

Washtenaw Community College Comprehensive Report

ENG 115 Writing for Visual Media

Effective Term: Winter 2013

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: English/Writing

Discipline: English

Course Number: 115

Org Number: 11310

Full Course Title: Writing for Visual Media

Transcript Title: Writing for Visual Media

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission:

Change Information:

Course description

Rationale: Three-year review/update; changes to description to differentiate from COM 155 and VID 210.

Proposed Start Semester: Winter 2012

Course Description: Writing for Visual Media gives students experience writing scripts for film, TV, and Web-based video in several genres. It differs from COM 155, which focuses on radio and other broadcast media; and from VID 210, which focuses on narrative scripts intended for production in other advanced VID courses. Public service announcements, commercials, documentaries and feature film scripts are examined.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Write short scripts for visual productions with appropriate format, vocabulary, and clear

objective(s).

Assessment 1

Assessment Tool: Portfolio of student work.

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All.

Number students to be assessed: All students enrolled at time of assessment.

How the assessment will be scored: Departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of students will average an overall mean of 2.5 or higher on rubric criteria; 70% will score 2.5 of 3 or higher on each rubric criterion.

Who will score and analyze the data: Faculty with subject-matter expertise.

2. Demonstrate appropriate use of production instructions in scriptwriting.

Assessment 1

Assessment Tool: Portfolio of student work.

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All.

Number students to be assessed: All students enrolled at time of assessment.

How the assessment will be scored: Departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of students will average an overall mean of 2.5 or higher on rubric criteria; 70% will score 2.5 of 3 or higher on each rubric criterion.

Who will score and analyze the data: Faculty with subject-matter expertise.

3. Use specific visual images as metaphors to suggest or communicate abstract ideas.

Assessment 1

Assessment Tool: Portfolio of student work.

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All.

Number students to be assessed: All students enrolled at time of assessment.

How the assessment will be scored: Departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of students will average an overall mean of 2.5 or higher on rubric criteria; 70% will score 2.5 of 3 or higher on each rubric criterion.

Who will score and analyze the data: Faculty with subject-matter expertise.

4. Employ techniques of developing long-form scripts, as for TV drama or feature films.

Assessment 1

Assessment Tool: Portfolio of student work.

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All.

Number students to be assessed: All students enrolled at time of assessment.

How the assessment will be scored: Departmentally-developed rubric.

Standard of success to be used for this assessment: 70% of students will average an overall mean of 2.5 or higher on rubric criteria; 70% will score 2.5 of 3 or higher on each rubric criterion.

Who will score and analyze the data: Faculty with subject-matter expertise.

Course Objectives

1. Use terms pertinent to camera angles, transitions, audio and visual effects

Matched Outcomes

1. Write short scripts for visual productions with appropriate format, vocabulary, and clear objective(s).
2. Use appropriate terms in context

Matched Outcomes

1. Write short scripts for visual productions with appropriate format, vocabulary, and clear objective(s).
3. Distinguish between dual column and master scene script formats

Matched Outcomes

1. Write short scripts for visual productions with appropriate format, vocabulary, and clear objective(s).
4. Identify appropriate uses of each script format

Matched Outcomes

5. Write scripts with a clear objective, whether a commercial or a public service announcement or an instructional video

Matched Outcomes

1. Write short scripts for visual productions with appropriate format, vocabulary, and clear objective(s).
6. Use one or more techniques to capture audience attention, such as humor, shock, suspense, drama, kids, testimonials, sexuality, or special effects.

Matched Outcomes

1. Write short scripts for visual productions with appropriate format, vocabulary, and clear objective(s).
7. Identify ways in which scripts serve as "blueprints" or shooting instructions rather than independent, stand-alone works of art

Matched Outcomes

2. Demonstrate appropriate use of production instructions in scriptwriting.
8. Identify what sorts of ideas are implied, connoted, or suggested by assorted images

Matched Outcomes

3. Use specific visual images as metaphors to suggest or communicate abstract ideas.
9. Use images to convey particular meaning and identify the symbolic possibilities of such images

Matched Outcomes

3. Use specific visual images as metaphors to suggest or communicate abstract ideas.
10. Identify the basic elements of form and structure used in these long-form scripts

Matched Outcomes

11. Identify conflict as a key element of drama

Matched Outcomes

12. Use dialogue as a way to advance plot and reveal character

Matched Outcomes**New Resources for Course****Course Textbooks/Resources**

Textbooks

Friedmann, Anthony. *Writing for Visual Media*, (current) ed. Focal Press, 2011

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Reviewer**Action****Date****Faculty Preparer:**

David Waskin

Faculty Preparer

Feb 23, 2012

Department Chair/Area Director:

Carrie Krantz

Recommend Approval

Feb 23, 2012

Dean:

Bill Abernethy

Recommend Approval

Feb 24, 2012

Vice President for Instruction:

Stuart Blacklaw

Approve

Sep 17, 2012