

SCWR 442 Studio Development

When: Monday · 1:30pm – 4:45pm
Where: Synchronous Online Learning

Instructor: Matt Quinn · mquinn@cdm.depaul.edu · 312-362-5807
Office hours: Tuesday & Thursday · 11:00am – 3:00pm

Summary of Course

This advanced course examines the development process that enables the screenplay's journey from draft to screen. By crafting professional coverage and development notes, the class will deconstruct feature length scripts and student work in an effort to forge them into cinematically viable properties. The assignments and class discussions are designed to expose the inner workings of Hollywood and provide a framework for what it takes to succeed in the entertainment industry.

Course Objectives

Upon successful completion of this course students will be able to:

- Evaluate the current feature spec and pilot market.
- Identify classic Hollywood storytelling conventions.
- Explain how the development process works in the studio system.
- Analyze spec screenplays and teleplays with professional coverage assignments
- Write development notes with a focus on identifying concerns and providing viable solutions to improve the material.

Synchronous Online Learning

This course will be delivered using synchronous online learning. You will log in using a Zoom Video Conferencing link provided by the instructor for weekly lectures and assignment discussions. These meetings are held within the class period time frame of Monday 1:30pm – 4:45pm Central Time.

D2L

You will be using D2L extensively in this course. To log on, go to:

<https://login.depaul.edu/ldap/login?service=https%3a%2f%2fd2l.depaul.edu%2fd2l%2fcustom%2fcas> and enter using your campus connect login and password. Once you are logged on, click on the course number link and you will find links to the syllabus, course outline, discussion forums, weekly assignments, etc.

Prerequisites

None

Grading

Participation	10%
Coverage Assignments	50%
Development Notes	10%
Draft Comparison Project	20%
Development Team Pitch Project	10%

A = 100-93, A- = 92-90, B+ = 89-88, B = 87-83, B- = 82-80, C+ = 79-78, C = 77-73, C- = 72-70, D+ = 69-68, D = 67-63, D- = 62-60, F = 59-0. A indicates excellence, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work.

Students in graduate classes may opt to change the grading basis for any or all of their courses to Pass/D/Fail. A grade of Pass (P) will indicate that the student's work met expectations for a grade of at least C-. Work that would merit a grade of D+ or D in the traditional grading basis would still earn a D+ or D. Work that does not merit a passing grade will earn a Fail (F). The Pass/D/Fail grading option may apply to any graduation requirement.

<https://resources.depaul.edu/coronavirus/faqs/Pages/classes-academics-students.aspx>

Textbooks

"Breakfast with Sharks" by Michael Lent ISBN-10: 060981043X (Recommended)
Additional readings provided by instructor

Participation

Participation in the weekly Industry Update discussion forum on D2L is mandatory, as this counts towards your participation grade – Minimum of one post per week.

Course Outline

Week 1 – September 14th

Lecture: Course Intro, Business of Screenwriting, Coverage Overview
Assignment: *Breakfast with Sharks* (Chapter 4), *Industry Update*, Coverage 1

Week 2 – September 21st

Lecture: Screenwriting Conventions – Developing a Blockbuster
Assignment: *Industry Update*, Coverage 2, Coverage 3

Week 3 – September 28th

Lecture: Screenwriting Conventions – Character Driven Writing Sample
Assignment: *Industry Update*, Coverage 4, Coverage 5

Week 4 – October 5th

Lecture: Production Companies & Producers

Assignments: *Breakfast with Sharks* (Chapters 10, 11 and 12), Industry Update, Coverage 6, Coverage 7

Week 5 – October 12th

Lecture: Movie Studios & Studio Execs

Assignments: *Breakfast with Sharks* (Chapters 8, 9, and 15), Industry Update, Coverage 8

Week 6 – October 19th

Lecture: Networks & Network Execs

Assignments: Industry Update, Coverage 9, Coverage 10

Week 7 – October 26th

Lecture: Development Notes

Assignments: *Breakfast with Sharks* (Chapters 10, 11, and 12), Industry Update, Development Notes

Week 8 – November 2nd

Lecture: Agents, and Managers

Assignments: *Breakfast with Sharks* (Chapter 1, 2, 3, 16, 17, 20 and 21), Industry updates, Draft Comparison

Week 9 – November 9th

Lecture: Pitching & Breaking In

Workshop: Development Team Pitch

Assignments: *Breakfast with Sharks* (Chapter 5, 6, 19), Industry Update, Draft Comparison

Week 10 – November 16th

Lecture: Draft Comparison Review, Development Team Pitch Presentations

Assignments: Development Team Pitch Project

Week 11 – November 23rd

Development Team Pitch Project Presentations

Assignments**Coverage Assignments (50% of final grade)**

There are ten coverage assignments in this course – Due dates can be viewed in the Course

Outline section of the syllabus. Your job in these assignments is to decide whether or not the script provides the template for a cinematically viable movie. Once you make that decision, your comments must back up this evaluation - without wavering. Your opinion is not wrong as long as you make a definitive argument to support your position.

The main tool for communicating your analysis is called "coverage". Coverage is generally a three-page analysis of a script, teleplay or manuscript, which breaks down as follows:

- One Page Summary - This includes a Logline (one sentence description of the project), Brief Synopsis (one paragraph description of the project) and Comment Summary (one paragraph description on your evaluation of the material)
- One Page Synopsis (two pages for manuscript) - One page (no more/no less). The synopsis should be broken down into three paragraphs - One for each act of the screenplay.
- One Page Comments - One page (no more/no less).

Comments for scripts that are a PASS usually follow this structure:

- Paragraph 1 - Brief Summary
- Paragraph 2 - What Works
- Paragraph 3 - Primary Concern
- Paragraph 4 - Second Primary Concern
- Paragraph 5 - Summary

Comments for scripts that are a CONSIDER usually follow this structure:

- Paragraph 1 - Brief Summary
- Paragraph 2 - Best Attribute
- Paragraph 3 - Second Best Attribute
- Paragraph 4 - Concerns (must be minimal - if any)
- Paragraph 5 - Summary

As stated previously, the reader must have a definitive position on the screenplay and the writer, which must support one of the following ratings:

Recommend - Never use this rating as you are essentially telling an executive to drop everything they are doing and buy the script immediately.

Consider - Encourages the executive to take a look at the material.

Consider w/res - Do not use this rating because you are essentially saying, "The script is good, but I'm not sure". Remember, they are hiring you for your opinion - Give your opinion and don't waiver.

Track - This rating essentially says the script is flawed, but future efforts should be looked at closely because there is talent on the page. Track is only for new writers with no previous track record (use IMDB).

Pass - This rating essentially says there is not enough talent or intrigue in the concept/execution to warrant a closer look.

The templates for coverage can vary from company to company, but the content is essentially the same. You will find a zip file on the D2L Content page for the course, which

contains coverage samples, coverage template, and ratings guides.

Development Notes (10% of final grade)

Using the Development Note template and script in the attached zip file found in the Content tab link on D2L, write development notes on an assigned screenplay. The ultimate goal of the notes is to convey what works and what does not work in the current draft and how to move forward.

This project is worth 10 points (10 percent of your final grade) and must be submitted to the corresponding D2L Submission link before 1:30pm on Monday, November 2nd – Late submissions will not be accepted.

Keep in mind, development notes differ from coverages because you are not only identifying problems, you are offering solutions on how to fix them. It's also important to note that these projects have been purchased by the studio or production company that is paying you - Therefore, you do not want to trash the concept (in fact, you must think it's absolutely brilliant - Like SONIC THE HEDGEHOG kind of brilliant). The wrath of your critique should be reserved for the execution of the draft.

Your notes should break down as follows:

- One page for Act 1
- Two pages for Act 2
- One page for Act 3
- Two pages of Comments
- Total of six full pages
- Use 12-point Courier Font

Draft Comparison (20% of final grade)

Using the Development Note template and scripts in the attached zip file found in the Content tab link on D2L, write development notes on the second draft of an assigned screenplay. You must read both the first and second drafts of the assigned screenplay, using the first draft as a foundation for your comments on the second draft. The ultimate goal of the notes is to let the development team know what adjustments have been made and how to move forward from the current draft.

This project is worth 20 points (20 percent of your final grade) and must be submitted via the corresponding D2L Submission link before 1:30pm on Monday, November 16th – Late submissions will not be accepted. I'm giving you two weeks to complete this project, so please make sure you give the time, effort, and attention to detail the assignment calls for.

Do not automatically assume that the second draft is a marked improvement over the first effort. In some instances, the second draft can be a dramatic step backward. Keep in mind, development notes differ from coverages because you are not only identifying problems, you are offering solutions on how to fix them. It's also important to note that these projects have been purchased by the studio or production company that is paying you

- Therefore, you do not want to trash the concept (in fact, you must think it's absolutely brilliant - Like THE FANATIC kind of brilliant). The wrath of your critique should be reserved for the execution of the draft.

Your notes should break down as follows:

- One page for Act 1
- Two pages for Act 2
- One page for Act 3
- One page for Draft Comparison
- Three pages of Comments
- Total of eight full pages
- Use 12-point Courier Font

Development Team Pitch Project (10% of final grade)

You will work with your assigned group members to present a 15-minute story pitch on an assigned screenplay. Each group member should focus on a certain aspect of the property (story, characters, casting, budget, marketing, etc.) to formulate a team pitch to present to via Zoom Video Conference on Monday, November 16th or Monday, November 23rd. There are no rules or expected format for the pitch other than making a strong attempt as a team to "sell" your assigned script within the allotted time frame.

The Development Team Pitch Project grade is worth a total of 10 points and is broken down into two categories:

- 5 Points Group Participation – This grade will be determined solely by the average sum of scorecards completed by the other students in your assigned group based on your participation.
- 5 Points Group Pitch – This grade will be determined solely by the average sum of scorecards completed by the class based on the pitch execution and commercial viability of your project.

Zoom Policies

The DePaul [Code of Student Responsibility](#) applies to online behavior as well as in-person or classroom behavior. The following are policies for the course meetings with Zoom:

- General – Sign in with your preferred first name and last name. If you do not have access to a computer or smartphone with internet access, call into class. This is not optimal; try to locate an internet-enabled device to use for this course. Please stay engaged in class activities. Close any apps on your device that are not relevant and turn off notifications.
- Video – Turn on your video when possible. It is helpful to be able to see each other, just as in an in-person class. You may elect to turn off your video if you have limited internet bandwidth, no webcam or if you're unable to find an environment without a lot of visual distractions.

- Audio – Mute your microphone when you are not talking. Be in a quiet place when possible and turn off any music, videos, etc. in the background.

Attitude

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

Civil Discourse

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

Changes to the Syllabus

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

Online Course Evaluations

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Please see <https://resources.depaul.edu/teaching-commons/teaching/Pages/online-teaching-evaluations.aspx> for additional information.

Academic Integrity and Plagiarism

This course will be subject to the university's academic integrity policy. More information can be found at <https://resources.depaul.edu/teaching-commons/teaching/academic-integrity/Pages/default.aspx>.

Academic Policies

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>

Preferred Name & Gender Pronouns

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by an alternate name or gender pronoun. Please advise me of this preference early in the quarter so that I may make appropriate changes to my records. Please also note that students may choose to identify within the University community with a preferred first name that differs from their legal name and may also update their gender. The preferred first name will appear in University related systems and documents except where the use of the legal name is necessitated or required by University business or legal need. For more information and instructions on how to do so, please see the Student Preferred Name and Gender Policy at <http://policies.depaul.edu/policy/policy.aspx?pid=332>

Incomplete Grades

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval. Information about the Incomplete Grades policy can be found at <http://www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx>

Students with Disabilities

DePaul Students seeking disability-related accommodations are required to register with DePaul's Center for Students with Disabilities (CSD) enabling them to access accommodations and support services to assist with their success. There are two office locations:

- Loop Campus (312) 362-8002
- Lincoln Park Campus (773) 325-1677
- Email: csd@depaul.edu

Students who register with the Center for Students with Disabilities are also invited to contact Dr. Gregory Moorhead, Director of the Center, privately to discuss how he may assist in facilitating the accommodations to be used in a course. This is best done early in the term. The conversation will remain confidential to the extent possible.

Please see <https://offices.depaul.edu/student-affairs/about/departments/Pages/csd.aspx> for Services and Contact Information.