

Glendale College

Course Outline of Record Report

Course ID 010267

Revision - December 2025

FTVM120 : Writing for Media

General Information

Author:	• Tobin Sparfeld
Attachments:	DE Addendum_FTVM_120 COR_5:10:2023 CoDE_11:28:2023.pdf
Course Code (CB01) :	FTVM120
Course Title (CB02) :	Writing for Media
Department:	FTVM
Proposal Start:	Fall 2026
TOP Code (CB03) :	(0604.00) Radio and Television
CIP Code:	(09.0701) Radio and Television.
SAM Code (CB09) :	C - Clearly Occupational
Distance Education Approved:	Yes
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000639566
Curriculum Committee Approval Date:	12/10/2025
Board of Trustees Approval Date:	07/18/2023
Last Cyclical Review Date:	09/15/2023
Course Description and Course Note:	FTVM 120 offers an introduction to writing for film, television, radio and electronic media. The course focuses on preparing scripts in proper formats, including fundamental technical, conceptual and stylistic issues related to writing fiction and non-fiction scripts for informational and entertainment purposes in film and electronic media. The course includes a writing evaluation component as a significant part of the course requirement. Note: Students who have taken MEDIA 120 may not receive credit for this course.
Justification:	Content Change
Academic Career:	• Credit
Mode of Delivery:	No value
Author:	No value
Course Family:	No value

Academic Senate Discipline

Primary Discipline:	• Mass Communication
Alternate Discipline:	• Film Studies
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

General Education and C-ID

General Education Status (CB25)

Not Applicable

Transferability

Transferable to both UC and CSU

Transferability Status

Approved

GCC General Education Requirements

Area 3: Arts and Humanities

Area

Arts and Humanities

Status

Approved

Approval Date

09/02/2025

Comparable Course

No Comparable Course defined.

Units and Hours

Summary

Minimum Credit Units (CB07)

3

Maximum Credit Units (CB06)

3

Total Course In-Class (Contact) Hours

54

Total Course Out-of-Class Hours

108

Total Student Learning Hours

162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54
Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Prerequisites, Corequisites, Recommended Corequisites, and Recommended Preparation

Advisory

ENGLC1000 - Academic Reading and Writing

Objectives

- Read, analyze, and evaluate a variety of primarily non-fiction readings for content, context, and rhetorical merit with consideration of tone, audience, and purpose.
- Apply a variety of rhetorical strategies in writing unified, well-organized essays directed by a well-reasoned thesis statement with persuasive support.
- Develop varied and flexible strategies for generating, drafting, and revising essays.
- Analyze stylistic choices in their own writing and the writing of others.
- Write timed, in-class essays exhibiting acceptable college-level control of mechanics, organization, development, and coherence.
- Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism.
- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
- Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation.

OR

Advisory

ENGLC1000E - Academic Reading and Writing

Objectives

- Read, analyze, and evaluate a variety of primarily non-fiction readings for content, context, and rhetorical merit with consideration of tone, audience, and purpose.
- Apply a variety of rhetorical strategies in writing unified, well-organized essays directed by a well-reasoned thesis statement with persuasive support.
- Develop varied and flexible strategies for generating, drafting, and revising essays.
- Analyze stylistic choices in their own writing and the writing of others.
- Write timed, in-class essays exhibiting acceptable college-level control of mechanics, organization, development, and coherence.
- Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism.
- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
- Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation.

OR

Advisory

ENGLC1000H - Academic Reading and Writing - Honors

Objectives

- Read, analyze, and evaluate a variety of primarily non-fiction readings for content, context, and rhetorical merit with consideration of tone, audience, and purpose.
- Apply a variety of rhetorical strategies in writing unified, well-organized essays directed by a well-reasoned thesis statement with persuasive support.
- Develop varied and flexible strategies for generating, drafting, and revising essays.
- Analyze stylistic choices in their own writing and the writing of others.
- Write timed, in-class essays exhibiting acceptable college-level control of mechanics, organization, development, and coherence.
- Integrate the ideas of others through paraphrasing, summarizing, and quoting without plagiarism.
- Find, evaluate, analyze, and interpret primary and secondary sources, incorporating them into written essays using appropriate documentation format.
- Proofread and edit essays for presentation so they exhibit no disruptive errors in English grammar, usage, or punctuation.

Entry Standards

Entry Standards	Description
No value	No value

Course Limitations

Cross Listed or Equivalent Course	Description
MEDIA 120 - Writing for Media	No Value

Requisite Validation

Upload Statistical Validation and/or other documents (if necessary)
No Value

Recognize technical and aesthetic issues related to writing for various media formats (film, television, radio, online content).

Apply fundamental principles of narrative fiction screenwriting.

Write a variety of script formats, including the radio script, film script, television (TV) script (both sitcom and one-hour TV drama) formats.

SLOs

Write in a variety of script formats.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>MEDIA</i> Film, Television, and Electronic Media AS-T Degree	Apply concepts of composition, film language, sound design and lighting techniques to support the creative vision of the director.
<i>MEDIA</i> Cinematography and Editing	Demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.
<i>FTVM</i> Visual Arts: Documentary Film Production (AA)	Demonstrate an understanding of documentary film aesthetics and documentary film language as it applied in a documentary film.
<i>FTVM</i> Documentary Film Production (Certificate)	Demonstrate an understanding of documentary film aesthetics and documentary film language as it applied in a documentary film.
<i>FTVM</i> Film Studies (Certificate)	Demonstrate an understanding of film aesthetics composition, film language, lighting and sound design to support the creative vision of the director.
<i>FTVM</i> Visual Arts: Film Studies (AA)	Demonstrate an understanding of film aesthetics composition, film language, lighting and sound design to support the creative vision of the director.
<i>MEDIA</i> Visual Arts: Media Arts A.A. Degree	Demonstrate an understanding of film aesthetics composition, film language, lighting and sound techniques to support the creative vision of the director.
<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
<i>MEDIA</i> Visual Arts: Media Arts - A.A. Degree Major	demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.
	demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables.

Express the fundamentals of narrative structure in various media formats.

Expected Outcome Performance: 70.0

<i>MEDIA</i> Film, Television, and Electronic Media AS-T Degree	Apply concepts of composition, film language, sound design and lighting techniques to support the creative vision of the director.
<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>MEDIA</i> Cinematography and Editing	Demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.
<i>FTVM</i> Documentary Film Production (Certificate)	Demonstrate an understanding of documentary film aesthetics and documentary film language as it applied in a documentary film.
<i>FTVM</i> Visual Arts: Documentary Film Production (AA)	Demonstrate an understanding of documentary film aesthetics and documentary film language as it applied in a documentary film.
<i>FTVM</i> Visual Arts: Film Studies (AA)	Demonstrate an understanding of film aesthetics composition, film language, lighting and sound design to support the creative vision of the director. Recognize, articulate, and judge the visual, verbal, and audio conventions through which images, words, and sounds make meaning in film and media texts.
<i>FTVM</i> Film Studies (Certificate)	Demonstrate an understanding of film aesthetics composition, film language, lighting and sound design to support the creative vision of the director. Recognize, articulate, and judge the visual, verbal, and audio conventions through which images, words, and sounds make meaning in film and media texts.
<i>MEDIA</i> Visual Arts: Media Arts A.A. Degree	Demonstrate an understanding of film aesthetics composition, film language, lighting and sound techniques to support the creative vision of the director. Demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables.
<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
<i>MEDIA</i> Visual Arts: Media Arts - A.A. Degree Major	demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director. demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables.

Translate a concept from outline to script stage.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>MEDIA</i> Film, Television, and Electronic Media AS-T Degree	Apply concepts of composition, film language, sound design and lighting techniques to support the creative vision of the director.
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<i>FTVM</i> Visual Arts: Documentary Film Production (AA)	Demonstrate an understanding of documentary film aesthetics and documentary film language as it applied in a documentary film.

<p><i>FTVM</i> Visual Arts: Film Studies (AA)</p>	<p>Demonstrate an understanding of film aesthetics composition, film language, lighting and sound design to support the creative vision of the director.</p>
	<p>Recognize, articulate, and judge the visual, verbal, and audio conventions through which images, words, and sounds make meaning in film and media texts.</p>
<p><i>FTVM</i> Film Studies (Certificate)</p>	<p>Demonstrate an understanding of film aesthetics composition, film language, lighting and sound design to support the creative vision of the director.</p>
	<p>Recognize, articulate, and judge the visual, verbal, and audio conventions through which images, words, and sounds make meaning in film and media texts.</p>
<p><i>MEDIA</i> Visual Arts: Media Arts A.A. Degree</p>	<p>Demonstrate an understanding of film aesthetics composition, film language, lighting and sound techniques to support the creative vision of the director.</p>
	<p>Demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables.</p>
<p><i>MEDIA</i> Film,TV,and Elctr Media - AST</p>	<p>Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).</p>
<p><i>MEDIA</i> Visual Arts: Media Arts - A.A. Degree Major</p>	<p>demonstrate an understanding of composition, film language and lighting techniques to support the creative vision of the director.</p>
	<p>demonstrate mastery of conceptual editing techniques to support storytelling and solving story problems through the use of editing dialogue, sound design, music, and sound effects to complete the creation of the master for final deliverables.</p>

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No Value

Is this proposal submitted in response to learning outcomes assessment data?

No Value

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Introduction to Various Media Writing Formats (4 hours)

- Film
- Television (both half-hour comedy and hour-long drama)
- Radio
- Commercials, PSAs, short form advertising
- Documentary
- Web sites, blogs, interactive media

Analyzing the Elements of Media Writing (4 hours)

- Basic Writing Skills; clarity, grammar, economy, style
- Identifying the audience and understanding distribution
- The Language of Production
- Terminology and abbreviations in media writing
- Audio productions and transitions
- Issues specific to format; radio (writing for the ear), film/TV (writing for the eye), multimedia (writing for the ear, the eye, and interactivity)

Writing for Narrative Film (16 hours)

- Fundamentals of dramatic structure: 3 Act Structure, writing with sequences, 5 Key Plot Points
- Fundamentals of character creation: Wants VS. Needs, backstory, character bios, obstacles
- Creating conflict in your story; Drama: Hope VS. Fear • Identifying genre and themes
- The art of visual storytelling; learning to "show" not "tell".
- Process and methodology of script writing; creating a premise, logline, treatment, beat sheet.
- Understanding the importance of pitching; each student pitches a film concept to the class in an oral presentation.
- Fundamentals of writing dialogue
- Scene construction, transitions and pacing
- Script analysis; watching a film in class/reading the script, then identifying the structural framework of the story

TV Writing: The Sitcom (half-hour comedy) (7 hours)

- Elements of a sitcom: three act structure, conflict of the week, Set-up, creating a core cast of characters, joke construction, commercial breaks.
- Film writing vs. TV writing; analyzing the differences between the two formats.
- Script analysis; watching various sitcoms in class/reading their scripts, then identifying the structural framework of the sitcom.
- Spec sitcom treatments; students outline their own episode of an existing sitcom that's currently on the air.

TV Writing: Drama (one-hour long): Procedural & Serial (8 hours)

- The Medical Procedural: Five Act Structure, the Medical Mystery, "Just another Detective Story set in a Hospital".
- The Police/Legal Procedural: Five Act Structure of the Detective Story Murder Mystery,
- Set-up, twists, characters, teaser and act breaks
- Dramatic structure: breaking down the story (A, B, C Story lines)
- Rising action; crises and climax / falling action; resolution
- The Serial: multi-season character and story arcs
- The importance of the pilot episode: how to set up a world, characters, sustained drama.
- Script analysis; watching an episode in class/reading the script, then identifying the structural framework of the story

Documentary and the Non-Fiction (7 hours)

- Types of documentaries
- Dramatic
- Biographical
- Compilation
- Script and production patterns
- Pre-shoot and post-shoot outlines and scripts
- Concept and point-of-view development
- Research
- Gathering footage, interviews, historical materials, graphics and supporting visuals
- Editing and assembling stage

Commercials, PSAs, Corporate Productions (4 hours)

- PSAs; promoting nonprofit organizations and their activities
- Promotional announcements vs commercial announcements
- Audience analysis; understanding your target demographic vs psychographic
- Ethics and Freedom of Speech/The First Amendment
- Deceptive advertising and defamation
- Spot copy
- Systems and placement
- Spot timing
- Copywriting and copy formatting

Websites, Web Series, Interactive Media, Video Game Writing (4 hours)

- Types of Websites; wikis, blogs, e-commerce, streaming media, newsgroups • Interactive writing; web scripting, game scripting
- Blog writing, design and formats
- Video game scripting and formatting

Total Hours: 54

Additional Information**Repeatability**

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Is it possible this course will have a material fee?

No Value

I have contacted my library liaison (<https://campusguides.glendale.edu/faculty/liasons>):

No Value

What term(s) will this course be offered?

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value