

**Proposal Form for a New
Major, Emphasis, Minor, Certificate or Prefix**

- A. Prepare your proposal according to the following outline, furnishing supplementary materials where appropriate.
- B. Have your proposal reviewed by the appropriate department and school/college committee.
- C. Submit your proposal to the University Curriculum Committee in care of the Office of Academic Affairs.







The proposal should include the following components:

- I. Identification of Department(s)/Program(s)
Department of Communications and Journalism
- II. Name of proposed major/emphasis/minor/certificate/prefix.
Scriptwriting
- III. A List of all courses and requirements. Indicate new courses and submit New Course Forms and guidelines or a syllabus for each.
Please see attached
- IV. Catalog copy for all affected changes.
Please see attached
- V. Discussion of the rationale for your proposal including: Please answer each Question a.-i.
 - a. What are the outcomes for the major/emphasis/minor/certificate?
Please see attached
 - b. How will these outcomes be assessed?
Please see attached
 - c. Why is this being proposed? What problem will it address?
This is not much more than a bookkeeping process. We have had an emphasis in Scriptwriting under the major in Media Communications for some time. Years ago, when the department of Media Communications became the School of Communications and converted most of the emphases under Media Communications to their own majors, we neglected to convert the Scriptwriting emphasis to a major.
 - d. What research has been done and what evidence does the departments/programs have of the need for and interest in it?
We currently have roughly 20 students who have formally declared the Scriptwriting emphasis; that number is consistent with our experience over the past few years.
 - e. How would it fit with departmental philosophy and existing curriculum?
We are proposing no new curriculum, save for a Topics number that will allow us to offer students the opportunity to explore specific subjects from time to time. However, the program fits the department philosophy in several ways:
 - It allows students to explore, in depth, the art and craft of writing for film and television; it combines practice (scriptwriting courses in various genre in which students produce their own scripts that they submit for instructor and peer critique) and theory (students are required to take the same core required of most majors in the School of Communications in addition to a specific theory course in scriptwriting, SCPT 3110, that allows them to understand the strategy behind successful screenplays).
 - Beyond the students who major in the Scriptwriting emphasis, the program also serves other students in the SOC, primarily its more-than-100 film majors who may elect one of the screenwriting courses as part of their major in order to allow them understand the mechanics of screenwriting—structure, character development, how to create and maintain suspense and tension, etc.—so that they can make more effective, engaging films. Between SCPT 2500 and SCPT 3110, the department has enrollments of roughly 60 students each year; many are majoring in MEDC with the Scriptwriting emphasis, but even more are film majors who take the courses to supplement their work within their major department.

Learning Outcomes Scriptwriting

In the emphasis, students learn the art and craft of writing scripts for film and television. As part of their program, students will analyze successful scripts from film and television and, more importantly, write scripts for short films, feature films, and several television genres.

Specifically, they will learn

-  the conventions of structuring scripts for each medium, why the conventions are the conventions and the effect of using alternative structures
-  how to create effective characters that engage an audience
-  how to build suspense and tension using both structure and pacing
-  the principle elements of storytelling for visual media—action, image and dialogue—and how and when to use each tool for greatest effect
-  how to elicit an audience's emotional response using a variety of tools
-  the industry standard for proper script format

B.A. in Scriptwriting

Degree requirements

Scriptwriting students are required to take 51 credit hours within the major, 36 credit hours of general education courses and 41 credit hours of elective courses.

Required classes include:

- Introduction to Media Production (EPMD 1000) 3 hours
- Introduction to Mass Communications (MEDC 1010) 3 hours
- Introduction to Media Writing (MEDC 1050) 3 hours
- Ethics in the Media (MEDC 2200) 3 hours
- Cultural Diversity in the Media (MEDC 2800) 3 hours
- Scriptwriting (SCPT 2900) 3 hours
- Script Analysis (SCPT 3110) 3 hours
- Television Scriptwriting (SCPT 3400) 3 hours
- Writing Screenplays for Film (SCPT 3500) 3 hours
- The Law and the Media (MEDC 4100) 3 hours
- Advanced Television Scriptwriting (SCPT 4400) 3 hours
- Advanced Scriptwriting (SCPT 4500) 3 hours
- Senior Overview* (MEDC 4620) 6 hours

* *Capstone course*

A minimum of nine elective credit hours must be chosen from the following:

- Applied Media Aesthetics (MEDC 1500) 3 hours
- Film Appreciation (FILM 1800) 3 hours
- Video Production I (VIDE 1810) 3 hours
- History of Film (FILM 2050) 4 hours
- Modern World Cinema (FILM 2060) 4 hours
- Introduction to Film Theory and Criticism (FILM 2160) 3 hours
- Filmmaking I (FILM 2320) 3 hours
- Introduction to Radio-TV Journalism (BJRN 2410) 3 hours
- Playwriting (ENGL 3010) 3 hours
- Screenplay Development (SCPT 4090) 3 hours
- Professional Media Practicum (MEDC 4950) 3 hours
- Topics in Scriptwriting (SCPT 3150) 3 hours**
- Writing for Media Communications: Scriptwriting (MEDC 5346) 3 hours *

* *For seniors only*

**New course