



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>. Please consult the web for updates that may occur during the year.

Description: Scriptwriting for Creative Media

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MEA	2000	87262	1, 2009	ONC	1.00	Toowoomba

Academic group:	FOART
Academic org:	FOA005
Student contribution band:	1
ASCED code:	100703

STAFFING

Examiner: Leonie Jones
Moderator: Stuart Thorp

RATIONALE

This course focuses on creative writing and structuring as a means for extending the student's imaginative and conceptual approach to digital production. On completing this course, students will be able to conceptualise, develop and present multimedia content for a variety of mediums. Topics to be covered include Narrative, Navigational Structures, Informational Structures, Interactive Techniques and writing methods.

SYNOPSIS

The core of this course will be the emphasis placed on the student's own writing. Students will generate scripts and diagrammatic outlines to develop a good understanding of the writer's and audience's role in the New Media as it relates to the multimedia industry. The subject enriches the student's comprehension of the creative process necessary to the generation of Multimedia.

OBJECTIVES

On completion of this course students should:

1. recognise the role of the writer and audience in a creative multimedia team;
2. appreciate the structural complexities of storytelling;
3. demonstrate confidence in writing in a variety of styles appropriate to new media;
4. demonstrate communication skills through the appropriate presentation and formatting of scripts;
5. demonstrate communication skills through the appropriate presentation and formatting of scripts;
6. demonstrate an awareness of cultural sensitivities in a global media market.

TOPICS

	Description	Weighting (%)
1.	The history of new media and the emerging role of the writer/designer on a multimedia team	15.00
2.	Building a structure for content: Interactive grammar, mapping, flowcharting, action diagrams, storyboards	20.00
3.	Crafting audience-specific messages	20.00
4.	Writing for Emotional Response	20.00
5.	Structuring, script layout, development, presentation and formatting	15.00
6.	Legal and ethical issues for writers on the Internet and in other new media	10.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Bonime, A & Pohlmann, C 1998, *Writing for new media*, John Wiley and Sons, New York.

Brenner, A N D 1992, *TV scriptwriter's handbook: dramatic writing for TV and film*, Silman-James, (Rev edn)

Field, S 2005, *Screenplay: the foundations of screenwriting*, Delta Publishers, (Rev edn)

Laurel, B 1993, *Computers as theatre*, Addison-Wesley, Reading, Mass.

McKee, R 1999, *Story: substance, structure, style and the principles of screenwriting*, Methuen Publishing,

Murray, J H 1998, *Hamlet on the holodeck: the future of narrative in cyberspace*, MIT Press, Cambridge, MA.

Ryan, M L 2001, *Narrative as virtual reality: immersion and interactivity in literature and electronic media*, John Hopkins University Press, Baltimore.

Turkle, S 1995, *Life on the screen: identity in the age of the internet*, Simon & Schuster, New York.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	60.00
Lectures	26.00
Private Study	66.00
Tutorials or Workshops	13.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
SCRIPT PROJECT 1	100.00	40.00	03 Apr 2009 (see note 1)	All	U4, U7	2, 2
SCRIPT PROJECT 2	100.00	40.00	08 May 2009 (see note 2)	1, 2, 3, 4, 6	U4, U7	2, 2
SCRIPT PROJECT 3	100.00	20.00	12 Jun 2009 (see note 3)	All	U4, U7	2, 2

NOTES

1. Students will be advised of the assessment dates during the first week of classes for this course. This assessment item relates to all of the Objectives.
2. This assessment item relates to Objectives 1, 2, 3, 4 and 6.
3. This assessment item relates to all of the Objectives.

GRADUATE QUALITIES AND SKILLS

Elements of the following Graduate Skills are associated with the successful completion of this course.

Graduate skill assessed	Level assessed
Written & Oral Communication (Skill U4)	Intermediate (Level 2)
Cultural Literacy (Skill U7)	Intermediate (Level 2)

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. For this course, normal class attendance consists of one 2 hour lecture and one 1 hour tutorial per week.
- 2 Requirements for students to complete each assessment item satisfactorily:
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:

- If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
 - 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
 - 6 Examination information:
There is no exam for this course.
 - 7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
 - 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL
<http://www.usq.edu.au/corporateservices/calendar/part5.htm>

ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) All Faculty of Arts assignments must be lodged in the Faculty Assessment Centre on the Ground Floor of Q Block no later than 12 noon on the due date. (c) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (d). Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (e) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).