

RTV1100 - SPRING 2006-2
“WRITING FOR ELECTRONIC MEDIA”
MIAMI-DADE COLLEGE - NORTH CAMPUS
SCHOOL OF ENTERTAINMENT & DESIGN TECHNOLOGY
DEPARTMENT OF FILM & TV
TUESDAY & THURSDAY 7:05PM - 8:20PM
JAY SANDHOUSE, (305) 237-1728/jay.sandhouse@mdc.edu

Course Description:

This course will enable the students to become familiar with the writing and script requirements for electronic media in a variety of formats. The students will be introduced to story development, analysis, writing, and preparation of scripts for most forms of electronic media.

Learning Competencies

- Explain the function of the script in the broadcast medium.
- Analyze various script formats used in electronic communications.
- Demonstrate the mechanics of script preparation and timing for varied applications.
- Perform basic writing for the ear, to communicate information on the radio.
- Perform basic writing with visuals and storyboards, for video, television, and interactive multimedia presentations.
- List and explain documentary, magazine, and long-form programming.
- Write basic commercials, promotions, and public service announcements.
- Create a portfolio of electronic media writing.
- **MAKE DEADLINES**

Learning Methods

Outcomes and competencies will be achieved through lectures, readings, viewing the productions of others, writing, and enforcing deadlines.

Course Requirements

Writing Assignments	50%
Final Exam	25%
Attendance/Participation	25%

Late Work

Students are expected to make deadlines. Work turned in late will receive a lower grade by the following schedule:

Unexcused missed homework assignment turned in 1 class meeting late = **One letter grade off.**

Unexcused missed homework assignment turned in 2 class meetings late = **Two letter grades off.**

Any assignment turned in more than 2 class meetings late will receive a grade of zero points.

ASSIGNMENTS GIVEN IN CLASS CANNOT BE MADE UP IF MISSED.

Attendance Policy

The School of Entertainment Technologies operates on professional industry standards, in which on-time attendance is expected for every meeting.

Attendance for each class: 100 points

Absence for each class 0 points

Late for each class 75 points

Excused absence for each class 51 points

Any student that misses more than three classes cannot receive more than 70 points per class in attendance.

Any student that misses more than four classes cannot receive more than 60 points per class in attendance.

Any student that misses more than five classes will receive a grade of zero per class in attendance.

Late and excused absences will be adjusted accordingly.

IT IS THE RESPONSIBILITY OF THE STUDENT TO MAKE UP CLASS WORK AND/OR NOTES WHEN ABSENT OR LATE FOR CLASS – NOT THE INSTRUCTOR!!!

Required Text

1. Writing for Television, Radio, and News Media, 8th addition by Robert Hilliard.
2. The Elements of Style, 4th addition by William Strunk, Jr. and E.B. White.

Prerequisite

None

MAJOR AREAS OF STUDY

1. Introduction
2. Chapter 11: Career Success and Professional Opportunities
3. Chapter 1: Mass Media
4. Chapter 2: Basic Elements of Production
5. Chapter 3: Format and Style
6. Chapter 4: Commercials and Announcements
7. Chapter 5: News and Sports
8. Chapter 6: Features and Documentaries
9. Chapter 7: Interviews and Talk Programs
10. Chapter 8: Music Variety and Comedy
11. Chapter 9: Corporate, Educational, and Children's Programs
12. Chapter 10: The Play