

## Required Texts

*Writing for Multimedia and the Web* (Timothy Garrand, Focal Press, 3<sup>rd</sup> edition, 2006)  
[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 three professors on the graduate faculty: Dr. Ken Rosenauer, Alan Arrivé, and Pete Hriso.

- *Rosenauer*, professor of journalism, joined the faculty in 1979. He has advised newspaper and yearbook and teaches mass media, photography, reporting, copy editing, and public relations writing.
- *Arrivé*, assistant professor of Communication Studies & Theatre, is new to Western this semester. He will teach Script Analysis, On-Camera Performance and Introduction to Film, and will direct a reading of Don Lillie's play 'Marlowe (Death by Allegory).' 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.
- *Hriso* is an assistant professor of art. Prior to teaching, Peter worked in animation and interactive production being involved in all areas of digital media including visualization, multimedia, and web development. His main role has always been to bridge the gap between design and technology.

## 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, CD/DVD/other published material, song/ad lyrics, 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 words as metaphors, relate terminology to meaning creating a storyboard and animatic.

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**

Ken Rosenauer (EFLJ) will hold office hours MWF 9-10 a.m., 11 a.m.-noon, and by appointment in Eder 222E. When you have questions or concerns, you should contact the professor by phone at 816-271-4323 (office) or 816-387-8213 (home) or by email at [rosenauer@missouriwestern.edu](mailto:rosenauer@missouriwestern.edu).

Alan Arrivé (CS) will hold office hours Tues. 2-5 p.m. and Thurs. 2-4 p.m. or by appointment in Potter 206C. 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.

Pete Hriso (ART) will hold office hours MF 10-12:30 a.m., or by appointment in Potter 107c. When you have questions or concerns, you should contact the professor by email at [phriso@missouriwestern.edu](mailto:phriso@missouriwestern.edu).

### **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.