CANADORE college

COURSE NAME: DME200 Writing for Media

Credit Value:	2
Total Course Hours:	28
Prerequisite Course(s):	DCM110 Writing Skills for Media
Corequisite Course(s):	No

COURSE DESCRIPTION

The ability to write creatively and sell ideas is an important skill for students in the television and video production fields. This course will provide students with the theory required to write video and audio scripts. Writing skills will be developed over the semester through regular practice working on industry business examples, in-class workshops and critical reviews.

LAND ACKNOWLEDGEMENT

Canadore College resides on the traditional territory of the Anishinaabeg and within lands protected by the Robinson Huron Treaty of 1850. This land is occupied by the people of Nipissing First Nation since time immemorial.

PLAR INFORMATION

This course is not eligible for Prior Learning Assessment and Recognition.

COURSE LEARNING OUTCOMES

Upon completion of this course, the student will have reliably demonstrated the ability to:

1.0 Explain the foundational theories of visual storytelling and narrative structure across media formats.

- 1.1 Define narrative concepts including story arc, conflict, character motivation, and resolution
- 1.2 Identify the elements of visual grammar including shot composition, pacing, and editing rhythm.
- 1.3 Summarize common narrative structures across film, television, digital, and social media formats.

2.0 Analyze visual media examples to identify storytelling techniques and their effect on audience engagement.

- 2.1 Deconstruct visual narratives from industry examples using story analysis frameworks.
- 2.2 Illustrate how production choices (lighting, sound, pacing) reinforce narrative intent.
- 2.3 Analyze media samples using appropriate industry and academic terminology.

3.0 Develop original story concepts and treatments for video and audio media productions.

- 3.1 Generate original story ideas through structured brainstorming and research.
- 3.2 Write a treatment document that outlines story concept, characters, tone, and format.
- 3.3 Incorporate audience considerations and platform context into concept development.

4.0 Compose industry-standard video and audio scripts demonstrating command of narrative and format conventions.

- 4.1 Write short video scripts using proper two-column and/or screenplay format.
- 4.2 Apply dialogue writing techniques that serve character and advance story.
- 4.3 Draft audio scripts (radio/podcast) using appropriate format conventions.

5.0 Pitch original story ideas using persuasive verbal and visual communication techniques.

- 5.1 Deliver a verbal pitch of an original media concept to peers and instructor.
- 5.2 Create supporting visual materials (mood board, storyboard excerpt) to support a pitch.
- 5.3 Respond to feedback and questions on

original work in a professional manner.

GENERAL EDUCATION

This is not a General Education course.

PROGRAM OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved program learning outcomes (PLO):

Digital Media

1. Assess communication needs to create social media strategies that strengthen organizational branding and engagement.
2. Conduct research and client/user interviews to identify brand and audience needs for multimedia content development.
4. Integrate culturally sensitive practices into media productions to inform, entertain, or educate audiences on digital platforms.
6. Organize and prepare text, audio, and video assets to meet production requirements and deadlines for digital media projects.
7. Produce and publish digital communications that meet ethical and legal standards to support organizational reputation and regulatory compliance.
11. Design and execute digital marketing campaigns on social media and streaming platforms to achieve engagement metrics and support organizational branding.

ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved essential employability skills (EES) outcomes:

1. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

EXTERNAL COURSE ACCREDITATIONS AND CONDITIONS

There are no external accreditations or conditions identified for this course.

COURSE EVALUATION

Evaluation Item	Weight
Narrative Analysis Assignments (x2)	20%
Story Treatment	20%
Video Script (Short Form)	15%
Audio Script (Radio/Podcast)	15%
Pitch Presentation with Visual Support	20%
Participation and Workshop Engagement	10%

COURSE PASS GRADE

50

GRADING SYSTEM

A+:	90-100%	B+:	77-79%	C+:	65-69%	D:	50-54%	S - Satisfactory
A:	85-89%	B:	73-76%	C:	60-64%	F:	0-49%	I - Incomplete
A-:	80-84%	B-:	70-72%	D+:	55-59%			F- Repeat Course, included in GPA
								FS- Failure Supplemental
								FR- Repeat course, excluded from GPA

*For a complete chart of grades and descriptions, please see the Grading Policy.

LEARNING RESOURCES

Course Textbooks:

Recommended:

Title:	Story: Substance, Structure, Style and the Principles of Screenwriting
Author:	McKee, R.
Publisher:	ReganBooks
Edition:	1st ed.
Print ISBN:	9780060391683
eBook ISBN:	

Additional Learning Resources:

- iLearn (Brightspace) course hub for all materials, submissions, and grades
-NFB.ca - National Film Board of Canada documentary and short film archive
- Celtx (free) or Final Draft industry script formatting tools
- Canva or Google Slides for mood board and pitch visual development
- WGC Canadian Screenwriting Credits Database (wgc.ca)

Please see the Campus Bookstore to verify the current textbook costs and your program page for additional program fees and/or learning material requirements (see the "Tuition Fees" and "What You Need" sections).

Resources listed on the course outline support the achievement of learning outcomes, and may be used throughout the course to varying degrees depending on the instructor's teaching methodology and the nature of the resource.

Technology requirements - https://www.canadorecollege.ca/BYOD

The Harris Learning Library's staff can help you find resources to support your learning - https://www.canadorecollege.ca/harris-learning-library.

LEARNING ACTIVITIES

- Instructor-led lectures on narrative theory with screened media examples
- In-class story analysis workshops using guided deconstruction frameworks
- Peer pitch circles: practice pitching and receiving structured feedback
- Script writing labs: hands-on drafting and formatting exercises in class
- Critical screening sessions followed by structured class discussion
- Individual instructor conferencing on treatment and script development
- Industry pitch simulation with mock greenlight feedback panel

DELIVERY MODE

This course may be delivered, in whole or in part, in a number of modalities, including In-Person, Remote (synchronous and/or asynchronous), hybrid, or Hyflex, as per accreditation and/or regulatory standards where appropriate. This information is identified on the course schedule (student and faculty).

RECORDING GUIDELINES

This class may be recorded by faculty of the College. Faculty will inform students when recording of the class commences and ceases. 'Recorded' means that the audio-visual and chat portions of the class will be recorded and then be stored on the College or vendor provider server. They will be made available to students, but only for the express and sole use of those registered in this course. If you have any questions or concerns about this recording, please contact your instructor or the College's privacy officer at privacy.officer@canadorecollege.ca. Full recording guidelines can be found at: https://cdn.agilitycms.com/canadore-college/academic-centre-of-excellence/Canadore%20Recording%20Guidelines.pdf. Recordings are to be managed (or removed) as per the College's Recording Guidelines following the completion of the course.

ACADEMIC POLICIES

Canadore College is committed to the highest standards of academic integrity, and expects students to adhere to these standards as part of the learning process in all environments. The College's Academic Integrity policy seeks to ensure that all students understand their rights and responsibilities in upholding academic integrity and that students receive an accurate and fair assessment of their work. Please review the Academic Integrity policy (A-18) and other academic policies found on our website: https://www.canadorecollege.ca/about/policies.

COLLEGE POLICIES

- Protecting human rights in support of a respectful college community

For college policies please see: http://www.canadorecollege.ca/about-us/college-policies.

Accessibility Learning Services for Students with Disabilities - Student Success Services

Student Success Services provides comprehensive support to students. We aim to ensure that all students have equal access to educational opportunities and can succeed in their academic journey. Our services focus on reducing and eliminating barriers related to education through individualized accommodations and support. If you are a student with a disability, we encourage you to register with Accessible Learning by completing the Student Success – Accessible Learning Services Form (https://canadorecollege-accommodate.symplicity.com/public_accommodation/).

For more detailed information about the services offered, please visit our webpage: https://isucceed.canadorecollege.ca/students. To connect with Student Success Services email studentsuccessnow@canadorecollege.ca or call 705.474.7600 ext 5205.

FIRST PEOPLES' CENTRE:

A culturally supportive and comfortable environment where you can study, socialize, and access a wide range of resources and confidential student focused services.

- Counselling services
- Elders on Campus and Cultural Advisors
- Cultural and Spiritual Wellness
- Peer tutoring/Peer Mentorship
- wholistic support network
- Social events and workshops on study skills, self-care & life skills

Drop by our offices at C254 College Drive, W103 Commerce Court or Call 705-474-7600 Ext. 5961

https://www.canadorecollege.ca/first-peoples-centre

WAIVER OF RESPONSIBILITY

Every attempt is made to ensure the accuracy of this information as of the date of publication. The college reserves the right to modify, change, add, or delete content.

HISTORICAL COURSE OUTLINES

Students use course outlines to support their learning. Students are responsible for retaining course outlines for future use in applications for transfer of credit to other educational institutions.

ADDITIONAL DISCLAIMER NOTE

ATTENDANCE, DEADLINES AND ACCOMMODATIONS

All assignments are due upon deadline. Students are responsible for informing faculty of special circumstances and negotiate arrangements for alternative dates and/or grade revisions. If no prior notice has been given, the teacher of the course may require a Dr.'s note for acceptance of any late assignment. All approved late assignment submissions will incur a late penalty as determined by the faculty member for the course. Late assignments will only be accepted up to a maximum of 7 days (1 week) late after which time will not be accepted.

A student who has a student success profile and accommodations MUST present a copy of their profile to EACH professor at the beginning of EACH semester. The student shall make an appointment to discuss the required accommodations, including deadline extensions, with the professor. Allowance of late submission under the accommodations provision allows for up to a maximum of 7 days.

**ALL assignments due before midterm MUST be in and will not be accepted after midterm.

Students who fail to meet the academic requirements specified in the course outline may be subject to involuntary changes to their academic standing as outlined in the College's academic grading policy Policies and Procedures - Canadore College.

Prior notification of tardiness or absence is always appreciated

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SOFTWARE and EQUIPMENT USAGE

SOFTWARE

All assignments and their related digital files must be submitted as outlined by the course professor or as described on the assignment sheet. All work must be accessible by the professor on the College's media computer network (i.e. NEXUS/Facilis). Project files which are not compatible with the software in the College's current disk image will not be accepted. As such, it is STRONGLY RECOMMENDED that all course work is done using College computers and software. If a student decides to work (edit, mix) on their personal computer, it is solely the responsibility of the student to ensure the software versions match exactly to what is available at the College and that all digital files are compatible and on the College's media network for marking. The college will determine when to update the software it uses so be aware of this when updating your software.

EQUIPMENT

Assignments must be completed using the college provided equipment. If you have your own equipment you would like to use to complete your assignments, you must get clearance from your professor BEFORE completing the project. The professor has the discretion to say if the equipment can be used or not. If the student completes an assignment without prior approval and the professor determines that the equipment is not equivalent to the outcomes being taught, the assignment WILL NOT BE GRADED.