

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: DIG 2400

COURSE TITLE: Writing for Electronic Media

PREREQUISITE(S): ENC 1101

COREQUISITE(S): None

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 3

CONTACT HOUR BREAKDOWN:

 Lecture/Discussion: 3

 Laboratory:

 Other _____:

FACULTY WORKLOAD POINTS: 3

STANDARDIZED CLASS SIZE ALLOCATION: 15

CATALOG COURSE DESCRIPTION:

This pre-professional course is designed to provide fundamental instruction and practice in writing for the electronic media, including radio, television, film, news, commercials and industrial programming.

SUGGESTED TEXT(S): Orlik, Peter B., Broadcast Copywriting, Allyn and Bacon, 3rd edition.

IMPLEMENTATION DATE: Fall Term, 1990 (911)

REVIEW OR MODIFICATION DATE: Fall Term, 2002 (20031)
Fall Term, 2005 (20061) (was RTV 2100)
Fall Term, 2008 (20091) - Outline Review 2007

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. Opportunities for Broadcast Copywriter	3
II. Basic Grammar of Writing For the Year	3
III. Rational and Emotional Appeals	3
IV. Structure of Advertising Copy	3
V. Radio Writing: Poetry and Sound Effects	3
VI. Radio Housekeeping Copy	3
VII. Radio Commercials	3
VIII. Midterm Project Critique	3
IX. Key Elements of Television Writing	3
X. Television Housekeeping Copy	3
XI. Television Commercials	3
XII. Corporate/Institutional Scripts	3
XIII. Interactive/Web Styles	3
XIV. Interactive/Web Reading Styles	3
XV. Review and Final Examination	3

PROGRAM TITLE: Digital Media/Multimedia Technology

COURSE TITLE: Writing for Electronic Media

CIP NUMBER: 1610.010202

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER (S): TITLE (S):

06.0 USE COMPUTER APPLICATIONS FOR DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

- 06.01 Demonstrate a basic proficiency with digital media/multimedia software packages.
- 06.02 Design and produce digital media/multimedia content.
- 06.03 Test, edit and de-bug digital media/multimedia content.
- 06.04 Present digital media/multimedia content.

07.0 PRODUCE DIGITAL MEDIA/MULTIMEDIA PROJECTS--The student will be able to:

- 07.04 Create and write a script appropriate to the media selected.
- 07.05 Create and prepare a storyboard appropriate to the media selected.
- 07.06 Design navigational structure for non-linear environments.

08.0 DEMONSTRATE APPROPRIATE COMMUNICATION SKILLS--The student will be able to:

- 08.01 Write logical and understandable statements, or phrases, to accurately fill out forms/invoices commonly used
- 08.04 Answer and ask questions coherently and concisely.
- 08.05 Read critically by recognizing assumptions and implications and by evaluating ideas.
- 08.06 Demonstrate appropriate communication skills.