

CMN200 Writing for Screens

School: School of Business and Creative Industries

2025 | Semester 1

UniSC Sunshine Coast
UniSC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course introduces you to key elements in writing for screens, including film, television and other screen media across a range of genres and storytelling forms. You will explore practical approaches to the development of screen-based narratives, examine relevant theoretical and critical frameworks, and discuss industry expectations and policy. You will consider key aspects of storytelling including world-building, adaptation, character, conflict, and dialogue. Course engagement consists of workshops supported by online resources and materials.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times

1.3. Course Topics

writing for the screens (adult themes, course language, violence)

writing across platforms

elements of storytelling (adult themes, course language, violence)

theoretical and critical frameworks

industry expectations and policy

1.4. Mature Content

Violence, Coarse Language, Adult themes

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		Completing these tasks successfully will contribute to you becoming...
1	Identify and describe key elements in writing for screen or screens, including film, television and digital media across a range of genres and storytelling form	Knowledgeable Creative and critical thinker
2	Discuss, examine and apply practical approaches in the development of narrative elements and aspects including, but not limited to, characterisation, dialogue, plot, conflict, world-building and adaptation.	Creative and critical thinker Empowered
3	Analyse critically, evaluate and convey use of relevant theoretical and critical frameworks and related industry expectations and policy.	Empowered Ethical
4	Design, plan and deliver a creative work for a screen or screens in accordance with industry expectations and academic writing standards.	Knowledgeable Engaged

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

The first assessment task will be delivered in Week 4.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Case Study	Individual	20%	1000 words	Week 4	Online Submission
All	2	Artefact - Creative, and Written Piece	Individual	30%	1500 words	Week 8	Online Submission
All	3	Artefact - Creative, and Written Piece	Individual	50%	2500 words	Week 12	Online Submission

All - Assessment Task 1: Case Study

GOAL:	This assessment is designed to explore and test understanding of the elements of screen narrative content design and development, including world-building, conflict, structure and setting.													
PRODUCT:	Case Study													
FORMAT:	You will submit a critical analysis of a screen media work of your choosing. You will identify and analyse some underlying theoretical concepts, related industry trends and devices used by fiction and non-fiction writers of screen content and present arguments on their significance in short piece of academic writing. Critical sources should be referenced in your submission. This is an individual assessment.													
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Identify key aspects of screen media content design and delivery, including theoretical concepts and frameworks, and industry standards and trends.</td> <td>1 2</td> </tr> <tr> <td>2</td> <td>Demonstrate engagement with and understanding of elements of screen media narrative including characterisation, plot and setting, world-building, conflict and adaptation.</td> <td>1 2</td> </tr> <tr> <td>3</td> <td>Present work in accordance with academic writing standards</td> <td>4</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Identify key aspects of screen media content design and delivery, including theoretical concepts and frameworks, and industry standards and trends.	1 2	2	Demonstrate engagement with and understanding of elements of screen media narrative including characterisation, plot and setting, world-building, conflict and adaptation.	1 2	3	Present work in accordance with academic writing standards	4	
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3	Present work in accordance with academic writing standards	4												
GENERIC SKILLS:	Communication, Organisation, Information literacy													

All - Assessment Task 2: Adaptation

GOAL:	The goal of this assessment is the successful adaptation of a work of fiction or non-fiction to appropriate industry format, standards and expectation.													
PRODUCT:	Artefact - Creative, and Written Piece													
FORMAT:	<p>You are required to adapt a work of fiction or non-fiction, to be negotiated with your tutor, into an appropriate format in alignment with industry standards and expectation.</p> <p>The adaptation or design for adaptation may be accompanied by a brief reflexive critical rationale.</p>													
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GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy													

All - Assessment Task 3: Creative Work

GOAL:	The creative work will demonstrate knowledge and understanding of appropriate theoretical frameworks and appropriate elements of storytelling, which may include conflict, characterisation, dialogue through the construction of a scene or narrative for screen in alignment with industry standards and expectation.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	You are required to create a short narrative designed for your preferred screen media (2000 words or equivalent). Your work will be formatted to industry standards and demonstrate appropriate storytelling elements discussed across the course. The creative work will be accompanied with a critical rationale (300-500words) that reflects your knowledge and understanding of theoretical concepts and industry-based considerations. This work should be negotiated with your tutor. This is an individual assessment.	
CRITERIA:	No.	Learning Outcome assessed
	1	Design a creative work for a screen or screens in accordance with appropriate theoretical concepts and industry standards 3 4
	2	Plan a creative work for a screen or screens in accordance with appropriate theoretical concepts and industry standards 4
	3	Deliver a creative work for a screen or screens in accordance with appropriate theoretical concepts and industry standards. 4
	4	Critically analyse, evaluate and reflect on a creative work in accordance with academic writing standards. 3 4
GENERIC SKILLS:	Communication, Problem solving, Applying technologies	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

- Less than 15 minutes: No penalty
- From 15 minutes to 30 minutes: 20% penalty
- More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au