

Title: Fundamentals of Digital Media Content Writing
Code: DMC-115
Semester: 2nd
Rating: 3 Credit Hours

DMC-115: Fundamentals of Digital Media Content Writing 3 Cr. Hrs

Course Description:

This course is designed to develop the script writing skills in students. The focus is on scripts for short fictional videos for digital media platforms. Students will develop skills in thinking new ideas, developing stories and writing screen play and dialogues.

Learning Outcomes:

The student will be able to

- Learn the skills of writing scripts for short videos for digital platforms.
- Learn writing screen plays (original and adapted)
- Develop an ability to tell visual story with dialogues.

Course Outlines:

1. Writing stories for screen
2. From where to get ideas
3. The craft vs. art and collaboration.
4. Developing the story
5. Plots
6. Conflict, climax and anti-climax
7. Some visual techniques
8. Visuals versus dialogue
9. Articles and blog posts - Understanding your medium
10. Structure
11. Syntax
12. Edit and edit
13. Power of Image
14. Optimizing for SEO
15. Title Tags
16. Meta Descriptions
17. Writing for radio programmes and podcasts - I
18. Types of radio shows –
 - 18.1 Talk shows
 - 18.2 Music shows
 - 18.3 Entertainment
 - 18.4 Wake-up shows
 - 18.5 Late night
 - 18.6 Specialty shows
19. Topic Research
20. Content Alignment
21. Natural flow
22. Writing for social videos - Introduction
23. The 3-second rule
24. The perfect title/headline
25. Hook shot
26. Body/Message
27. Ending
28. Call to Action
29. Social video categories
 - 29.1 Entertainment
 - 29.2 News

29.3 Lifestyle

30. Scripting from exclusive interviews

31. Digital media content writing and AI

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.