FTMA M115: INTRODUCTION TO MEDIA WRITING

Originator
clarson

Co-Contributor(s)

Name(s)
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College
Moorpark College

Discipline (CB01A)
FTMA - Film, Television, Media Arts

Course Number (CB01B)
M115

Course Title (CB02)
Introduction to Media Writing

Banner/Short Title
Introduction to Media Writing

Credit Type
Credit

Start Term
Fall 2023

Formerly
FTVM M11 - Introduction to Media Writing
RT M05 - Radio/TV Script Writing

Catalog Course Description
Introduces techniques in writing for film and electronic media. Emphasizes the preparation of 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. Emphasizes basic screenplay structure, characters, conflict, theme and technical script formatting in the development of a short screenplay.

Taxonomy of Programs (TOP) Code (CB03)
0604.00 - *Radio and Television

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
B (Transferable to CSU only)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass
(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
52.5
Maximum Contact/In-Class Lecture Hours
52.5

Activity
Minimum Contact/In-Class Activity Hours
0

Maximum Contact/In-Class Activity Hours
0

Laboratory
Minimum Contact/In-Class Laboratory Hours
0
Maximum Contact/In-Class Laboratory Hours
0

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
52.5
Total Maximum Contact/In-Class Hours
52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid
Minimum Paid Internship/Cooperative Work Experience Hours
0
Maximum Paid Internship/Cooperative Work Experience Hours
0

Unpaid
Minimum Unpaid Internship/Cooperative Work Experience Hours
0
Maximum Unpaid Internship/Cooperative Work Experience Hours
0

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
105
Maximum Outside-of-Class Hours
105

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

1	analyze and understand film and television story structure and apply the theory of script writing in critiques.
2	describe what a motion picture or television treatment is and why treatments are important.
3	integrate professional standards of writing into introductory-level script writing activities.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1	demonstrate competence in the mechanics of clear and concise writing.
2	demonstrate an understanding of the technical and aesthetic issues related to writing for the film and electronic media.
3	demonstrate an understanding of the fundamental principles of narrative fiction screenwriting through the analysis of produced scripts.
4	demonstrate proficiency in writing in a variety of script formats, including the radio script, two-column video script, film script and sitcom script formats.
5	demonstrate proficiency in creating a complete, short fictional narrative and writing it as a 20-30-page film script.

Course Content

Lecture/Course Content
- **15% - Process and Methodology of Script Writing**
  - Outlines
  - Treatments
  - Clarity, economy, grammar, and style
- **15% - Introduction to Script Formats**
  - Radio
  - Two-column video
  - Film
  - Sitcom
- **15% - Issues Specific for the Various Media Writing**
  - Radio (writing for the ear)
  - Film and television (writing for the eye)
  - Multimedia (writing for the ear, the eye, and interactivity)
- **15% - Fundamentals of Character Development**
  - Creation
  - Understanding the role of the character in the story
- **15% - Fundamentals of Dialogue Writing**
  - Understanding the elements of effective dialogue
- **15% - Fundamentals of Narrative**
  - Setting up the story
  - Basic three act structure
- **10% - Inclusive Writing**
  - Importance of representation in the writer's room.
  - Recognizing the importance of representation of race/ethnicity, gender, class, sexual orientation, and ability in storytelling.

Laboratory or Activity Content
None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):
Written expression
Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):
Essay exams

Group projects
Objective exams
Oral analysis/critiques
Oral presentations
Problem-solving exams
Reports/papers
Skills demonstrations
Written creation (poem, screenplay, song)
Classroom Discussion
Projects
Participation
Reports/Papers/Journals

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Class activities
Class discussions
Collaborative group work
Distance Education
Group discussions
Guest speakers
Internet research
Lecture
Small group activities
Other (specify)

Specify other method of instruction

Presenting scenes from film and television programs.
• Group development of a concept.
• Individual and group pitches.

Describe specific examples of the methods the instructor will use:

  • Lead group discussions and use inclusive PowerPoint presentations to explain concepts of this course
  • Present examples from other media sources.
  • Facilitate discussions using inclusive film and television sequences.

Representative Course Assignments

Writing Assignments
  • Develop the internal and external aspects of an effective character.
  • Write the first pages of a film or television program.

Critical Thinking Assignments
  • Read another student's script and critique the plot and character elements.
  • Research and find a scene description from a film or television script that reinforces biased gender identities. Then in small groups discuss how this type of writing can support the continuation of negative representation.
  • Select and analyze the development of scene from a current television series or film.
  • Examine UCLA's Professor Darnell Hunt Dean's *Race In The Writer's Room* and explore the connection between racial dynamics in writers' rooms and the narrative in the script.

Reading Assignments
  • Read and analyze a screenplay and then compare it to the produced movie.
  • Read a multi-camera and single-camera sitcom script and compare the differences.

Skills Demonstrations
  • Take a nursery rhyme and transform it into a script format.
  • Create a backstory for a character.

Outside Assignments

Representative Outside Assignments
- Watch a film and analyze the plot points that move the screenplay through the various acts.
- Listen to three radio commercials and describe the difference in narrative.

Articulation

C-ID Descriptor Number
FTVE M115

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Northridge	CTVA 220	Foundations of Media Writing	3
CSU Los Angeles	TVF 2650	Introduction to Scriptwriting	3
CSU Long Beach	FEA 207	Introduction to Screenwriting	3

Comparable Courses within the VCCCD
FTVE R110 - Introduction to Media Writing
ENGL V12 - Introduction to Media Writing
FILM V12 - Introduction to Media Writing
THA V30A - Screenwriting I

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
Fall 1995

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type
Textbook

Description
Riley, Christopher. *The Hollywood Standard: The Complete and Authoritative Guide to Script Format and Style.* 3rd ed., Michael Wiese Productions, 2021.

Resource Type
Textbook

Description
Bork, Erik. *The Idea: The Seven Elements of a Viable Story for Screen*. Overfall, 2018.

Resource Type
Textbook

Classic Textbook
Yes

Description
Trottier, David. *The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script*. 7th ed., Silman-James Press, 2019.

Resource Type
Textbook

Classic Textbook
Yes

Description

King, Jess. *Inclusive Screenwriting for Film and Television.* Routledge, 2022.

Library Resources

Assignments requiring library resources

Research using the library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Utilize the library's streaming video collection to watch a film and analyze the plot points that move the screenplay through the various acts.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (1%−50% online)
Hybrid (51%−99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%−50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate coursewide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations

Hybrid (1%–50% online) Modality

On campus
Online

Hybrid (51%–99% online) Modality

On campus
Online

Primary Minimum Qualification

MEDIA PROD/BROADCASTING TECH

Additional Minimum Qualifications

Minimum Qualifications
Mass Communication

Review and Approval Dates

Department Chair
02/03/2023

Dean
02/06/2023

Technical Review
03/02/2023

Curriculum Committee
03/07/2023

DTRW-I
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

Board
MM/DD/YYYY

CCCCO
MM/DD/YYYY

Control Number
CCC000609369

DOE/accreditation approval date
MM/DD/YYYY