

**SUBJECT DESCRIPTION****50913 Developing Creative Media**

<b>Course Name:</b>	Graduate Program in Media Arts and Production
<b>Level:</b>	400
<b>Number of Credit points:</b>	8
<b>Prerequisites:</b>	None
<b>Grading:</b>	Graded

**HANDBOOK DESCRIPTION**

This subject teaches skills for developing and researching creative media projects. Students learn the various ways to take an idea, research it, and develop it into a form where it can be made as a media project. This form might be a proposal, treatment, script, storyboard, flow chart or interface design, depending what is relevant for the style of work. The focus is on finding the appropriate production form for an idea. Assessment is in the form of analytic exercises and work on original short proposals, treatments or scripts delivered at various levels of development throughout the semester.

**CONTRIBUTION TO GRADUATE PROFILE**

Students completing this subject will:-

- Have developed some knowledge of aesthetic and industry issues as they relate to the production of media works
- Have had the opportunity to develop their conceptual skills and critical thinking in relation to various areas of media production
- Be able to develop and critically revise their own work
- Be able to conceptualise and research innovative creative project ideas
- Have had the opportunity to develop a media project to proposal, treatment or script stage

**OBJECTIVES**

At the conclusion of this subject students are expected to:

- a) Have knowledge of different styles of media works
- b) Have skills in researching and choosing a style appropriate for their own media concept or idea
- c) Have confidence and basic skills in researching and developing a short creative arts project either for film, video, new media, sound, radio, installation or performance

**TEACHING AND LEARNING ACTIVITIES**

Lectures and seminars will focus on teaching the skills needed to write and develop a short media project. Students' work will involve research and analysis of a short media project and work on a proposal, treatment or script for a short media project of their own. Students should take this opportunity to gain development skills by reading and viewing media works and scripts and proposals for same. Students should read books on project research, script and project development. Students will learn to give and receive constructive feedback in a script workshop context.

**CONTENT**

- Skill development in research, analysis and concept development for media works
- Skill development in writing proposals, treatments and scripts for media works

## ASSESSMENT

### Assessment Item 1. Analysis of a media project - Individual written exercise

**Objectives:** a) and b)

**Value:** 40%

**Due:** Due in class in Week 11

**Task:** Each student writes an analysis of a short media project, (**not** one presented in class by lecturer, or guests and **not** a recent or project from a UTS student or graduate).

- a) Describe it briefly,
- c) Analyse it in terms of its story form and structure, or the form of presentation of ideas and information in the case of experimental and documentary works,
- d) Describe its style both visual and aural, and
- e) Do you find the work engaging or not? Why?
- f) Footnote any quotes or paraphrasings correctly and attach a correctly formatted bibliography (including any web references used)
- g) (600 - 1,000 words)

#### Assessment criteria:

- Demonstrated understanding of the concepts being studied in class
- Ability to organise ideas and material efficiently in a written analysis
- Evidence of research
- Evidence of analysis - not just description
- Proper referencing, layout and footnotes

### Assessment item 2. Creative Media Project: Final Proposal/Script/Treatment

**Objectives:** b) and c)

**Value:** 60%

**Task:** write a media project proposal for an original short (under 10 mins or equivalent) work of your own to be delivered at the following stages:-

- a) one page synopsis - **due in class week 3**
- b) full treatment, storyboard, interface design, flow diagram, first draft script or other relevant format for final proposal **due in class on week designated by your lecturer**

#### Assessment criteria:

- Demonstrated relevant writing and proposal presentation skills
- Ability to keep to length required
- Appropriateness of proposal, treatment or script to the idea or concept being examined or presented
- Evidence of media writing skills
- Originality of story or ideas
- Understanding of relevant industry layout formats
- Evidence of researching the subject
- Evidence of relating the concepts studied in class to project development

## MINIMUM REQUIREMENTS.

Completion of assessment tasks listed above.

Proper attendance and participation. Since class discussion and participation in activities form an integral part of this subject, students are expected to attend a minimum of 80% of classes. Should students experience difficulties fulfilling this requirement, they are advised to contact their lecturer. Students who have a valid reason for extended absence from class (e.g. illness) may be required to complete additional assignment work to ensure they achieve the subject objectives.

## TEXT AND REFERENCES

A Book of readings for the subject will be available

### GENERAL REFERENCES

- Aronson, Linda           *Scriptwriting Updated*, Sydney 2000
- Cooper, P and Dancyger, K *Writing the Short Film* Boston, Focal Press, 1994
- Dancyger, K and Rush J.   *Alternative Scriptwriting : Writing Beyond the Rules* 3rd edition, Focal Press, London, 2002
- Dancyger, K               *Global Scriptwriting* Focal Press, London, 2002
- Field, Syd                 *Screenplay* Dell publishing Co. New York 1979. 1982
- Garrand, T                 *Writing for Multimedia and the Web*, Boston, Focal Press, 2000
- Herman, L,                *Practical Manual of Screen Playwriting for the Theatre and Television Films*, Meridian, NY, 1971.
- Iuppa, N                  *Designing Interactive Digital Media*, Focal Press, Boston, 1998.

- Levy, Edmond *Making a winning short: How to write, direct, edit and produce a short film.* New York, NY, H. Holt and Co, 1994.
- Lunenfeld, P *Snap to Grid*, MIT Press, Cambridge, 2000.
- Mamet, David *On Directing Film*, Faber and Faber London 1992
- Miller, W, *Screenwriting for Narrative Film and Television*, Hastings House, NY, 1980, ch 5, 'Structure Variations.'
- Nash C, and Oakey, V *The Screenwriters Handbook*, Barnes and Noble, NY, 1974.
- Nash, Dwight V *Film Scriptwriting, A Practical Manual*, Hastings House, NY, 1979
- Phillips, W H *Writing Short Scripts*, Syracuse University Press 1991
- Seger, Linda *Making a Good Script Great*, Dodd Mead and Co, New York, 1987
- Sempel, Tom *Screenwriting*, AS Barnes, & Co, San Diego, 1982.
- Smiley, S *Playwriting, The Structure of Action*, Prentice Hall, NJ, 1971.
- Stansberry, Domenic [Labyrinths: The Art of Interactive Writing and Design, Content Development for New Media](#), Belmont, California, USA, 1998
- Straczynski, Michael *The Complete Book of Scriptwriting* (includes tv, animation and radio writing) 808.2 STRA
- Vanchol,Douglas J, *The Multimedia Scriptwriting Workshop*, San Francisco, 1996.
- Vogler, C *The Writer's Journey: Mythic Structure for Storytellers &Screenwriters* Michael Wiese Productions Ann Arbor Michigan,1992
- Wards, B *Techniques for Digital Media and the Internet*, John Wiley and Sons, 2002.
- Weiss, Allen *Experimental Sound and Radio*, Cambridge, Mass, MIT Press 2001
- Weiss, Allen *Phantasmic Radio*, Duke University Press, 1995 791.44WEIS

**MEDIA WORKS IN UTS LIBRARY RELEVANT TO THIS COURSE will be listed in the Subject Outline**