

INTRODUCTION TO MEDIA WRITING
MRTS 2010
Department of Media Arts

CLASS INFORMATION

Text – None. Online readings and links provided in Canvas

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COURSE DESCRIPTION

MRTS 2010 offers an introduction to scriptwriting for a variety of media, including commercials, PSA's, broadcast promos, narrative TV, documentary and narrative film. The art of "visual writing" is emphasized. Students produce a variety of scripts on their own, and collaboration is stressed through the work-shopping of scripts in online groups.

COURSE OBJECTIVES

After completing this course you will be able to:

- Explain and use a wide variety of media writing
- Demonstrate how to write visually
- Write scripts within production constraints and to address specific goals
- Identify the importance of writing in finished media products.
- Apply proper formatting for radio, television and film scripts.

COURSE BASICS

Structure – lecture, class discussion, demonstrations, viewing of online materials, group and individual presentations.

Technology – you will be doing all of the work for this course online. You will need access to online materials constantly. Whether this means you have a device, borrow a device, or use the local library's computer, know that this is a REQUIREMENT for this class.

Assignments – All assignments are due in Canvas by the end-of-day on the due date (meaning 11:59pm on the due date) unless otherwise stated in the assignment. All written work must be typed, double-spaced, 12pt font, 1 inch margins on all sides. All outside information must be properly cited. No handwritten assignment will be accepted. YOU MUST DOUBLE CHECK THAT THE ASSIGNMENT UPLOADED PROPERLY, even if Canvas gives you a submission receipt.

Late Work - you are allowed TWO late assignments, graded at 80% of the total points. That means a 20 point project that is turned in late is only worth a maximum of 16 points.

COURSE SCHEDULE

Course Schedule subject to change. Changes will always be announced on the home page of Canvas AND updated on the schedule in **RED**.

ALL DUE DATES ARE FOR END-OF-DAY, 11:59PM.

Week 1

Topic – Course Overview, Projects Overview

Discussion – Finding & Posting link to a package

Week 2

Topic – Packages – short format, news

Discussion – Package Analysis

Assignment – Package writing from print

Week 3

Topic – Packages cont. – interviewing

Discussion – Interview Analysis

Assignment – Original package

Week 4

Topic – Promos – topical

Discussion – Broadcast Promo Analysis

Assignment – In-depth Interview Package

Week 5

Topic – Promos – sweeps/promotables

Discussion – Entertainment Promos

Assignment – Promo Writing #1

Week 6

Topic – Commercials

Discussion – Favorite Commercials

Assignment – Promo Writing #2

Week 7

Topic – Banners

Discussion – Entertainment Banners
Assignment – Commercial Writing

Week 8

Topic – Documentaries
Discussion – Documentary Modes
Assignment – Banner Writing

Week 9

Topic – Documentaries cont.
Discussion – Rhetorical Docs
Assignment – Short Doc Writing Assignment

Week 10

Topic – Radio
Discussion – Radio storytelling
Assignment – Radio Writing Assignment

Week 11

Topic – Narrative – formatting, examples
Discussion – Writing an Original Scene
Action Items – brainstorm narrative story ideas

Week 12

Topic – Narrative Film & TV
Discussion – Strong Characters
Assignment – Narrative Scene Writing assignment

Week 13

Topic – Narrative Film & TV
Discussion – Short Films
Assignment – Short Script Writing assignment

Week 14

Topic – “Digital Media” – differences, similarities to other formats
Discussion – Digital Content
Assignment – Final Project

Week 15

Topic – Final project writing tips & examples
Discussion – Letter to Future Students

Assignment – FINAL PROJECT ASSIGNMENT

MRTS 2010 Grading & Assignments

Philosophy of Grading - What I look for and care most about is the obvious thought and energy that goes into your work. Connecting the dots between lessons, readings, and your projects is what this course is all about. Doing literally what is asked for in an assignment usually requires the least amount of effort and care, and it comes across in your work. Putting thought and effort into an assignment also comes across in the work. I am always willing to read first drafts, watch cuts, give notes, or answer questions at any time. I am always frustrated by giving someone a lower grade who says, after the fact, "Well, I wasn't sure exactly what you wanted ..."

Grading Scale

Grade	Percentage
A	90+ - The work is consistently outstanding.
B	80+ - The work is consistently strong and occasionally outstanding.
C	70+ - The work is adequate, fulfilling minimum requirements.
D	60+ - The work fails to meet minimum standards.
F	below 60 - The work is incomplete, or evidence of plagiarism.

Academic Integrity

Plagiarism is the presentation of someone else's ideas or words as your own. It will not be tolerated. Even when you are paraphrasing, you must give appropriate (and formal) credit to the source of the ideas or the words. Plagiarism will result in a failing course grade

Assignments

Written instructions for each assignment will be announced in class and posted on Canvas. All assignments will be due as postings in the Canvas dropbox in either MICROSOFT WORD (.doc, .docx) or ADOBE ACROBAT (.pdf) formats. PLEASE be responsible and check your email - I may have to contact you if I cannot open your assignment (Canvas gets quirky sometimes).
NOTE: I CANNOT OPEN .WPS or .ODT FILES. SUBMITTING A PAPER IN A FORMAT OTHER THAN THE ABOVE LISTED FORMATS WILL RESULT IN A DELAY IN GETTING YOUR GRADE.

Grading

Grades will be figured out of a total of 500 points. Late assignments will be accepted and graded at 80% of the total possible points for that assignment (so if

an assignment is worth 10 points, the highest score a late assignment could receive is 8 points).

Participation

Class participation is part of your final grade; I expect you to participate in all online exercises and discussion. This is a communication course and you must be able to communicate, experiment and share your ideas with your classmates. The instructor reserves the right to implement pop quizzes if the class does not read the assigned material.

Your assignments are:

Discussions (x 15)	10 points each (150 total)
Package #1	15 points
Package #2	30 points
Package #3	30 points
Promo #1	15 points
Promo #2	25 points
Banner	15 points
Commercial	25 points
Radio	25 points
Documentary	30 points
Narrative Scene	15 points
Narrative Short Film	50 points
Final Project	75 points

TOTAL CLASS POINTS POSSIBLE = 500 POINTS