DGTL12013 *Writing for the Screen*
Term 1 - 2023

All details in this unit profile for DGTL12013 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview
This unit of study builds on the foundation provided by MMST11009 Digital Video and Audio to teach visual storytelling concepts. You will learn how to create a screenplay for a live-action narrative short film through the application of visual storytelling principles. You will develop industry standard documents and visual aids related to the pre-production of a narrative short film. You will learn how to constructively critique screen stories through an exploration of screen culture and history.

Details
Career Level: *Undergraduate*
Unit Level: *Level 2*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
Prerequisite: MMST11009 Digital Video and Audio
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 1 - 2023

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Online
- Rockhampton

Attendance Requirements
All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website
[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**
Weighting: 30%
2. **Written Assessment**
Weighting: 30%
3. **Written Assessment**
Weighting: 40%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from SUTE feedback

Feedback

The writing tasks in Assessment Item 1 followed on from group work in class. Some students found these requirements unclear.

Recommendation

Requirements for writing tasks will be fully elaborated in the Assessment Description.

Feedback from SUTE feedback

Feedback

The second and third assessment items had no clear due dates, as they were framed around completing in-class table reads week-by-week. Some students were not comfortable with this.

Recommendation

First and final drafts will be due at set dates. Table reads and redrafting will occur between these dates. Reflection on the table read process will now be part of Assessment Item 3.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Create a screenplay for a live-action narrative short film through the application of visual storytelling principles
2. Create industry-standard pre-production documents and visual aids
3. Constructively critique a range of screen stories within the context of screen culture and history.

Not applicable

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level   ○ Introductory Level   ● Intermediate Level   ● Graduate Level   ○ Professional Level   ○ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Written Assessment - 30%			●
2 - Written Assessment - 30%	●		●
3 - Written Assessment - 40%	●	●	

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	**2**	**3**
1 - Communication	•		•
2 - Problem Solving		•	
3 - Critical Thinking	•	•	•
4 - Information Literacy	•	•	•
5 - Team Work			
6 - Information Technology Competence		•	
7 - Cross Cultural Competence	•		•
8 - Ethical practice	•		
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
1 - Written Assessment - 30%	•		•	•			•			
2 - Written Assessment - 30%	•		•	•			•	•		
3 - Written Assessment - 40%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- The free subscription service StudioBinder (www.studiobinder.com) will be used to write in screenplay format.

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition (APA 7th edition)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Brendan Murphy Unit Coordinator
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Schedule

Week 1: Story and Narrative - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Story and Narrative	Readings and activities provided on Course Moodle Site	Screenwriting exercise: Generating story ideas

Week 2: Narrative Structure in Feature Films and Short Films - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Narrative Structure in Feature Films and Short Films	Readings and activities provided on Course Moodle Site	Analysis of the three-act structure of a selected feature film

Week 3: The Storyworld - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
The Storyworld	Readings and activities provided on Course Moodle Site	Writing exercise: World building

Week 4: Formatting a Screenplay - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Formatting a Screenplay	Readings and activities provided on Course Moodle Site	Screenwriting exercise: Creating a storyworld Introduction to Studiobinder

Week 5: Developing Characters for the Screen - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Developing Characters for the Screen	Readings and activities provided on Course Moodle Site	Screenwriting exercise: Developing a character Screenwriting exercise: Writing a page of dialog **Screenwriting Workbook Part 1** Due: Week 5 Friday (7 Apr 2023) 11:59 pm AEST

Vacation Week - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
No Classes		

Week 6: Writing Dialogue - 17 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Writing Dialogue	Readings and activities provided on Course Moodle Site	

Week 7: Writing Action, Montage and Intercuts - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic

		TABLE READS BEGIN: From now on there will be table reads of draft screenplays every week.
Writing Action, Montage and Intercuts	Readings and activities provided on Course Moodle Site	Screenwriting exercise: Intercuts and montage

Week 8: The Reading Room: Screenplay Notes and Iteration - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
The Reading Room: Screenplay Notes and Iteration	Readings and activities provided on Course Moodle Site	**TABLE READS CONTINUE** Writing Exercise: Give notes on a draft screenplay

Week 9: Getting to the Final Draft: Writers on Writing - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Getting to the Final Draft: Writers on Writing	Readings and activities provided on Course Moodle Site	**TABLE READS CONTINUE** Produce a moodboard for your draft **First Draft and Screenwriting Workbook Part 2** Due: Week 9 Friday (12 May 2023) 11:59 pm AEST

Week 10: Promoting your Project: The Electronic Press Kit - 15 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Promoting your Project: The Electronic Press Kit	Readings and activities provided on Course Moodle Site	**TABLE READS CONTINUE** Consider options for producing your EPK

Week 11: The Business of Screenwriting - 22 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
The Business of Screenwriting	Readings and activities provided on Course Moodle Site	**TABLE READS CONTINUE**

Week 12: Review - 29 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Review		**TABLE READS CONTINUE**

Review/Exam Week - 05 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic
		Screenplay: Final Draft, Electronic Press Kit and Reflection Due: Review/Exam Week Tuesday (6 June 2023) 11:59 pm AEST

Assessment Tasks

1 Screenwriting Workbook Part 1

Assessment Type
Written Assessment

Task Description

Each week the class will participate in discussion exercises aimed at developing screenwriting skills. Your Screenwriting Workbook comprises a series of exercises based around the weekly content. Detailed descriptions of these exercises are provided week-by-week in the Moodle site.

Screenwriting Workbook: List of exercises to be compiled into the First Assessment:

- Week 1: Writing exercise: Generating story ideas (5 marks - 1 to 2 pages)

- Week 2: Written analysis of the three-act structure in a feature film selected from the options provided. (5 marks

- approx. 2 pages)
- Week 3: Writing exercise: Creation of a storyworld for a character and situation chosen from options provided. (5 marks - 1 to 2 pages)
- Week 4: Written analysis of the structure of a short film screenplay chosen from the options provided (5 marks - 2 pages)
- Week 5: Writing exercise a): develop a character for a hypothetical narrative chosen from options provided (5 marks - 1 to 2 pages)
- Week 5: Writing exercise b): Write a page of dialogue between the character in part a and character selected from the options provided (5 marks - 1 page).

Assessment Due Date
Week 5 Friday (7 Apr 2023) 11:59 pm AEST
Submit PDF file via Unit Moodle Site

Return Date to Students
Week 7 Tuesday (25 Apr 2023)
Marks and feedback will be returned via Moodle

Weighting
30%

Assessment Criteria
Marking Criteria for analytical exercises

- **5 marks**: Excellent writing demonstrating a very strong grasp of concepts covered in the week's content. Excellent written expression. Excellent referencing where appropriate. Approximates a professional standard of writing
- **4 marks**: Very good writing demonstrating a strong grasp of concepts covered in the week's content. Very good written expression. References are correctly used where appropriate
- **3 marks**: Sound writing that demonstrates an understanding of concepts covered in the week's content
- **0-2 marks**: The written exercise does not demonstrate a sound ability to apply concepts from the week's content.

Marking criteria for writing exercises

- **5 marks**: Excellent writing demonstrating a sophisticated use of techniques and concepts covered in the week's content. Excellent written expression. Approximates a professional standard of writing
- **4 marks**: Very good writing that demonstrating an ability to make use of techniques and concepts covered in the week's content. Very good written expression
- **3 marks**: Writing that soundly demonstrates an ability to make use of techniques and concepts covered in the week's content
- **0-2 marks**: The written exercise does not demonstrate a sound ability to apply concepts from the week's content.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit PDF file via Unit Moodle Site

Learning Outcomes Assessed

- Constructively critique a range of screen stories within the context of screen culture and history.

Graduate Attributes

- Communication
- Critical Thinking

- Information Literacy
- Cross Cultural Competence

2 First Draft and Screenwriting Workbook Part 2

Assessment Type
Written Assessment

Task Description
This assessment item comprises:

- The first draft of a screenplay for a short live action film that would run for three to seven minutes if produced (15 marks)
- Three exercises that form the second part of your Screenwriting Workbook. (15 marks)

Screenwriting Workbook Exercise Topics:

- Week 7: Writing Exercise: Write two versions of a provided scenario - one using action with intercuts, the other using montage. (5 marks - 2 to 3 pages)
- Week 8: Writing Exercise: Give brief notes on a provided draft screenplay (5 marks - one to two pages)
- Week 9: Moodboard Exercise: Provide six images that would help a reader understand the look, feel, mood and genre of your screenplay as you envisage it. (5 marks - 6 images with captions and source references where relevant)

Full requirements for all elements of this assessment will be provided on the Moodle Site.
Important notes on the drafting process and table reads
It is important that you participate in the compulsory in-class table read sessions. Table reads begin in Week 7. You should present an initial, rough draft of your screenplay for a table read and incorporate feedback into the first draft, which you submit as part of this assessment item.
If there are equity or access grounds preventing your participation, contact your lecturer to arrange for an alternative method of receiving feedback on your draft.

Assessment Due Date
Week 9 Friday (12 May 2023) 11:59 pm AEST
Submit one PDF file via the Course Moodle Site

Return Date to Students
Week 11 Friday (26 May 2023)
Feedback and marks will be provided via Moodle.

Weighting
30%

Assessment Criteria
Marking Criteria for the draft screenplay

- **13-15 marks** Your draft screenplay represents a very high standard of writing. You use plot, characterisation and narrative structure very effectively and it is evident that you are skillfully applying key course concepts in the development of your screenplay. Your use of standard screenplay formatting is exemplary.
- **11-12.5 marks:** Your draft screenplay represents a high standard of writing. You use plot, characterisation and narrative structure effectively and it is evident that you are applying key course concepts in the development of your screenplay. Your use of standard screenplay formatting is of a good standard.
- **9.5 -10.5 marks:** Your draft screenplay represents a reasonable standard of writing. There are no significant flaws in your use of plot, characterisation, narrative or formatting.
- **7.5 - 9 marks:** You have written a coherent draft screenplay but there is a clear need for improvement in terms of plot, characterisation and narrative structure clarity.
- **0-7 marks:** You have not produced a coherent screenplay and/or there are serious deficiencies in terms of plot, characterisation, narrative structure and/or written expression.

Marking criteria for the Screenwriting Workbook exercises

- **5 marks**: Excellent writing demonstrating a sophisticated use of techniques and concepts covered in the week's content. Excellent written expression. Approximates a professional standard of writing.
- **4 marks**: Very good writing demonstrating an ability to make use of techniques and concepts covered in the week's content. Very good written expression.
- **3 marks**: Writing that soundly demonstrates an ability to make use of techniques and concepts covered in the week's content
- **0-2 marks**: The written exercise does not demonstrate a sound ability to apply concepts from the week's

content.

Marking criteria for mood board

- **5 marks:** All images are effective and in combination convey a broad range of aspects of the envisaged production. There is a clear relationship between the draft screenplay and the mood board.
- **4** marks: Nearly all images are effective and in combination meaningfully convey aspects of the envisaged production. There is a relationship between the draft screenplay and the mood board.
- **3 marks:** The images convey aspects of the envisaged production that are consistent with the draft screenplay.
- **0-2** marks: The images do not give a clear impression of the envisaged production and/or do not clearly relate to your draft screenplay.

Referencing Style

- [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Submission Instructions
Submit one PDF file via Unit Moodle Site

Learning Outcomes Assessed

- Create a screenplay for a live-action narrative short film through the application of visual storytelling principles
- Constructively critique a range of screen stories within the context of screen culture and history.

Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice

3 Screenplay: Final Draft, Electronic Press Kit and Reflection

Assessment Type
Written Assessment

Task Description
For this assessment item you are required to:

- Produce the final draft of a screenplay for a live action short film that would run for three to seven minutes if produced (25 marks)
- Produce an electronic press kit (EPK) that would market your screenplay as if it were a completed short film. (10 marks)
- Produce a written piece reflecting on the process that led to your final draft, with reference to your table read feedback.   (5 marks, approx. 2 pages)

Full requirements for the final draft, electronic press kit and written reflection will be provided on the Course Moodle Site.

Important notes on the drafting process and table reads
It is important that you participate in the compulsory in-class table read sessions. You should present the first draft from Assessment Item Two for a table read and incorporate your feedback into your final draft. You will not be eligible for marks for the written reflection if you have not participated in the table read.
If there are equity or access grounds preventing your participation, contact your lecturer to arrange for an alternative method of receiving feedback on your draft.

Assessment Due Date
Review/Exam Week Tuesday (6 June 2023) 11:59 pm AEST
Submit PDF file via Unit Moodle Site

Return Date to Students
Exam Week Friday (16 June 2023)
Marks and feedback will be provided via Moodle

Weighting
40%

Assessment Criteria
Draft Screenplay:

- **21-25 marks:** Your screenplay represents a very high standard of writing. You use plot, characterisation and narrative structure very effectively and it is evident that you are skilfully applying key course concepts in the development of your screenplay. Your use of standard screenplay formatting is exemplary. You have effectively incorporated feedback from the table reads.
- **19-20.5 marks:** Your screenplay represents a high standard of writing. You use plot, characterisation and narrative structure effectively and it is evident that you are applying key course concepts in the development of your screenplay. Your use of standard screenplay formatting is of a good standard.
- **16.5-18 marks:** Your screenplay represents a reasonable standard of writing. There are no significant flaws in your use of plot, characterisation, narrative or formatting
- **12.5-16 marks:** You have written a coherent screenplay but there is a clear need for improvement in terms of plot, characterisation, narrative or formatting
- **0-12 marks:** You have not produced a coherent screenplay and/or there are serious deficiencies in terms of plot, characterisation, narrative structure and written expression.

Electronic Press Kit

- **8.5 -10** The EPK is impactful and conveys the nature of the production effectively. Written expression is exemplary. There is a focus on the screenwriter as someone with an interesting story to tell, and a clear sense of an audience for the production.
- **7.5-8** The EPK is impactful and conveys the nature of the production. Written expression is very good. The EPK presents the screenwriter effectively and appeals to a specific audience.
- **6.5-7** The EPK conveys the mood and genre of the production and has relevant things to say about the screenwriter.
- **5-6** The EPK conveys the mood and genre of the production in a general manner.
- **0-4.5** The images do not give a clear impression of the production and/or do not clearly relate to your draft screenplay.

Written Reflection
NB: To gain marks for this component you must have participated in the table read process. If, on equity grounds, your Lecturer arranged an alternative process, you must have participated in that process.

- **5 marks:** Your reflection demonstrates an exemplary level of written expression. You have made very effective use of feedback to improve your draft. You participated constructively in more than one table read. Your final draft is much improved on your first draft
- **4 marks:** Your participation in the table read process was good. You have made use of the feedback that has been provided to you
- **3 marks:** Your participation in the table read process was sound. You read effectively and asked at least one constructive question. Some development has occurred since your first draft as a result of feedback.
- **0-2 marks:** Your attendance was limited and/or it is not clear that feedback has been incorporated or that significant redrafting has occurred.

Referencing Style

- [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Submission Instructions
Submit PDF file via Unit Moodle Site

Learning Outcomes Assessed

- Create a screenplay for a live-action narrative short film through the application of visual storytelling principles
- Create industry-standard pre-production documents and visual aids

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence

- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem