

MAJOR PAPER VII – SCRIPT WRITING

Unit 1

Idea Vs Media, developing ideas and conceptualization, Presentation – instruction, mood and experience.

Unit 2

Narrative structure, conflict and resolution. Characterization, structure variation, scenes, and sequences, shot breakdown and film genre. Writing, treatment, script and its formats and storyboard. Production problems.

Unit 3

Writing for TV, TV commercials, serials, soap operas, other genres, big idea, TV spot techniques, Idea presentation, treatments, scripting, storyboard, terms used for camera movement and editing.

Unit 4

Writing for Radio, audio medium, radio commercial spots, steps in writing, essentials to be considered Scripting for an audio-visual.

Unit 5

Writing for in-shop media-poster, point of sales, and point of purchase materials. Out door and Transit commercials, Hoarding/Billboards-innovations, exhibitions, etc.

Reference:

1. William Miller, Screen Writing for narrative Film and Television, Columbus Books, London, 1989
2. Dwight Swan, Film Script Writing, Hastings House, New York.1976
3. Dwight Swan, Script Writing for Video and Audio Media, Hastings House, New York. 1976.
4. Barry Hamps, Video Script Writing, Plume, Penguin USA Inc.1993
5. Syd Field, Screenplay- The Foundation of Screen Writing, Dell Publishing Co.,