I. Description of Course:
   1. Department/Course: BRDC - 143
   2. Title: Writing for Media
   3. Cross Reference: 
   4. Units: 3
      Lec Hrs: 2
      Lab Hrs: 3
      Tot Hrs: 90.00
   5. Repeatability: No
   6. Grade Options: Grade Only (GR)
   12. Catalog Description:
       Writing and storytelling for film, television, and electronic media.
   13. Class Schedule Description:
       A beginning course in writing and storytelling for film, television, and electronic media.
   14. Counselor Information:
       This course teaches the basics of writing and storytelling for film, television, and web-based interactive news-entertainment programs.

II. Student Learning Outcomes
The student will:
   1. Develop an understanding of the aesthetic issues related to writing for various media.
   2. Demonstrate the ability to write a clear, concise and grammatically correct script regardless of medium or format, using video if necessary.
   3. Demonstrate ability to gather information using social media tools.
   4. Demonstrate an understanding of dramatic structure and dialogue.

III. Course Content:
   Lecture:
   A. Writing and storytelling regardless of medium or format
      1. Clarity, economy, brevity, grammar, style
   B. Specific requirements to various medium
      1. Writing for the ear (Radio)
      2. Writing for the eye (Print)
      3. Writing to video (Television) including two-column script
      4. Interactive writing (Websites and social media)
      5. PSA’s
      6. Commercials
7. Documentaries
C. Fictional narrative
   1. Developing a character
   2. Dialogue
   3. Dramatic structure, conflict
   4. TV comedy
D. Process and methodology
   1. Pitches
   2. Outlines
   3. Treatments
   4. Scripts

Lab:

   1. Video Editing, demonstration and student practice
   2. Internet tools, demonstration and student practice
   3. Dialogue writing, demonstration and student practice
   4. Demonstrate cross-platform writing
   5. Instructor and students create and practice pitching a story

IV. Course Assignments:
   A. Reading Assignments
      1. Writing and Editing for Digital Media, Chapters 1, 2, 3 4, 5, 6
   B. Projects, Activities, and other Assignments
      1. Using the tools of the Internet
      2. Search optimization
      3. Gathering information
      4. Editing
      5. Oral presentation (pitching a script)
   C. Writing Assignments
      1. Storytelling across multiple platforms
      2. Multi-Media storytelling
      3. Writing a short fictional narrative

V. Methods of Evaluation:
   A. Writing a radio story, a print story, a story for TV including video, a story for an
      Internet site (SLO 1, 2, 4)
   B. Quizzes on familiarity with search tools, attribution, copyright and intellectual property
      (SLO 1,3)
   C. Write a story to satisfy requirements across multiple platforms using video if necessary.
      Student and instructor critique (SLO 2, 3, 4)
   D. Group presentation, pitching a story evaluated by student and instructor critique. (SLO 3)
   E. Storyboard project critiqued by students and instructor. (SLO 4)
F. Create a short fictional narrative. Written critique by instructor (SLO 3, 4)

VI. **Methods of Instruction:**
   A. Lecture
   B. Laboratory
   C. Discussion
   D. Demonstration
   E. Audiovisual
   F. Collaborative Learning
   G. Web-enhanced

VII. **Textbooks:**
    Recommended

    Supplemental

VIII. **Supplies:**

Approval Date:
CCC Number:
TOP Codes:
  0604.20
C-ID Number: