COURSE OUTLINE OF RECORD

Number: DM G102  TITLE: Writing and Producing For Digital Media

ORIGINATOR: Warren Carter  EFF TERM: Fall 2015
FORMERLY KNOWN AS:

DATE OF OUTLINE/REVIEW: 10-08-2014
CROSS LISTED COURSE:

TOP NO: 0604.20  CID:

SEMESTER UNITS: 3.0  HRS LEC: 54.0
HRS LAB: 0.0  HRS OTHER: 0.0
CONTACT HRS TOTAL: 54.0
STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG DESCRIPTION:
Introduces techniques in writing for electronic media including film, radio, television, cable television, the internet and multi-media. The course emphasizes the preparation of scripts in proper formats. This includes fundamental technical, conceptual and stylistic issues related to writing fiction and non-fiction scripts for information and entertainment purposes in film and electronic media. Includes a writing evaluation component as a significant part of the course requirement. Course examines principles and techniques used in producing digital media for streaming, broadcast, cable and film.

JUSTIFICATION FOR COURSE:
An introductory course where the student will acquire the basic skill set required to write and produce a multimedia script in various formats. Writing and Producing for Digital Media is a required course for the Electronic Media/Digital Media transfer degree.

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
Broadcasting technology (film making/video, media production, radio/TV)
Journalism
Media production (also see broadcasting technology)
Multimedia

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]  LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: D

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X] Film, television and Electronic Media Transfer Degree

GE AND TRANSFER REQUIREMENTS MET:
CSU Transfer Course
A. Transfers to CSU
   Required course Film, Television Electronic Media transfer degree

GWC AA - Area C Arts, Literature, Philosophy, and Languages other than English
   Area C Arts, Literature, Philosophy, & Languages other than English

PROGRAM LEVEL LEARNING OUTCOME(S) Supported by this course:

- generate creative solutions to challenging assignments, demonstrating a clear understanding of project needs and technological demands.
- develop solid base in the theory and technology skills required for professional careers in digital media industries.

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Apply mechanics of clear and concise writing in a variety of script formats.
2. Identify technical and aesthetic issues related to writing for film, multi, and electronic media.
3. Apply fundamental principles of narrative fiction screenwriting through analysis of produced scripts.
4. Identify, plan, and prepare a variety of script formats including radio, two-column video, basic film screenwriting, training, information, entertainment, and multimedia scripts.
5. Plan and prepare a complete, short fictional narrative, and writing it as a 20-30-page film script.

COURSE OBJECTIVES:

1. Apply mechanics of clear and concise writing in a variety of script formats
2. Identify technical and aesthetic issues related to writing for film, multimedia and electronic media.
3. Apply fundamental principles of narrative fiction screenwriting through analysis of produced scripts.
4. Identify, plan and prepare a variety of script formats including radio script, two column video script, basic film screenwriting script, training, information, entertainment and multimedia scripts.
5. Plan and prepare a complete, short fictional narrative and write it as a 20 - 30 page film script.

COURSE CONTENT:

LECTURE CONTENT:

A. The Mass Media
   1. Demographics
   2. The Electronic Media
   3. Television and the Mass Audience
   4. Radio and the Mass Audience
   5. The Internet Audience
   6. Subject Matter
      a. Censorable Material
      b. Controversial Material
B. Basic Elements of Production
   1. Television
      a. The Studio
      b. The Camera: Movement
      c. The Camera Lens
      d. The Camera Shots
      e. Control Room Technique and Editing
      f. Sound
   2. Radio
a. The Microphone
b. Sound Effects
c. Music
d. Sound and Music Techniques and Terms
e. The Studio
f. The Control Room
g. Radio Terminology

3. Internet Interactive Technique
a. Approach
b. The writing process
c. Technique

C. Format and Style
1. Script Writing 101
a. Television
b. Film
c. Radio
d. Multimedia
2. Scripting Guidelines
a. Style
b. Writing for the Ear and Eye
c. Simplicity
d. Grammar
e. Punctuation
f. Abbreviations
g. Gender
h. Accuracy and Research
i. Internet Format and Style
j. Scriptwriting Software

3. Commercials and Announcements
a. Ethical Considerations
b. Lengths and Placement of Commercials and Announcements
   i. The ID
   ii. The Public Service Announcement
c. Writing Styles
d. Techniques
   i. Audience Analysis
   ii. Familiarization with the Product
   iii. Appeals
   iv. Organization of the Commercial or Announcement
e. The Television Storyboard
f. Formats
   i. The Straight Sell
   ii. The Testimonial
   iii. Humor
   iv. Music
   v. The Dramatization
   vi. Format Combinations
g. Internet Considerations
h. Special Considerations
   i. Application and Review

4. Features, Documentaries and Reality Programs
a. Writing Technique
   i. Form
   ii. Approach
   iii. Process
iv. Technique
b. Documentaries
   i. Types
   ii. Point of View
   iii. Structure
c. Biographies
d. Minidocumentaries
e. Special Considerations
f. Reality Programs
   i. Writing Techniques
   ii. Interview Techniques
   iii. Legal Issues
   iv. Distribution
g. Interview and Talk Programs
   i. The Interview
      a. Types
      b. Preparation
      c. Research
      d. Format
      e. Structure
      f. Technique
   ii. Format Tips
      a. The Entertainment Interview
      b. The News Interview
      c. The Internet
   iii. Discussion Programs
      a. Approach
      b. Types
   iv. Special Considerations
      a. Women's Programs
      b. Ethnic Programs

h. Corporate, Educational and Children's Programs
   i. Production Procedures
      a. Objectives
      b. Treatment or Outline
      c. ResearchProduction
      d. Evaluation
   i. Writing Techniques
      i. Internal Training
      ii. PowerPoint and Audio
      iii. Video and Film
      iv. External Information and Public Relations
      v. The Internet
      vi. On-Line Course (Educational)

j. Children's Programs
   i. Approach
   ii. Format
   iii. Writing Technique
   iv. The Manuscript

k. The Screen Play
   i. Sources
   ii. Structure
   iii. Concepts of Screenplay Writing
      a. Unity
      b. Plot
c. Character
d. Dialogue
e. Exposition
f. Preparation
g. Setting
iv. Developing the Script
   a. The Treatment
   b. Scenario
   c. Outline
v. High Concept
vi. Play Analysis
   a. Film
   b. Taped
vii. Special Play Forms
   a. The Premium Play
   b. The Soap Opera
   c. The Miniseries
   d. The Sitcom
   e. The Cartoon
viii. Special Considerations
   a. Children's Programs
   b. Women
   c. Racial and Ethnic Stereotyping
ix. Internet Considerations
x. Problems and Potentials

I. Professional Opportunities
   i. Playwriting
   ii. Commercial and Copywriting
   iii. News
iv. Corporate Media
v. The Internet
vi. Writing the Proposal
vii. Delivering the Pitch
viii. The Program Pitch
ix. Copyright 101

METHODS OF INSTRUCTION:

   A. Lecture:
   B. Online:

INSTRUCTIONAL TECHNIQUES:

Demonstration of produced scripts written for a specific target audience.
Facilitation of student groups when analyzing a script
Facilitation of group case studies surrounding issues of ethics, rules and regulations for media writers.
Demonstrations of a variety of script formats.

COURSE ASSIGNMENTS:

   Reading Assignments

Research procedure for completing a simple manual task. Write a three - five page script that demonstrates how to complete the procedure.
**Out-of-class Assignments**

Read a screenplay and then watch and compare it to the produced movie.

Watch a film and analyze the plot points that move the screenplay through the various acts.

**Writing Assignments**

Research and write a short dramatic scene between two characters that provides a sense of conflict. Scene must be between two - five pages in length.

Research a topic and write a five - ten page script that provides viewer with an overview of the topic and scenes surrounding it.

**METHODS OF STUDENT EVALUATION:**

Midterm Exam  
Final Exam  
Short Quizzes  
Written Assignments  
Essay Examinations  
Report  
Projects (ind/group)

**Demonstration of Critical Thinking:**

Read another student's script and write a critique of the plot development and character elements.

Watch a training video. Write a critique of the program. Discuss production approach, use of visuals, graphics, desired outcome and identify the potential target audience.

**Required Writing, Problem Solving, Skills Demonstration:**

Select an issue that is currently in the news. Research and write a 3 - 5 page script that outlines the points of the issue.

**TEXTS, READINGS, AND RESOURCES:**

**TextBooks:**


**LIBRARY:**

**Adequate library resources include:** Print Materials  
Non-Print Materials  
Online Materials

**Comments:**

**Attachments:**

[Attached Files](#)