

MEDIA 4: EPISODIC WRITING & PRODUCTION
Literary Media and Communications Department
Duke Ellington School of the Arts
2018-2019

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TEXTS & MATERIALS

- Brown, Ross. “Create Your Own TV Series for the Internet-2nd Ed.” Michael Weise Productions: Studio City, California. 2014.
- Phillips, Andrea. “A Creators Guide to Trans-media Storytelling: How to Captivate Audiences Across Multiple Platforms.” McGraw Hill: New York 2012.

ONLINE RESOURCES

<https://interlude.fm>
<http://www.conducttr.com>
<http://www.indiewire.com>
<http://storycode.org/resources>

COURSE DESCRIPTION

This course is designed to facilitate the production of tv and webseries. This course utilizes knowledge of single camera production techniques to enable the student to develop and produce programs on location. The course will also broaden skills in multiplatform storytelling techniques that allow for immersive storytelling on social media, mobile apps, podcasts and other digital modes. Strategies for online marketing and distribution will be discussed and implemented. Emphasis will be on taking creative program concepts from mind to screen with the technical mastery of equipment, procedures, facilities and

COURSE GOALS

Upon Completion of this course students will be able to:

1. Demonstrate skills in single camera production.
2. Apply terms, software and equipment used in web-series and trans-media production.
3. Develop scripts that are creative and appropriate.
4. Work together with a production crew within a specific role to develop several webisodes.
5. Pitch and develop a show concept from script to screen.
6. Follow standard procedures for location shooting.
7. Develop a further understanding of producing, directing and scriptwriting for the web.
8. Study current trends in web-series production, and how to develop content that meets the trends, yet maintains a level of truth, accuracy, and diversity.
9. Gain knowledge and experience in trans-media Storytelling
11. Learn online distribution techniques and strategies.

INSTRUCTIONAL METHODS

1. Lecture
2. Hands-on
3. Group project
4. Experiential learning
5. Reading and Writing assignments

COURSE OUTLINE

The following topics will be covered throughout the duration of this course:

- I. Pitching/Developing Content the Public Wants to See
 - The current state of web-series
 - Truth, fairness, accuracy and diversity in television
 - Choosing a topic
 - Pitching
- II. Development
 - Writing the web-series script
 - Story and character development
 - Visualizing your show
- III. Trans-Media Storytelling
 - Techniques in interactive and multi-platform storytelling
- IV. Pre-Production
 - Script Breakdown
 - Storyboarding/Shot List
 - Aesthetic Plan
 - Casting
 - Scheduling
- V. Shooting the Web-series
 - Camera techniques
 - Camera blocking
 - Directing actors
- VI. Distribution/Exhibition
 - Getting your show out to be seen
 - New paradigms in web distribution

COURSE REQUIREMENTS

In order to succeed in this course, students must meet the following criteria:

1. Working in a group, complete three 5-7 minute episodes of a scripted narrative - based web-series, to be agreed upon by group members and the instructor.
2. Submit a production book, which should include script, storyboard, shot list, budget and releases.
3. Submit a written proposal for the show including the concept, story and character development of the show, intended audience, and the plans for distribution and exhibition.
4. Complete weekly homework assignments on time.
5. Attend class regularly and participate during in-class discussions and activities.

COURSE POLICIES

The following is how the final grade will be averaged. Students are responsible for keeping returned assignments, tests, and exams.

Computation of Final Course Grade:

The grades for each advisory will be based on the following areas:

Participation	10%
Practice and Application	50%
Assessments	40%

DEPARTMENT REQUIREMENTS:

Students will keep an E-Portfolio

GRADING:

Generally:

A: indicates superior work

B: indicates good work

C: indicates that the student barely passed the course. Such work is normally not acceptable in a student's primary area of concentration. A student who receives such a grade may be put on formal or informal academic probation.

D: indicates work that does not meet departmental requirements. Students who receive a D must repeat the course or an approved substitute.

F: indicates the student has failed the course.

How Grades are Earned:

A grade of "A" will be earned by the student who:

- Completes his/her class work and assignments thoroughly and in a timely fashion.
- Displays outstanding behavior during classes, workshops, performances, lectures, etc.
- Is always prepared for class and performances with appropriate materials and attitude.
- Assists others, participates in discussions, and works well with peers and teachers.
- Often goes beyond what is expected or required of him/her.

A grade of "B" will be earned by the student who:

- Completes his/her class work and assignments in a timely fashion.
- Displays good behavior during classes, workshops, performances, lectures, etc.
- Is usually prepared for class and performances with appropriate materials and attitude.
- Usually assists others, participates in discussions, and works well with peers and teachers.

A grade of "C" will be earned by a student who:

- Often completes work with nonchalant attitude, and/or in an untimely fashion and/or with bare minimum requirements met.
- Often displays nonchalant attitude and/or discourteous behavior by sleeping, talking, etc. during classes, workshops, performances, lectures, etc.
- Is frequently tardy or absent and/or is generally unprepared for class and performances and/or usually does not have appropriate materials and attitude.
- Often does not participate in discussions and/or is often combative and unable to work well with others.

A grade of "D" or "F" will be earned by the student who:

- Does not complete assigned work in a timely fashion.
- Makes excuses as to why s/he is unable to study, participate or work.
- Skips class, part of class, or leaves early.
- Displays discourteous behavior by sleeping, talking, or not paying attention in performances, lectures, or workshops.
- Does not work well with other students or teachers and/or does not participate in discussions.
- Has limited pride in his/her work.

Failed Courses in Literary Media Department Policy If a student fails a course in Literary

Media, the student is required to take the course again during the following school year or be unable to move on to the next grade level. Failure to pass all courses in the Literary Media & Communications department will prevent the student from receiving the arts certificate upon graduation.

Exams/Final Projects or presentations - Final projects or exams are usually a required form of evaluation in the department. Missed exams/final projects or presentations may only be made up if a written absence excuse is presented to the instructor.

CODE OF CONDUCT:

Students are expected to regularly attend all classes, workshops, meetings, huddles, author talks, presentations, etc. In addition, students are expected to be on time for all of the aforementioned (with appropriate materials).

Tardiness, Absences, and Sit-Outs - It is the responsibility of students to abide by attendance rules and to clear absences with individual instructors. Regular and punctual attendance to all classes is required, along with full participation. It is the student's responsibility to provide necessary written excuses from doctors and/or parents and obtain all written assignments to be made up. Three unexcused absences may result in failure. Three unexcused tardies are equal to one absence. It is possible that extended sit-outs, excessive tardiness and repeated absences may serve as grounds for transfer. If return is allowed (at the discretion of the faculty) the student may be required to repeat courses not completed.

Class Participation - All students are required to fully participate in all class exercises and activities. Students will be regularly called upon to critique the work of other students and to read aloud from their own work. While a student has the right not to participate on occasion (infrequently) they may not opt out on a regular basis. Regular oral participation is required and is a part of a student's graded assessment.

Conduct - In the classroom, hallways, master classes, rehearsals/performances, visits from guest writers, on field trips, etc. students are expected to conduct themselves with professionalism, self-discipline, decorum and restraint at all times. Sleeping is not allowed unless the student has note from the nurse.

Conflict Resolution - Situations that require faculty or administrative intervention should be brought to the attention of the department chairperson who will take the matter through the proper channels until the matter is resolved.

Dress Code - Students are not allowed to wear any of the following: Belly (midriff revealing) tops - cleavage-revealing tops or dresses - Transparent clothing - Short-shorts, Mini-skirts without leggings or tights - Hats - Underwear-revealing clothing (either male or female) - T-shirts with inappropriate statements.

Required Materials (students must bring the following required materials to classes at all times)

Assignment Book - Students must have this at all times in each class and they must use it. Students are responsible for knowing what his/her assignment is in each class and when it is due. If a student is absent they are still required to complete the assignment on the given due date unless an extension has been granted by the teacher.

Pens, Paper - students must always have something to write with and on.

Journals- will be given to students by some teachers and must remain in that teacher's possession, unless otherwise stated. In addition, students are expected to keep their own separate journals on a regular basis and may be asked to produce such at any time for any teacher. Journals aid writing students in their own/home "practice" of writing. Writers must practice in the same way musicians, dancers, etc. must practice their craft. Please consult course syllabi for

Notebooks- (one-inch, three-ring, loose-leaf/college ruled paper) are required in most classes.

***CELLPHONES**- must be turned off at all times in the classroom and may not be answered, even if the caller is a parent. (Parents must call the school office if there is an emergency.) If a cell phone rings during class time, the student will first be issued a warning. Thereafter the phone will be confiscated and turned into the front office for parental pickup. The same applies to cell phones being used for text-messaging purposes or to discern what time it is. Cell phones may not be displayed by students unless the teacher has announced a class break.