

CTVA 327 TR 15:30-1645 MZ 124

**Writing for Industrial Media**  
Fall Semester 2009

*Instructor:* Jared Rappaport    *Office:* 303 Manzanita Hall  
*Hours:* Tuesday 2:30-3:30 pm Wednesday 6-7 Thursday 6-7 Friday 1-2  
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### OVERVIEW

Industrial Media can provide a creative, diverse, and potentially lucrative market for scriptwriters. This course is a real world exploration of the industrial scriptwriting process.

Students will establish a business client and write a Program Needs Analysis, Content Outline, Treatment, and Script, to meet the client's communication need. Each student will present a concept "pitch" in a role-play situation depicting a corporate meeting. Class discussions and reading assignments will include career opportunities and marketing one's self as an industrial writer.

All work must be typewritten (12 point courier font), properly formatted, and thoroughly proofread. A professional presentation is expected. Neatness, spelling, punctuation, and overall presentation will heavily influence grades.

Whenever possible, please communicate with me personally during class or office hours. E-mail *should* be used for the following:

- to alert me when you will be absent from class
- to alert me that you are confused about a concept and would like me to discuss it at the next class meeting
- to communicate a personal concern

E-mail should *not* be used to ask me:

- to write you a summary of a 3-hour class session you missed
- to re-teach a concept on-line to give you a due date that can be found in our syllabus

**All written work turned in is expected to be completely original. Any material written for this class found not to be original will be severely dealt with, as dictated by the Department and the University.**

*Students with disabilities* must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide a proctor form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at (818) 677-2684

## STUDENT LEARNING OBJECTIVES

Upon completion of this class you should be able to:

- Assess and analyze the needs of the client, the audience, and the user of your program;
- Create a salable idea for a client and pitch that idea;
- Research the subject matter for your program;
- Write and pitch a creative treatment;
- Understand script formats for industrial writing;
- Write professional industrial script;
- Represent yourself professionally and be prepared to market yourself as an industrial writer or writer/producer.

## REQUIRED TEXT

Ray DiZazzo, *Corporate Media Production*, Second Edition, Focal Press

## SUGGESTED READING

Jung, Carl, *Man And His Symbols*, New York, Doubleday, 1969:

Ogilvy, David, *Ogilvy on Advertising*, New York, Random House, 1985;

Strunk, William Jr., and E.B.White, *The Elements of Style*, New York, Macmillan, 1979

## GRADING

Attendance, Attitude, and Participation	40 points
Program Needs Analysis	60 points
Content Outline	60 points
Treatment	60 points
Pitch	60 points
Group exercises	50 points
Final Draft Script	120 points

Late assignments will result in significant point reduction. Assignments will not be accepted more than one week late.

All writing assignments—with the exception of the PNA—should have a cover page containing: the title, your name, the course title and number, and date.

Your **Program Needs Analysis** will be 2 to 3 typed pages, single-spaced. **Content Outlines** will be 2-4 double-spaced pages. **Treatments** will be at least 5 double-spaced pages. **Scripts** will be a minimum of 10 pages, written in either the screenplay or two-column format.

## **CLIENT REQUIREMENTS**

Your first order of business is to secure a client. This should be accomplished by the third class meeting. Your client should be a businessperson working at a company, though he or she may also be a friend or relative. Whoever your client is, you must present a corporate media program that will solve a training, sales, or education problem that exists within the client's organization.

Some examples of industrials are: training programs in safety, customer handling, or equipment operations; presenting a product or series of products to customers; educating clients on how to use a product; presenting information to employees in a video news format.

Clients must agree to work with you throughout the semester as you develop each of the elements in your corporate script project. This will require a series of short meetings to discuss your ideas and progress. It will also require providing you with information and/or a subject matter expert to supplement the content you will need. Clients should also have the time to review what you've written and give you input as if they were actually commissioning your project.

## **PROFESSIONALISM**

I am aware that many of you are seniors and will be entering the work force soon after completing this course. It's essential, then, that you have both writing skills and professional business skills. They are equally important. Consequently, the way you present yourselves and your projects in class will have a definite impact on your grade.

A great deal of this course will be presentations to the class, who will be serving as the client. Getting feedback is a key element in this class, so it is imperative that you support your fellow students and attend all classes and participate.

## **CLASS SCHEDULE**

### **WEEK OF:**

August 24th	Course Overview. Exercise in solving corporate media problems. <b>ASSIGNMENT: Read Chapters 1, 2, and 6.</b>
August 31st	View and discuss corporate video programs. Discuss types of corporate videos and methods. Discuss Program Needs Analysis. <b>ASSIGNMENT: Read chapters 3, 4. Have corporate client by next week.</b>
September 7th	Exercises in Corporate video. <b>Clients names Due today.</b> <b>ASSIGNMENT: Read chapter 7. PNA due by next week.</b>

September 14th	<b>Program Needs Analyses</b> presented in class with discussion and critiques. <b>Read chapters 8, 9, 10.</b>
September 21st	View more corporate videos (Premier Anesthesia). Discussion of content needs. Role playing exercises in groups. <b>ASSIGNMENTS: Content Outlines Due next week.</b>
September 28th	Content Outlines presented and discussed in class. <b>Read chapters 12, 13, 14.</b>
October 5th	<b>Pitch 2-3 Creative Ideas for your project.</b> Class will help decide final creative to pitch client.
October 12th	<b>Pitch 2-3 Creative Ideas (cont'd).</b>
October 19th	<b>Complete Pitches.</b>
October 26th	Discuss and revisit Corporate videos for discussion. Exercises in class, <b>Presentation due next week.</b>
November 2nd	Review of salient terms and complete procedure to get to final draft. <b>Presentation of group exercises.</b>
November 9th	Possible guest lecture. Discussion of working with clients and post-mortem of client presentation.
November 16th	<b>Final Scripts presented with Storyboards.</b>
November 23rd	<b>More Scripts and Storyboards.</b> THANKSGIVING Thursday/Friday
November 30th	<b>More Scripts and Storyboards.</b> Business and Career Opportunities discussed.
December 7th	<b>Complete Scripts and Storyboards.</b>