### Course Title:
Writing for AudioVisual Media

### Term/Semester/Year:
Fall 2009

### Course Catalog Number:
COMM 6009

### Instructor:
Bernard F. Dick

### Course Description:
The techniques and formats of the radio and television commercial, the treatment, the fact film (documentary), the corporate video script, the screenplay, and the television play, both the hour-long type and the half-hour sitcom.

### Prerequisites (If any):
None

### Goals and Objectives:
Acquiring the ability to write thirty- and sixty-second commercials, mastering the split page format of the documentary, the spacing requirements of the screenplay, the two-act structure of the sitcom, and the four-act structure of the hour-long television play.

### Course Topics:
Using actual examples of documentaries, corporate videos, television sitcoms and hour-long dramas, and the screenplay. Comparing a work written for the stage with the film version. Exercises in replicating the naturalistic style of television dialogue. Students are expected to write at least ten pages of a documentary script, one-minute radio and television commercials, a treatment for a proposed film version of a play, and a treatment and sample Act I of a sitcom.

### Text: