

# AIM 520 Professional Writing for Media

Syllabus • Fall 2009

Alan Arrivé & Dr. Ann Thorne

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## Required Texts

*Writing for Multimedia and the Web* (Timothy Garrand, Focal Press, 3<sup>rd</sup> edition, 2006)

*The Tools of Screenwriting: A Writer's Guide to the Craft and Elements of a Screenplay* (David Howard and Edward Mabley, St. Martin's Griffin, 1<sup>st</sup> edition, 1995)

*How to Build a Great Screenplay: A Master Class in Storytelling for Film* (David Howard, St. Martin's Griffin, 1<sup>st</sup> edition, 2006)

Suggested Text:

*The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script* (David Trottier, Silman-James Press, 4<sup>th</sup> edition, 2005)

[Other texts to be determined]

## Central Focus

AIM 520 Professional Writing for Media is a three-hour, seminar-style graduate course that introduces the varied demands of professional writing, including creative expression for convergent contexts, analytical and informational presentations, and explanatory and persuasive approaches to writing. It is a core course for students majoring in the Master of Applied Arts in Integrated Media and for non-majors interested in learning about writing for media. The course will be taught by two professors on the graduate faculty: Alan Arrivé and Dr. Ann Thorne

- *Arrivé*, assistant professor of Theatre & Cinema, is at Western for his second year. He has recently been appointed Director of Theatre & Cinema, a new position he very much looks forward to fulfilling. This Fall he will also teach Producing and Directing I and will direct Anton Chekhov's *Uncle Vanya*. He is a filmmaker, screenwriter and playwright most recently from Chicago and Northwestern University. His short film *Silent Radio*, which he wrote and directed, won the Best Foreign Film Award at the 2007 European Independent Film Festival in Paris. He is currently in post-production for his upcoming short *Man at the Door*.
- *Thorne*, professor of journalism, has been at Western since 1987. She teaches publication design, advanced convergent media reporting, and convergent media law and ethics. Before joining Western she worked as a publication designer, a magazine editor and in public relations. Recently she received the Missouri Governor's Award for Excellence in Teaching.

## Competencies

By the end of the course, students should be able to:

- Follow basic principles to craft writing that effectively and creatively presents clear messages to target audiences in multimedia environments.
- Identify the basic characteristics of narrative, analytical, informational, educational, and persuasive messages.

- Write effectively using various genres, which may include advertising, narrative scripts, or credits/fonts/visual presentations.
- Write to explain/defend/promote a project.
- Demonstrate an understanding of words as image and how they interact with meaning.
- Demonstrate ability to structure an idea and communicate meaning through the language devices common to filmmaking.
- Analyze and deconstruct existing stories.
- Critically evaluate peer work and provide effective and positive feedback.

### **Assignments**

Students will complete the following assignments:

- Assignment One — Proposal, flowchart, outline, and other planning documents for *either* 1) a marketing or corporate Web site or 2) an informational or educational kiosk.
- Assignment Two — Write a short, original screenplay from idea, premise and synopsis through final draft.
- Assignment Three — Using the short screenplays written for Assignment Two, create shot lists and storyboards as the next step toward realizing writing as production.

Points for assignments are awarded using criteria announced and discussed in class.

Assignments are due at the *beginning* of a given class period, either announced in class or indicated in the course outline. **IMPORTANT:** Late work is not accepted (except under extenuating circumstances the professors consider valid).

### **Grading Scale**

The following scale will be used for all final grades this semester:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Below 60%

### **Professors' Office Hours, Contact Information**

Alan Arrivé (CS) will hold office hours Mon. 1-3:30 p.m. and Fri. 1-3:30 p.m. or by appointment in Potter 206B. When you have questions or concerns you should contact the professor by email at [aarrivee@missouriwestern.edu](mailto:aarrivee@missouriwestern.edu) or call during office hours at 271-4442.

Ann Thorne (JOU) will hold office hours MW 11-12 a.m. and W 1-4 p.m. You may contact her at [thorne@missouriwestern.edu](mailto:thorne@missouriwestern.edu) or 271-4222.

### **Attendance**

Students are expected to attend *all* class meetings. It is always better to come late or leave early rather than miss an entire meeting.

### **Academic Honesty Policy and Due Process**

Academic honesty is required in all academic endeavors. Violations of academic honesty include any instance of plagiarism, cheating, seeking credit for another's work, falsifying documents or academic records, or any other fraudulent activity. Violations of academic honesty may result in a failing grade on the assignment, failure in the course, or expulsion from the University. When a student's grade has been affected, violations of academic honesty will be

reported to the Provost or designated representative on the Academic Honesty Violation Report forms.

Please see the Student Handbook and Calendar for specific activities identified as violations of this policy and the student due process procedure. This handbook is also available online at <http://www.missouriwestern.edu/handbook/index.pdf>.

Students are expected to do their own work for all assignments.

### **Students with Disabilities**

Any students in this course with a disability that may prevent them from completing assignments should contact the professors personally as soon as possible so that we can discuss how they may work to meet class requirements.

### **Changes**

With appropriate notice, the professors reserve the right to make changes to course content, assignments, requirements, and so forth that will improve the overall experience for the majority of students enrolled.

Table of contents of the Garrard textbook:

## ***Writing for Multimedia & the Web*** **The Book at a Glance**

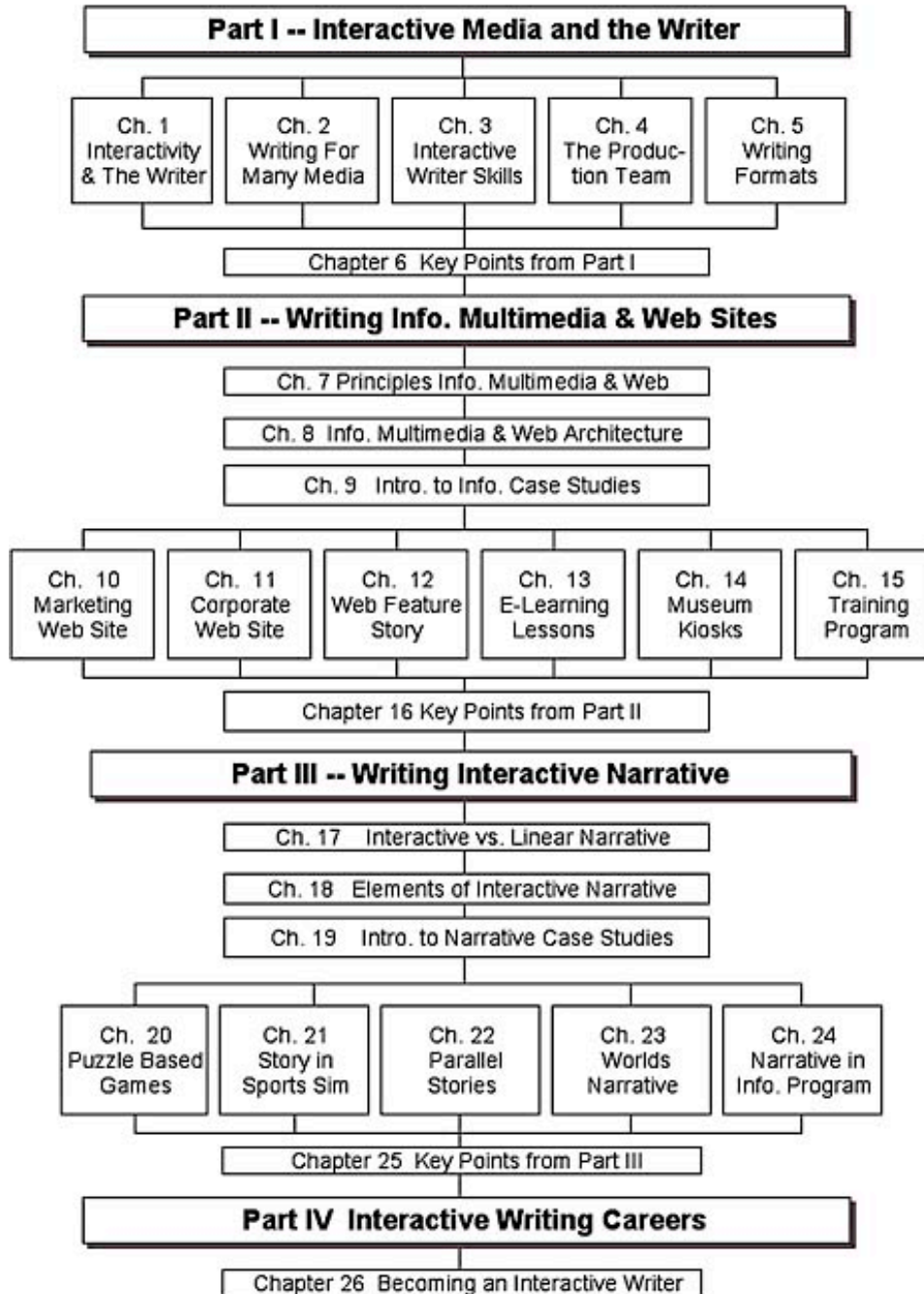


Table of contents of the CD accompanying the Garrard textbook:

**CHAPTER MATERIAL**

**INFORMATIONAL**

[Ch.10 Marketing Sites](#)

[Ch.11 Corporate Sites](#)

[Ch.12 Portal Sites](#)

[Ch.13 E-Learning](#)

[Ch.14 Museum Kiosks](#)

[Ch.15 Training MM](#)

**NARRATIVE**

[Ch. 20 Mystery Games](#)

[Ch. 21 Story in a Sim.](#)

[Ch. 22 Parallel Path Games](#)

[Ch. 23 Worlds Narrative](#)

[Ch. 24 Story in Info. Program](#)

**OTHER**

[Ch.26 Careers](#)

**HOW TO USE THIS CD**

[How to Use this CD](#)

[Highlights](#)

[Book Web site](#)

**SOFTWARE**

[Script Formatting](#)

[Flowcharting](#)

[HTML](#)

**CASE STUDIES: CD ONLY**

[Web Advertising](#) (Ch.13--2nd ed.) [Educational MM](#) (Ch.15--2nd ed.) [Multiplayer Games](#) (Ch.14--1st. ed.) [Puzzle Games](#) (Ch.21--2nd ed.) [Cinematic Narrative](#) (Ch.22--2nd ed.)

**BACKGROUND**

[Introduction to HTML](#)

[Intro. to Interactive Media](#)

[Playback/Delivery](#)

[Production](#)

[Legal Primer](#)

[Accessible Media](#)

**REFERENCE**

[Glossary](#)

[References](#)

[Bios of Contributors](#)

[Teaching/Learning](#)