

Scriptwriting for Digital Media

Project 3: Final Project DUE: Day 2 of Week 11 (12/14/06)

Overview

The final project is your opportunity to complete a polished script. You may choose to write one of the following:

- A. One polished, complete 10-minute narrative spec script for television.
- B. Two 5-minute polished, complete spec scripts for a “less regulated audience.”
- C. 7 complete 30 second commercial scripts with shot plan and demographics outline.
- D. One 5-minute polished spec script, and 3 thirty-second commercial scripts with shot plan and demographics outline.
- E. One 5-minute polished spec script, the polished treatment, and a brief key shot plan.

The situation and content are of your choosing, but all ideas must be approved by the instructor. The format will be spec script style.

The evaluation for this script is largely based on your level of polish, attention to audience, and your ability to deftly execute the artistic techniques of writing. Like the visual arts, polish is achieved through an initial attention to structure (form). On subsequent passes, you should add the nuances (color) that emphasize your characters and themes.

Requirements:

Option A:

Complete a standard spec script for a concept of your choosing. You should tell a complete story that employs all 6 elements of storytelling.

Length: 10-12 pages.

Option B:

Complete two standard spec scripts for two different concepts of your choosing. You should tell a complete story that employs all 6 elements of storytelling. Each story should be distinctly different from the other.

Length: 10-12 pages.

Option C:

Create at least 3 products to sell, complete with slogans. The products should be marketable products currently available to the general public.

Length: 7-10 pages of script and camera description, 2 pages of marketing research.

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Option D:

Please review the requirements for options B and C.

Length: 6 pages of script, 4-5 pages of commercial script and marketing research.

Option E:

Complete a standard spec script for a concept of your choosing. You should tell a complete story that employs all 6 elements of storytelling. You must begin by completing a one page treatment for the story and end with a short version of a shot plan.

Length: 5 pages of script, 1 page treatment 3-4 pages of shot plan.

Subject: The subject is of your choosing, but we have spent significant time in class evaluating ideas. Use that research to your benefit. All scripts must be complete and employ a narrative structure that demonstrates an understanding of this course's content.

Format: Standard "spec script" format. You must follow the requirements for a spec script. These are outlined in the first third of Book III as "spec script" format. As mentioned in class requirements include:

- Courier / Courier New type
- Title page
- Page numbers
- Scene Headings / Slug lines
- Dialogue

Please note that the above list is a minimum.

Recommendations:

Do not try to write this project in one sitting. Since you have an outline of the major events, you should be focusing largely on writing the dialogue, not the action. You should be able to write comfortably at a pace of 30-60 minutes per page. Please budget your time accordingly.

You do not have to write the action, dialogue etc. in order. Write it as it comes to you, but give yourself enough time to interweave the scenes you have created.

Once you have completed a draft take at least 24 hours to work on something unrelated. Over the next week, keep a pen and small notebook handy. Some good ideas are likely to strike you when you are not sitting in front of computer trying to write.

Add the formatting after you have written the rough draft. Don't trouble your creative mind with format mechanics. Please consider using software to help you format properly (see <http://aii.lgrace.com> for a list of programs).

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If you have been reading The Screenwriter's Bible, the process of writing a script should be familiar to you.

Grading:

Instructor Evaluation:

It is a good idea to review the grading criteria provided to you in the first week of class. This is also available for download at <http://All.LGrace.com>.

An "A" script has the following:

- At least **two** interesting, fresh, or well-crafted scenes
- An evident character arc or clear hero's journey
- A set of original characters, or familiar characters in an original situation
- At least one moment of emotional content, that engages the audience, or situational content that appeals to audience curiosity or intellect.

In general, these things automatically prevent a great idea from getting full credit:

- Script is too short
- Script has many grammatical errors
- Script is poorly or inconsistently formatted

Peer Evaluation:

Each script will be evaluated by a peer. On the final day of class, you will bring a copy of your script. 2-3 Students will read (or act) your script and complete a peer evaluation form. This peer evaluation form will help inform the final grade decision.

A Few Strong Suggestions:

Do not procrastinate. For most people the myth of working better under pressure is truly a myth. If you need some pressure, make up something. ☺

Do remember that this can be used as part of your **final portfolio**. Keep the language and situations reasonable. You are writing for an audience. Do not be afraid to take risks, but do not alienate potential employers.

The in-class analysis of film is meant to help you understand how other authors accomplish specific goals. If you were taking notes, reviewing those notes might help you find solutions.

Make at least 2 good copies of the final project. You will need to hand one in to me. You will also need another copy for the peer review. Ideally you would have a third copy that will go in a file cabinet for future interviews, the portfolio show, or to mail for contests.

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Consider binding the script at Kinkos or other copy shop. This will add a professional flare, and the presentation polish that proves you put care into this project. This will benefit you when shooting and interviewing.

Please **ask me** specific questions about your scripts and writing solutions. That's why I'm here. 😊