**BTEC Assignment Brief**

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| **Qualification** | Pearson BTEC Level 3 National Diploma in Creative Digital Media Production (Film and Television Production) |
| **Unit number and title** | **Unit 19: Scriptwriting** |
| **Learning aim(s)**  | **C:** Produce scripts for media products |
| **Assignment title** | Research, treatment and writing a script |
| **Assessor** | Mark Piper  |
| **Issue date** | 5th November 2019 |
| **Hand in deadline**  | 15th December 2019 |
| Image result for adaptation movie |
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| **Vocational Scenario or Context** | Congratulations, you have been successfully employed by **Pithy Productions** to research and write a script in the medium of your choice. |
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| **Task 1****LA – C1** | Firstly, come up with a viable IDEA and then decide on your preferred medium- either a **Television, Film, Radio** or **Shooting** script.You must complete a variety of research and evidence- submitting all completed documents in a suitably detailed portfolio.- a. Secondary Research. Researching existing material and media products reading and analysing news stories, comment pieces. Scrutinising previously produced content on similar subjects, online forums/discussions and opinion pieces.- b. Complete some Primary Research activities – original interviews, focus groups, surveys, questionnaires, observations and ~~visits~~.- c. Analyse quantitative and qualitative data for relevance and validity, identifying facts and quotes for use in the script or as inspiration for content, from the above task.- d. Create a moodboard of ideas that demonstrates content from existing media products. |
| **Task 2****LA-C2** | Then, write a Treatment that addresses the following subheadings:- a. the title, an overview of the proposed product with reference to genre, scenario, suggested target audience, unique selling points, product intentions, character briefs for fictional products, messages for factual products, talent requirements and proposed delivery formats.It should be noted that the role of the proposal (treatment) in the process of working as scriptwriter is an industry standard document outlining content and detailed intentions to a client.The work should be submitted in suitable presentation format for the intended sector of the industry using word processing, inclusion of contact details, formal tone and style, effective communication and reference to industry expectations. |
| **Task 3****LAC3** | Finally, write a 5 – 10 page script on your chosen idea, in your preferred medium. Due to the limited page count, it is recommended that you focus on the opening of your narrative, rather than a self-contained short story. Your work should:- a. Employ appropriate linguistic conventions – syntax, vocabulary, target audience considerations, allusion and reference, formal and colloquial language use, WAR (warn, advise and repeat) and definition of terminology or jargon.- b. Application of conventional formats in line with industry expectations.- c. Meeting client needs and expectations.- d. Show evidence of drafting and editing in light of feedback or changes to brief or client expectations. |
| **Checklist of evidence required**  | Evidence should be presented in the following formats:* Illustrated research portfolio
* Final script folio
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| **Criteria covered by this task:** |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| **Unit 9/B.D3** | Produce an accomplished, creative script for a defined media product, comprehensively using conventions, formats and terminology. |
| **Unit 9/B.M3** | Produce a refined, completed script for a defined media product, effectively using conventions, formats and terminology |
| **Unit 9/B.P5** | Produce a proposal for a script for a defined media product. |
| **Sources of information to support you with this Assignment** | **Books:*** **McGee R – Story: Substance, Structure, Style and the Principles of Screenwriting (Regan Books, 1999) ISBN 9780413715609.**

This is a guide to writing for screen or audio visual mediums.**● Straczynski M J – The Complete Book of Scriptwriting, 3rd edition (Writer's** **Digest Book, 1997) ISBN 9781852868826.**This gives a complete outline of the scriptwriting process covering many conventions.**• Truby J – The Anatomy of Story (North Point Press, 2007) ISBN****9780865479517.** This book gives an in-depth look into the construction of narrative for the scriptwriter.**Websites:****● www.plotbot.com –** This site provides free scriptwriting software.**● www.scriptmag.com**This site contains blogs, resources, events and links to useful information for scriptwriters.**● www.bbc.co.uk/writersroom**This site has excellent resources available free online with material that would be applicable to each learning aim. |
| **Other assessment materials attached to this Assignment Brief** |  |
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