

The Illinois Institute of Art, Chicago

Course Title: Scriptwriting for Interactive Media

Course Number and Section: IMD220

Term: Winter

Year: 2006

Number of Contact Hours: 6

Time: Monday, Wednesday

Weekly Homework Hours: 3-4

Section A: 8:00 – 10:50 PM

Place: 180 N. Wabash (Loop), Room 230

Instructor: Lindsay D. Grace

Office Phone / E-mail: LGrace@aia.edu

Course Website: <http://aia.lgrace.com>

Office Hours: As needed

Course Description:

This course will focus on the planning, scripting, and storyboarding for a variety of media productions. Narrative scripting techniques will also be taught. This course addresses the need to communicate in writing on the job. A variety of materials must be written for a business: memos, letters, news summaries, proposals, presentations, and copy for advertising or marketing. Students will learn to identify the requirements of different types of writing and to prepare material to communicate clearly and effectively.

Course Objectives:

This course focuses on applying industry-standard scripting techniques to media production. Contents to be covered include the various purposes and formats of scripts and storyboards, the basic terminology and concepts used in scripting and storyboarding and the application of scripting techniques to the creation of scripts and storyboards.

Required Reading:

Writing for Multimedia and the Web, Third Edition: A Practical Guide to Content Development for Interactive Media, Timothy Garrand, 520 pages

ISBN-0240808223

ISBN-13:978-0240808222

Required Materials

- Pen
- Paper- 8.5" x 11" blank sheets or pad
- Pocket-sized notebook (1)
- Small square post-it notes

Course Requirements and Policies

There will be a lecture, discussion and lab for nearly every class session.

Many classes will involve workshop activities that seek to enhance your writing abilities or understanding of the text through practice and guidance. Some workshop activities evolve into homework assignments.

All homework assignments must be handed in at the beginning of class.

Students should always keep a backup copy of their work.

No late assignments are accepted. Every working professional is expected to provide their work on time. Failing to do so reflects poorly on that person's performance. Repeated failure to meet deadlines often results in firing. It is best to learn to meet deadlines now.

In this course, each assignment will build on the previous. Failure to complete the prior week's assignment will make each subsequent week more difficult. It is in your best interest to complete each assignment on time and to the best of your ability. Always hand in what you have, even if you want to revise it. **Partial credit is better than no credit at all.**

Grading System:

Point Score range	Letter Grade
93 and above	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D
Below 60	F

Score Breakdown:

Assignments, Workshops, and Quizzes:	10%
Industry Sample Presentations (1% each * 10 total)	10%
Participation and Preparedness:	5%
Final Project:	
Phase 1 (week 4): Proposal, outline and flowchart	25%
Phase 2 (week 7): Treatment and Mini Design document	25%
Phase 3 (week 10) : Script	25%

Attendance / Absences:

Students are expected to attend each class and arrive on time. It is a student's responsibility to contact the instructor when they know they will be absent or have missed a class session. Students should notify the instructor of their planned absence as soon as they are capable. It is best to send an email.

Makeup exams and acceptance of late assignments will only be granted in the following circumstances; Medical excuse, emergencies, campus-sponsored activities.

All issues of attendance and tardiness will be handled as school policy dictates and at the discretion of the instructor.

Student Needs:

The Illinois Institute of Art-Chicago has a special needs coordinator, Jamey DiVietro, who organizes services for qualified students requiring reasonable accommodations. Notifying the Illinois Institute of Art-Chicago that you have a disability or special needs is optional and confidential. However, in order for the school to accommodate your needs, we need advance notice of the services you require. For more information please contact Jamey DiVietro at 312-777-8616.

Cheating and Plagiarism:

Any student that cheats or plagiarizes will be reported to the academic standards committee and may be dismissed from the course.

All homework is to be completed independently (except when instructed otherwise). Any student who is caught or suspected of working in conjunction with any other student will be penalized.

Weekly Schedule*

- Week 1:** **Chapter 1:** Interactivity and the Writer
 Sample documents – provided in class
- Week 2:** **Chapter 2:** Writing for the Many Media
 Case Study 10 (page 127)-review in class-The whole process
 Case Study 11 (page 163)-review in class-Corporate Site
- Week 3:** **Chapter 3:** High Level Design, Management, and Tech
 Chapter 18: The Elements of IMD Narrative- Non-Linear Logic
 Case study 20 (page 301) – review in class
 Case study 24: page 397 – review in class
- Week 4:** **Chapter 4:**The Production Team
 Case Study 13: E-Learning-review in class
 Case Study 14: Museum Kiosk – review in class

Due: Phase 1 – outline documentation

- Week 5:** **Chapter 5:** Script and Proposal Formatting
 Present Phase 1

Midterm (No Exam)

- Week 6: Chapter 6:** Overview of Part 1

- Week 7:** Defining and Achieving Goals
 Case Study 21: Amped 3
 Due: Phase 2 – design document and treatment

- Week 8:** Informational MM and Web Architecture
 Present Phase 2
 Case Study 12: Research Portal
 Case Study 15: Vital Signs

- Week 9:** Script Work Session

- Week 10:** Script Work Session

Due: Phase 3: Script

- Week 11:** Script “production” week and review
 Present script through script production

*Schedule subject to change at the instructor’s discretion.