EMF 377
BROADCAST/FILM WRITING

BROADCAST/FILM WRITING (3) Training and practice in writing non-fiction, fiction and commercial/PSA scripts for the broadcast media and film. Prerequisites: EMF 120 and ENGL 102. Fulfills advanced writing requirement. (UG)

Objectives
At the end of the course you should be able to:
1. Understand the basic vocabulary of film and video production.
2. Recognize the script's role within the overall goals of production.
3. Comprehend the attitudes necessary for successful script writing.
4. Understand the appropriate formats for specific projects.
5. Develop strategies for conceptualizing a project in visual terms.
6. Develop a writing style that has simplicity and clarity.
7. Analyze and order scripts into appropriate sequencing.
8. Understand dramatic elements as they apply to script writing.
9. Adapt materials from other media to the needs of film and video.

Policy
1. It is expected that all classes will be attended.
2. All assignments are due on the date listed, with no exceptions.
3. All assignments turned in late will receive a lowered grade. The grade will be lowered progressively, day by day, until the next class meeting when the grade will be an F.
4. This course will adhere to the Student Academic Integrity Policy.
5. Any student who may need an accommodation due to a disability, please make an appointment to see me during my office hours. A memo from Disability Support Services authorizing your accommodations will be needed.
6. The final script is due, any lateness on this assignment will result in a failure for that assignment.

The purpose of this course is to expose you to the practices and format styles of professional media writing. It is my aim to help you develop a writing style that has clarity and simplicity. During the course of the semester, you will work in most of the major formats of film and television. This course should give you a firm grasp of the styles and strategies of media writing.

Your work will be evaluated as if it were to be produced. You should write in a manner that is visual and tight. My assumption is that you want to walk away from this class with a product that is professional and could be shot by a professional production company.

Since this is also an advanced writing course, assignments will be evaluated as compositions. All writing for this course is to be thoroughly edited before it is turned in. Errors of spelling, syntax and grammar are unacceptable in a professional context. Finally, all written work must adhere to a consistent format.
**Schedule - Week of:**
Week 1 Introduction
Week 2 Terminology
Week 3 Terminology/advertising
Week 4 Split page format
Week 5 Structuring the spot
Week 6 Non-fiction and communication
Week 7 Non-fiction and the client/conferences
Week 8 Non-fiction
Week 9 Fiction and Hollywood
Week 10 Format
Week 11 Adaptation
Week 12 Fiction mechanics
Week 13 Character and dialog
Week 14 Hard Structure
Week 15 Writing workshop/Conferences

**Assignments**
Advertising 20% grade
Non-fiction treatment 15% grade
Non-fiction script 25% grade
Fiction treatment 15% grade
Fiction script 25% grade

**ASSIGNMENTS**
Commercial Assignment: Write a 30 second spot and a 20 second spot for a commercial product or a public service. The spots are to be accompanied by a marketing analysis.

Non-fiction: Write a 12-15-page script on a non-fiction topic. The script is to be preceded by a treatment detailing the scope of the production.

Fiction: Write a thirty minute dramatic script. It can be either original or an adaptation. The script will be preceded by a treatment.

Treatments – Both the fiction and non-fiction scripts will require short treatments prior to the scriptwriting