

Writing Scripts for Online Video

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Week 1

Introduction to the world of digital TV. The current state of digital media. A primer of the broadcast model for programming television and how online video factors in. TV 2.0.

Assignment: Identify a script genre and basic description of a script.

Week 2

Basic elements of storytelling. Plot. Acts I, II, and III: initial incident, the midpoint, and the payoff. Character development.

Assignment: Mold a script idea into a story.

Week 3

Formatting issues. Tagging and snagging. Sluglines. Description and dialogue: continuity, lifelike dialogue, and literary devices.

Assignment: Write your script.

Week 4

Discussion of digital TV marketplace and content producer future. A discuss of online demographics. Distribution across multi-platforms. The role of advertising. Landing a developmental deal.

Assignment: Revise or rewrite your script.