

In Class Activities for Scriptwriting for MM

The following is a list of proposed activities for this course. The activities and due dates may change as the instructor sees fit.

Recurrent Activity

Every day-1 class session will begin with a 30 minute session where each student presents a commercial work that is well-written.

The work must be:

- Interactive (e.g. web site, video game, CD-Rom, etc)
- Demonstrable in class
- Inoffensive
- Relevant to class discussion

The presentation must be

- Thoughtful (e.g. describe what particular aspects make it good)
- Reference course content (e.g. in week 4 you must be able to describe how weeks 1-3 relate to this work)

Presentation grades will be provided immediately after the presentation.

The sum of all presentation grades will count for **10% of your grade**

Chapter 1 and 2: (week 2)

Find three professional web pages who's copy could be improved or doesn't work well given the content in chapter 2:

- Identify why the copy is bad
- Revise one 250 word section of the script
- Present that information to 2 other people in the class
- Revise the content
- Present the revision in class

Objective: Writing critique, clarity and understanding

Chapter 2: (week 2)

Create a presentation for the first chapter of the book (outlining skill)

- Try to present only the important information in as little time as possible
- Presentation should be less than 10 minutes
- Presentation should be less than 10 slides

Objective: Outlining

Chapter 3: (week 3)

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1. Create a flowchart to describe the process of effective multimedia writing:
 - List at least 10 steps to for assuring effective writing
 - Design the flowchart to be easy to read, clear, and concise
2. Using the handout provided, create 3 logical versions of the same series of events (be a forensic detective)
 - Find the ten events of the story provided
 - List the ten events
 - Reorganize the ten events using sticky notes
 - Identify the key events
 - List the events 3 times on sticky notes
 - Reorganize the sticky notes for the
 - Transfer the results to three different flowcharts

Extra Credit (combine three flowcharts into 1 logical flowchart with alternate paths)

Objective 1: Flowchart exposure

Objective 2: Non-linear story exposure

Chapter 4: (week 4)

Phase 1 of Project Due: Proposal, Outline, and Flowchart (page 64-68)

Create a flowchart that describes the relationship of each member of the Multimedia and web site production team

Objective: Flowchart practice, memorization help

Chapter 5: (week 5)

Present Phase 1 to the class

Create an if-then flowchart for the various types of script formats (pages 69-80)

Objective: Flowchart practice, memorization help

Chapter 6: (week 6)

Do an outline and flowchart for chapter 6 as a group

Objective: organization practice and midterm review

Chapter 7:

Phase 2: Treatment or Walkthrough and Mini Design document

Find and present an example of each of the information goals listed in chapter 7

Objective: Exposure to e-learning, presentation practice, and research practice

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Chapter 8:

Present Phase 2 to the class

The remaining in-class activity time will be spent reviewing case studies and completing phase 3 of your final project.

The following activities may be provided to students during the quarter, at the instructor's discretion.

Alternate Activities:

- Write a current biography of yourself to be published on a blog
- Create a mission statement to be presented on the first page of a corporate client's website
- Find a job listing for multimedia writer
- Find a copy of a multimedia script
- Outline and flowchart an argument disproving the claims of a website
- Create simple character bibles for 5 characters
 - Describe the character's physical appearance (physiology)
 - Describe the character's psychology and self-concept (psychology)