

Course Unit	Argument	Field of study	Audiovisuals and Media Production		
Bachelor in	Multimedia	School	School of Public Management, Communication and Tourism		
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	2	ECTS credits	6.0
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	
<small>T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other</small>					

Name(s) of lecturer(s) Jorge Miguel Ferrao Palinhos, Rita Carolina Morais da Costa

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Recognize and use specific techniques for writing for different audiovisual and multimedia screens;
2. Understand the differences between writing for different screens (film, television, commercials, institutional film and multimedia);
3. Distinguish and understand the differences between linear and non-linear narratives;
4. Develop, structure and produce screenplays for audiovisual narratives and plan its shooting script;
5. Understand film language (shots, camera positions and camera movements);
6. Develop writing projects for short fiction films;
7. Recognize and apply the writing for commercials (copywriting);
8. Develop and structure screenplays for interactive media.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

### Course contents

- Audiovisual screenplay; Audio scriptwriting; - Advertising and Institucional Film; - Interactive script.

### Course contents (extended version)

1. Audiovisual screenplay
  - The film and audiovisual language;
  - What is a screenplay? Introduction to the visual and sound writing;
  - Structural concepts of film narrative;
  - Audiovisual screenplays formats. Introduction to the screenwriting software Celtx;
  - Steps to the development of a screenplay. Creative exercises to get ideas;
  - Dramatic Structure and Form. The origins of drama and the 3-act structure and the hero's journey;
  - Narrative for the short fiction film;
  - Creation and Development of Characters. Dialogue.
  - Multi-linear experiences in cinema.
  - The narrative structure in TV series.
2. Advertising and Institucional Film
  - Development of a creative concept;
  - Case studies.
3. Interactive script
  - Definitions and foundations
  - Case studies
  - Developing projects
4. Scriptwriting for podcasts

### Recommended reading

1. Field, S. (2009). Roteiro – os Fundamentos do Roteirismo. Curitiba: Arte & Letra.
2. Lebowitz, Josiah, Klug, Chris (2011) Interactive Storytelling for Video Games. Burlington: Focal Press
3. Hilliard, Robert L. (2015) Writing for Television, Radio and New Media. Stamford: Cengage Learning.
4. Bernard, Sheila C. (2007) Documentary Storytelling. Burlington: Focal Press
5. Raskin, R. (2002). The Art of the Short Fiction Film: A Shot by Shot Study of Nine Modern Classics. London: McFarland & Company.

### Teaching and learning methods

Contact Hours: Content exposition, analyzing different scripts and audiovisual or multimedia products. Interrogative method, in order to develop critical ability. Active method, where the students solve exercises. Non-contact Hours: Active method, where the students make the proposed work.

### Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
  - Practical Work - 30% (Classroom work and exercises at home.)
  - Practical Work - 40% (Writing a short film script)
  - Projects - 30% (Writing and developing a podcast.)
2. Evaluation for special cases - (Regular, Student Worker) (Supplementary, Special)
  - Practical Work - 20% (Film Analysis)
  - Practical Work - 40% (Writing a short film script)
  - Practical Work - 40% (Hyperfiction)

### Language of instruction

1. Portuguese
2. English

## Electronic validation

Jorge Miguel Ferrao Palinhos, Rita Carolina Morais da Costa	Ana Lucia Jesus Pinto	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
20-05-2024	20-05-2024	20-05-2024	21-05-2024