screenplay, development (fundraising) video, and advocacy public service announcements

Course Keeper: Pam Ecker

Date Completed: 4-15-2019