

COURSE NAME: TEL203 Writing for Media

Credit Value: 3
Total Course Hours: 42
Prerequisite Course(s): None
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, in-class workshops and critical review.

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 eligible for Prior Learning Assessment and Recognition. Students are advised to discuss options with their program coordinator.

COURSE LEARNING OUTCOMES

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

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| 1.0 Write commercials, promotions, and public service announcements (PSAs). | 1.12 Use a storyboard to plan a video commercial. |
| 1.1 Use emotional and rational motivation techniques for selling a product. | 1.13 Describe the differences between a PSA, a promotion, and a commercial. |
| 1.2 Use the AIDA formula when writing a commercial. | 1.14 Explain the importance of audio in creating commercials. |
| 1.3 Write television scripts according to specified layout rules. | 1.15 Plan quality audio tracks when writing commercials. |
| 1.4 Follow the mechanical rules of the organization when writing a commercial script. | 2.0 Write a variety of scripts according to specified script styles. |
| 1.5 Summarize the 10 basic appeals. | 2.1 Identify various script formats. |
| 1.6 Summarize the six approaches used in copywriting. | 2.2 Write a dramatic script. |
| 1.7 Describe the importance of knowing the target audience. | 2.3 Write a documentary script. |
| 1.8 Comply with the CRTC regulations that govern food, drug, and alcohol commercials. | 2.4 Use research techniques. |
| 1.9 Analyze the effect of creativity in copywriting. | 2.5 Follow the guidelines of good taste when writing scripts. |
| 1.10 Demonstrate creativity in writing commercials. | 3.0 Write a treatment for a video production. |
| 1.11 Analyze the ability of the commercial to communicate the idea. | 3.1 Understand and create a script treatment, outline, storyboard, and final script for a project. |
| | 3.2 Demonstrate the proper use of grammar in the creation of a script. |
| | 4.0 Produce a video commercial. |
| | 4.1 Write a video script according to format |

rules.

4.2 Plan the production of a commercial using a designated planning process.

4.3 Evaluate the finished commercial using critical viewing and listening skills.

4.4 Adhere to copyright laws.

4.5 Produce the approved commercial script.

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):

Broadcasting- Television

5. Participate in marketing activities to promote independent productions and/or a station's brand and products.
6. Plan and prepare interviews, scripts and reporting content for use in television, video or digital media productions.
7. Use business skills and accepted industry practices in the creation of television, video and/or web productions.
8. Keep current with the needs of the television and digital media broadcast industry using strategies that enhance work performance and guide professional development.

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.
4. Apply a systematic approach to solve problems.
5. Use a variety of thinking skills to anticipate and solve problems.
6. Locate, select, organize, and document information using appropriate technology and information systems.
7. Analyse, evaluate, and apply relevant information from a variety of sources.
8. Show respect for the diverse opinions, values, belief systems, and contributions of others.
9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
10. Manage the use of time and other resources to complete projects.
11. Take responsibility for one's own actions, decisions, and consequences.

EXTERNAL COURSE ACCREDITATIONS AND CONDITIONS

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

COURSE EVALUATION

Evaluation Item	Weight
Assignment 1	10
Assignment 2	15
Assignment 3	15
Assignment 4	30
Assignment 5	10
Assignment 6	20

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

No textbooks have been identified for this course.

Resource requirements will be discussed in class.

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 - www.eclibrary.ca

LEARNING ACTIVITIES

Lectures/Scriptwriting

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>

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: Student Success Services - (<https://www.canadorecollege.ca/support/student-success-services>). To connect with Student Success Services email studentsuccessnow@canadorecollege.ca or call 705.474.7600 ext 5205.

FIRST PEOPLES' CENTRE:

A culturally safe environment offering CONFIDENTIAL student focused services, drop in or make an appointment to access:

- One on one counselling
- Elder in residence program
- Peer tutoring
- Peer mentorship
- Lunch & learn workshops on study skills, self-care, life skills
- Learning Resource Centre

Drop by our offices at C254 College Drive, W103 Commerce Court or call 705 474 7600 Ext. 5961 College Drive / 5647 Commerce Court.

<https://www.canadorecollege.ca/experience/indigenous-student-experience>

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**.