



UNIVERSITI TEKNOLOGI MARA

CTW513: SCRIPTWRITING WORKSHOP

Course Name (English)	SCRIPTWRITING WORKSHOP APPROVED
Course Code	CTW513
MQF Credit	3
Course Description	This course is a process oriented class in which student learn to select writing topics, draft, edit, give and receive response, revise, redraft and refine their writing at their own pace. Students use the writing workshop as they learn the basics of academic writing and to make this program different from the conventional classroom.
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Blended Learning, Presentation, Workshop
CLO	CLO1 Apply learned materials and techniques of writing CLO2 Practice in constructive criticism CLO3 Formulate the insights gained in their own writings
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Scriptwriting Workshop 1.1) Introduction to Scriptwriting Workshop	
2. Types of script writing & The tasks of the scriptwriter 2.1) Types of script writing & The tasks of the scriptwriter	
3. Effective scriptwriting & Techniques of Writing 3.1) Effective scriptwriting & Techniques of Writing	
4. Print Advertising & Characteristics Print Ad 4.1) Print Advertising & Characteristics Print Ad	
5. Introduction and Characteristic Radio Commercial 5.1) Introduction and Characteristic Radio Commercial	
6. Script Radio Commercial 6.1) Script Radio Commercial	
7. Introduction and Characteristic TV Commercial 7.1) Introduction and Characteristic TV Commercial	
8. Script TV Commercial 8.1) Script TV Commercial	
9. Workshop on Print Ad 9.1) Workshop on Print Ad	
10. Workshop on Script Radio Commercial 10.1) Workshop on Script Radio Commercial	
11. Workshop on Script TV Commercial 11.1) Workshop on Script TV Commercial	
12. Proof-reading 12.1) Proof-reading	
13. Class presentation of group project 13.1) Class presentation of group project	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Brochure analysis, Paper cutting analysis and Screenplay analysis	30%	CLO1
	Assignment	Students (divided into groups) are required to pitch an idea for a Radio and TV Commercial script, which will be based on a idea of their choice. In addition, each group must submit a proposal of 2-3 double-spaced pages. The presentation should last 20 minutes, and then	30%	CLO2
	Final Test	Final Test	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Derek Neale 2009, <i>Creative Writing Handbook</i>, A & C Black Publishers Limited UK • Fletcher, Ralph & Portalupi, Jo Ann 2010, <i>Writing Workshop: The Essential Guide</i>, Amazon USA • Friedman, Anthony 2006, <i>Writing or Visual Media</i>, Focal Press USA
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	