

**COURSE COM2030: SCRIPT WRITING 1**

**Level:** Intermediate

**Theme:** Presentation

**Prerequisite:** None

**Description:** Students write sample scripts for a variety of media forms.

**Parameters:** No specialized facilities or equipment.

**Supporting Course:** COM1020 Media & You

**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>● describe various media scripts and their formats</li> <li>● identify the characteristics of a good script</li> <li>● identify and use a script writing process in writing sample scripts for a media format assigned by the teacher</li> </ul> <ul style="list-style-type: none"> <li>● demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>● portfolio presentation consisting of:               <ul style="list-style-type: none"> <li>– a written, oral and/or visual presentation of the student’s knowledge of media scripts, their formats and preferred characteristics</li> <li>– preparation and presentation of four short-format scripts (e.g., factual news, feature news, commercial, public service announcement [PSA], interview, review) and one documentary or dramatic script (minimum length – three minutes).</li> </ul> </li> </ul> <p><i>Assessment Tool</i> <i>Portfolio Assessment, COM2030–1</i></p> <p><i>Standard</i> <i>Performance rating of 1 for each criteria</i></p> <ul style="list-style-type: none"> <li>● the student’s presentation of work completed in this course.</li> </ul> <p><i>Assessment Tool</i> <i>Presentations/Reports, COM2030–2</i></p> <p><i>Standard</i> <i>Performance rating of 2 for each criteria</i></p> <ul style="list-style-type: none"> <li>● observations of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above.</i></p>	<p>10</p> <p>80</p> <p>10</p> <p>Integrated throughout</p>

**COURSE COM2030: SCRIPT WRITING 1** (continued)

Concept	Specific Outcomes	Notes
<p>Process and Procedures</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>● describe the fundamental characteristics of different types of scripts and media formats and their relationship; e.g., radio, visual, dramatic, documentary, theatrical</li> <li>● recognize that scripts are written following a process and be able to follow a script-writing process when generating scripts, this process to include: <ul style="list-style-type: none"> <li>– identifying a topic (generate ideas via brainstorming, group discussion, personal experience, etc.)</li> <li>– conducting research (gather information of various types [e.g., historical, statistical, personal] to give substance to topic) and prepare research notes</li> <li>– choose the medium/format (select a medium or format that will communicate the message most effectively given the target audience, time available, etc.) and justify selection</li> <li>– develop a content/story line (provide enough detail to clearly indicate what the content or story is that is to be conveyed)</li> <li>– get feedback (share ideas with others and request feedback regarding clarity of ideas, what might be missing, additional ideas, etc.)</li> <li>– develop draft script (following content/story line, write script as it would be used for production using a recognized script format)</li> <li>– get feedback (share ideas with others and request feedback regarding clarity, flow, language/visual links, appropriateness for audience level, etc.)</li> <li>– develop final script (selectively incorporate ideas received from feedback sessions as they positively apply to convey idea/concept/information</li> </ul> </li> </ul>	<p>Students need to do research prior to initial script writing and to reference this research during the writing and editing process.</p> <p>An assignment may include more than one format. For example, a script for a sports program may include a commercial, a public service announcement, and/or a documentary.</p> <p>Short format (e.g., commercial) may range in length from 15 seconds to one minute.</p> <p>Long formats (e.g., documentary, drama) may be three to five minutes in length.</p>

**COURSE COM2030: SCRIPT WRITING 1** (continued)

Concept	Specific Outcomes	Notes
Process and Procedures (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>● write sample scripts following a script-writing process for more than one media (sample media could include commercials, public service announcements [PSAs], news, interviews, documentaries, dramas, others defined by teacher)</li> <li>● describe the characteristics of a “good” script—beginning, middle, end; appropriate length; suitable language for target audience</li> <li>● display responsibility and ethical behaviour by working within school and community standards.</li> </ul>	
Presentation	<ul style="list-style-type: none"> <li>● present final product to teacher and peers</li> <li>● rationalize and defend script style and media selection based on media appropriateness for the target audience and the message to be conveyed</li> <li>● create and present a portfolio of work completed in this course (e.g., final scripts with supporting research, working drafts) or add this work to an existing portfolio.</li> </ul>	

