![ipb INSTITUTO POLITÉCNICO DE BRAGANÇA]

Course Unit	Argument			Field of study	Audiovisuals and Media Production

Bachelor in	Multimedia			School	School of Public Management, Communication and Tourism

Academic Year	2021/2022	Year of study	1	Level	1-1	ECTS credits	6.0

Type	Semestral	Semester	2	Code	9213-656-2101-00-21

Workload (hours)	162	Contact hours	T	-	TP	60	PL	-	TC	-	S	-	E	-	OT	-	O	-

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Jorge Miguel Ferrao Palinhos

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, institucional 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. Distributed Evaluation - (Regular, Student Worker) (Final)
   - Practical Work - 25% (Classroom work and exercises at home.)
   - Practical Work - 25% (Writing a short film script)
   - Projects - 25% (Writing and developing a podcast.)
   - Projects - 25% (Writing and developing an interactive fiction project.)
2. Evaluation for special cases - (Regular, Student Worker) (Supplementary, Special)
   - Practical Work - 25% (Film Analysis)
   - Practical Work - 25% (Writing a short film script)
   - Projects - 25% (Writing and developing a podcast.)
   - Projects - 25% (Writing and developing an interactive fiction project.)

Language of instruction

1. Portuguese
2. English

Electronic validation

Jorge Miguel Ferrao Palinhos	Ana Lucia Jesus Pinto	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
27-05-2022	11-07-2022	11-07-2022	12-07-2022

Electronic validation

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27-05-2022	11-07-2022	11-07-2022	12-07-2022