

Glendale College
Course Outline of Record Report
 Cyclical Review - May 2023 (previously Media 120)

FTVM120 : Writing for Media

General Information

Author:	<ul style="list-style-type: none"> Geraldine Ulrey
Course Code (CB01) :	FTVM120
Course Title (CB02) :	Writing for Media
Department:	FTVM
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0604.00) Radio and Television
CIP Code:	(09.0701) Radio and Television.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	Yes
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000639566
Curriculum Committee Approval Date:	05/10/2023
Board of Trustees Approval Date:	07/18/2023
Last Cyclical Review Date:	09/15/2023
Course Description and Course Note:	<p>FTVM 120 offers an introduction to writing for film, television, radio and electronic media. The course focuses on preparing 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. The course includes a writing evaluation component as a significant part of the course requirement. Note: Students who have taken MEDIA 120 may not receive credit for this course.</p>
Justification:	<p>Coding/Category Change Content Change</p>
Academic Career:	<ul style="list-style-type: none"> Credit
Author:	<ul style="list-style-type: none"> Geraldine Ulrey

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"> Mass Communication
Alternate Discipline:	<ul style="list-style-type: none"> Film Studies
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to both UC and CSU

Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
FTVE	Film, Television, and Electronic Media	Pending	No value	FTVE 110 - Introduction to Media Writing

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54
Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Pre-requisites, Co-requisites, Anti-requisites and Advisories**Advisory**

ENGL101 - Introduction to College Reading and Composition (in-development)

Objectives

- Read, analyze, and evaluate a variety of primarily non-fiction readings for content, context, and rhetorical merit with consideration of tone, audience, and purpose.
- Apply a variety of rhetorical strategies in writing unified, well-organized essays directed by a well-reasoned thesis statement with persuasive support.
- Develop varied and flexible strategies for generating, drafting, and revising essays.
- Analyze stylistic choices in their own writing and the writing of others.
- Write timed, in-class essays exhibiting acceptable college-level control of mechanics, organization, development, and coherence.
- Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism.
- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
- Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation.

OR

Advisory

ESL151 - Reading And Composition V

Objectives

- Read and critically analyze various academic readings.
- Summarize readings.
- Organize fully-developed essays in both expository and argumentative modes.
- Compose a 500 to 550-word essay which: summarizes and cites appropriately a reading passage; includes a clear thesis statement; uses evidence to support the thesis; shows clear organization into an introduction, body, and conclusion.
- Revise writing to eliminate errors in syntax, and grammatical constructions.
- Employ basic library research techniques.
- Compose one research paper (1,000 words) or two short research papers (500-700 words each) with citations.

Entry Standards

Entry Standards	Description
Read, analyze, and evaluate contemporary articles and stories to identify topic, thesis, support, transitions, conclusion, audience, and tone.	ENGL 101
Read, analyze, and evaluate contemporary articles and stories for the comprehension of difficult content and the identification of main ideas and (topic-based) evidence.	ENGL 101
Read, analyze, and evaluate student compositions for unity, development, use of evidence, interpretation, coherence, and variety of sentence form.	ENGL 101
Write a summary of a contemporary article or story with correct citation techniques.	ENGL 101
Write an argumentative essay that has an introduction, body paragraphs, and a conclusion, demonstrating a basic understanding of essay organization.	ENGL 101
Write an argumentative essay that addresses the topic, is directed by a thesis statement, uses appropriate textual evidence, develops logical interpretations, and concludes with some compelling observations.	ENGL 101
Write an argumentative essay that integrates the ideas of others (i.e., authors) through paraphrasing, summarizing, and quoting with correct citation techniques.	ENGL 101
Write an argumentative essay that generates novel ideas (those that add to the conversation rather than repeating the author's ideas) related to the topic and the readings.	ENGL 101

Write compositions (e.g., summaries and argumentative essays) that are easy to read and follow, though some errors in grammar, mechanics, spelling, or diction may exist.

ENGL 101

Proofread and edit essays for content, language, Yes citation, and formatting problems.

ENGL 101

Specifications

Methods of Instruction

Methods of Instruction

Lecture

Methods of Instruction

Demonstrations

Out of Class Assignments

- Writing assignments (e.g. write a 15-minute script for television)

Methods of Evaluation

Evaluation

Evaluation

Exam/Quiz/Test

Exam/Quiz/Test

Exam/Quiz/Test

Rationale

Oral critiques by peers and instructor

Written critiques by instructor

Quizzes

Midterm exam

Final exam

Textbook Rationale

No Value

Textbooks

Author

Title

Publisher

Date

ISBN

Kuehn, Scott

The Basics of Media Writing: A Strategic Approach

CQ Press

2018

9781506308104

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Write in a clear and concise manner.

Recognize technical and aesthetic issues related to writing for various media formats (film, television, radio, online content).

Apply fundamental principles of narrative fiction screenwriting.

Write a variety of script formats, including the radio script, film script, television (TV) script (both sitcom and one-hour TV drama) formats.

SLOs

Write in a variety of script formats.

Expected Outcome Performance: 70.0

<i>MEDIA</i> Cinematography and Editing	Demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.
<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
<i>MEDIA</i> Visual Arts: Media Arts - A.A. Degree Major	demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director. demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables.

Express the fundamentals of narrative structure in various media formats.

Expected Outcome Performance: 70.0

<i>MEDIA</i> Cinematography and Editing	Demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.
<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
<i>MEDIA</i> Visual Arts: Media Arts - A.A. Degree Major	demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director. demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables.

Translate a concept from outline to script stage.

Expected Outcome Performance: 70.0

<i>MEDIA</i> Cinematography and Editing	Demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.
<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
<i>MEDIA</i> Visual Arts: Media Arts - A.A. Degree Major	demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director. demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables.

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No Value

Is this proposal submitted in response to learning outcomes assessment data?

No Value

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Introduction to Various Media Writing Formats (4 hours)

- Film
- Television (both half-hour comedy and hour-long drama)
- Radio
- Commercials, PSAs, short form advertising
- Documentary
- Web sites, blogs, interactive media

Analyzing the Elements of Media Writing (4 hours)

- Basic Writing Skills; clarity, grammar, economy, style
- Identifying the audience and understanding distribution
- The Language of Production
- Terminology and abbreviations in media writing
- Audio productions and transitions
- Issues specific to format; radio (writing for the ear), film/TV (writing for the eye), multimedia (writing for the ear, the eye, and interactivity)

Writing for Narrative Film (16 hours)

- Fundamentals of dramatic structure: 3 Act Structure, writing with sequences, 5 Key Plot Points
- Fundamentals of character creation: Wants VS. Needs, backstory, character bios,obstacles
- Creating conflict in your story; Drama: Hope VS. Fear • Identifying genre and themes
- The art of visual storytelling; learning to "show" not "tell".
- Process and methodology of script writing; creating a premise, logline, treatment, beat sheet.

- Understanding the importance of pitching; each student pitches a film concept to the class in an oral presentation.
- Fundamentals of writing dialogue
- Scene construction, transitions and pacing
- Script analysis; watching a film in class/reading the script, then identifying the structural framework of the story

TV Writing: The Sitcom (half-hour comedy) (7 hours)

- Elements of a sitcom: three act structure, conflict of the week, Set-up, creating a core cast of characters, joke construction, commercial breaks.
- Film writing vs. TV writing; analyzing the differences between the two formats.
- Script analysis; watching various sitcoms in class/reading their scripts, then identifying the structural framework of the sitcom.
- Spec sitcom treatments; students outline their own episode of an existing sitcom that's currently on the air.

TV Writing: Drama (one-hour long): Procedural & Serial (8 hours)

- The Medical Procedural: Five Act Structure, the Medical Mystery, "Just another Detective Story set in a Hospital".
- The Police/Legal Procedural: Five Act Structure of the Detective Story Murder Mystery,
- Set-up, twists, characters, teaser and act breaks
- Dramatic structure: breaking down the story (A, B, C Story lines)
- Rising action; crises and climax / falling action; resolution
- The Serial: multi-season character and story arcs
- The importance of the pilot episode: how to set up a world, characters, sustained drama.
- Script analysis; watching an episode in class/reading the script, then identifying the structural framework of the story

Documentary and the Non-Fiction (7 hours)

- Types of documentaries
- Dramatic
- Biographical
- Compilation
- Script and production patterns
- Pre-shoot and post-shoot outlines and scripts
- Concept and point-of-view development
- Research
- Gathering footage, interviews, historical materials, graphics and supporting visuals
- Editing and assembling stage

Commercials, PSAs, Corporate Productions (4 hours)

- PSAs; promoting nonprofit organizations and their activities
- Promotional announcements vs commercial announcements
- Audience analysis; understanding your target demographic vs psychographic
- Ethics and Freedom of Speech/The First Amendment
- Deceptive advertising and defamation
- Spot copy
- Systems and placement
- Spot timing
- Copywriting and copy formatting

Websites, Web Series, Interactive Media, Video Game Writing (4 hours)

- Types of Websites; wikis, blogs, e-commerce, streaming media, newsgroups • Interactive writing; web scripting, game scripting
- Blog writing, design and formats
- Video game scripting and formatting

Total Hours: 54