TVET CERTIFICATE V in GRAPHIC ART

GRACS 501

DEVELOPMENT OF THE CREATIVE SCRIPT

Develop a Creative Script

Competence

Credits: 9

Learning hours: 90

Sector: Art and Craft

Sub-sector: Graphic Arts

Module Note Issue date: June, 2020

Purpose statement

This module describes the skills, knowledge and attitudes required to characterize, assess and create a conductive video script. At the end of this module, participates will be able to determine the relevant process of storytelling, analyze the situation, structures and create a blue print on which the story flows and all necessary elements the story carries to its perfection.

Elements of competence and performance criteria

Learning units describe the essential outcomes of a competence.

Performance criteria describes the required performance needed to demonstrate achievement of the learning unit

By the end of the module, the trainee will be able to:

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Learning Unit 1 – Develop the character

LO 1.1 – Use the character development structure

- <mark>The principles of character development</mark>

INTRODUCTION

A script is defined as the written words of a play, movie, show or a standard to deliver on the phone or person etc.

A good script should have series of events that tell a good story with clear goals, rising conflicts, powerful climax and a satisfying resolution.

Examples of script

1. Script writing - writing the dialogue and relevant directions for a production

2. Screen plays - script written specifically to be produced for visual medium such as film or television.

3. Play writing - plays are productions that occur live on a physical stage. They include dialogue and directions

4. Audio drama – drama on radios

5. News script

6. Story script.

NB. Behind every movie, that you have seen and every theatre play that you have attended there is a pad of paper that refer to the detailed outline of the story being portrayed. This group of sheet is what we call a script. Though watching favorite comedy show entertains you, most of them have script writing that is no joke.

Researching the character

Character research is all about digging into your resources, historical, literary and looking for information you can use to make your character more specific and therefore more interesting. Move around and look for different sources that inspires you, this will enable you to have enough information that you have gathered.

Emotional bonding

Emotional bonding is reflected to how you can connect feelings like anger, fear, disgust, happiness sadness in a character. All feelings can be bonded together and come out with;

- recognition (emotion that you can identify like happiness)
- fascination (attract and hold attention by a unique power, personal charm, unusual nature or some other special quality)
- mystery

Use the character development

Defining the character:

A character is a person, an animal, being a creature or a thing in a story. Writers use characters to perform the action and speak dialogue, moving the story along a plot line.

Modes of characters

- Dynamic character – changes in their personalities.
- Flat character- displays few personality traits and does not experience a change within the story.
- Static character – don't develop at all during the story.
- Round character – ones who happen to be fully fleshed out (distinct personality background and motives)

Character relationships

Character relationships are, in many ways, the glue that holds a story together. Almost every tale has at least one relationship at heart of it. Rarely can a character sustain a story on their own; they need others: friends, family, mentor, lovers, enemies, pets etc.

Principles of character development

- Do research
- Emotional (recognition, fascination, mystery)
- The character (develop character)
- The character relationship with the story.

- Character Development Diagrams

Character development is the process and execution of creating a fully rounded, complex and lifelike character within your fictional writing or illustrating with the purpose of making readers invested in them and their life or journey.

CHARACTER TRAIT MAP

```
                        ┌─────────────────────┐
                        │  How character feels │
                        │                      │
                        └─────────────────────┘
┌──────────────────────┐                      ┌──────────────────────┐
│ How character looks   │                      │  What character says  │
│                       │                      │                       │
└──────────────────────┘     ┌────────────┐   └──────────────────────┘
                             │Character's  │
                             │   Name      │
                             └────────────┘
┌──────────────────────┐                      ┌──────────────────────┐
│ What others say about │                      │  How character acts   │
│ character             │                      │                       │
└──────────────────────┘                      └──────────────────────┘
                        ┌─────────────────────┐
                        │What others say to    │
                        │character             │
                        └─────────────────────┘
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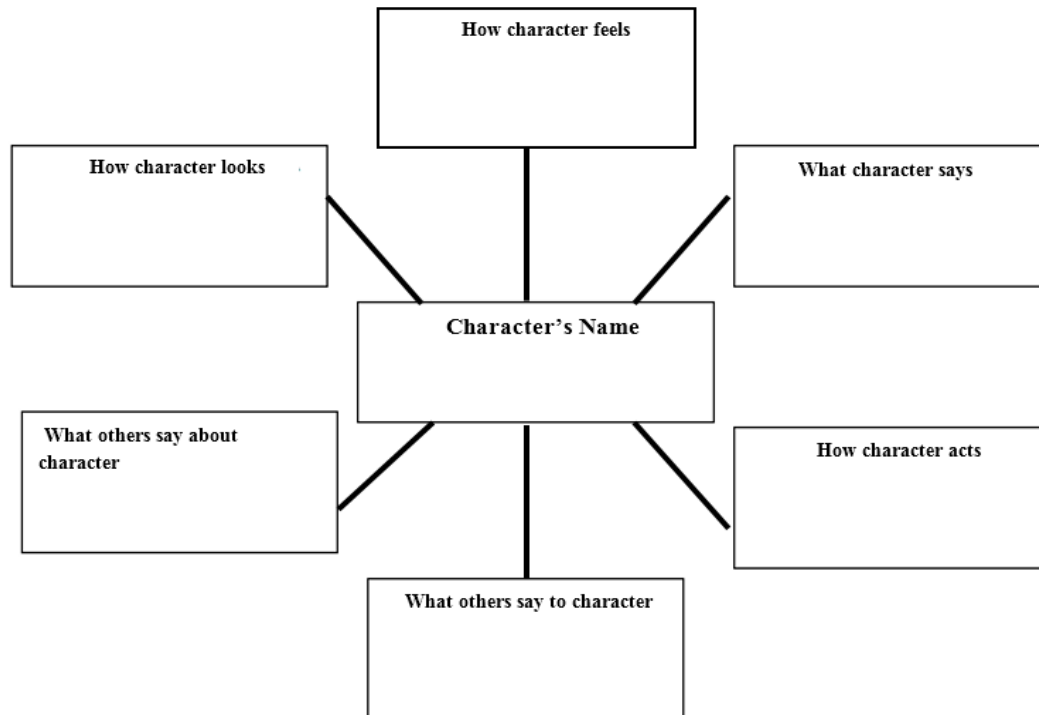
LO 1.2– Identify the archetypal aspect of the character

- <mark>Description of the character</mark>

Character description often tells us about more than the person described. It tells us something about the viewpoint narrator doing the describing too. The nature of the observer's interest for example, whether they like or dislike the person they describe or even have romantic interest

Such characters can be described either by physical or personal. The traits may be created in a play or naturally in born traits.

Archetype is a very typical example of a certain person or thing. This is where a certain person or thing performs in a story or movie and acts exactly like the person you know (imitation)

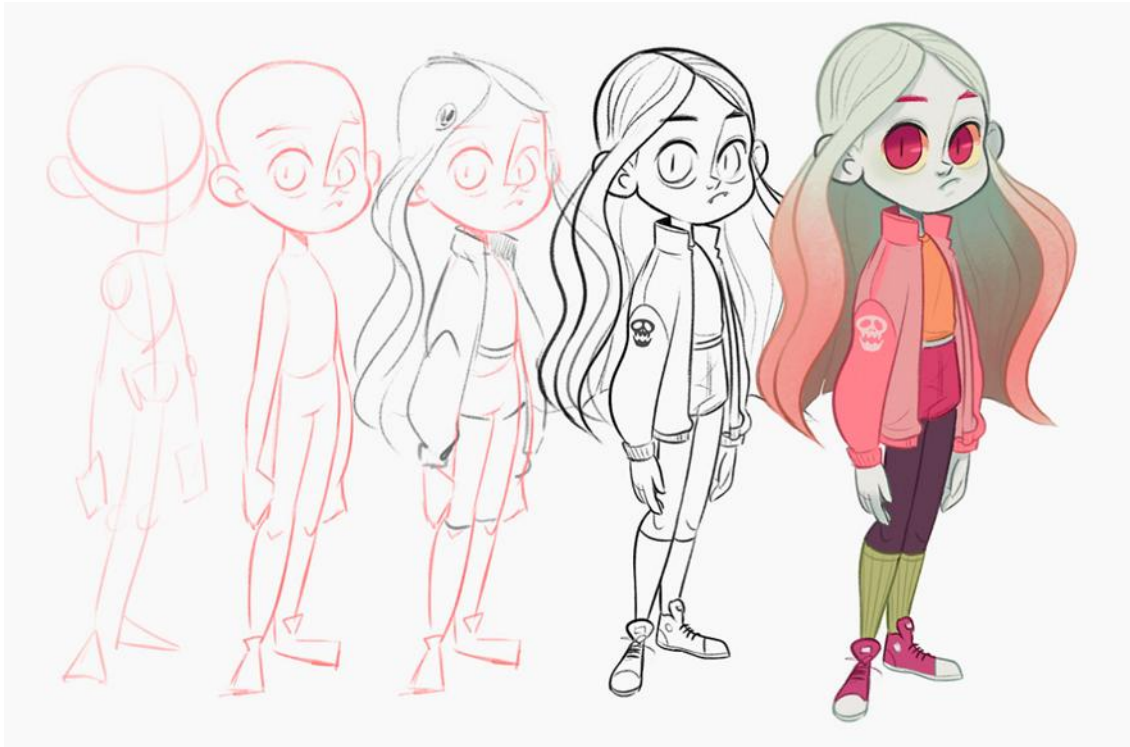Example, talking likes president Trump of USA.

LO 1.3 sketch characters

- <mark>Visualization of the character</mark>

While sketching a character the following must be considered

- **Character line up** (arrangement)
- **Styles of series and its character** (realism abstract, cartoons)

- **Visual   design**   (shape,   layout   and   colour)

Learning Unit 2 – Build a synopsis

LO 2.1 Create story setting

- <mark>Key concept definition</mark>

Genre- a specific type of story, music, film or writing. In music genre refers to music style such jazz, rock etc.

Story setting – means location and time or where and when. Story setting can play a crucial role in a work and offer

- <mark>Defining theme of the story</mark>

The theme of a story is what the author is trying to convey- in other words, the central idea of the story. The theme of story goes hand in hand with type of the story, location or place, time, weather condition. When one needs to write a story, he or she must consider time, location, weather and type of the story, hence producing a standard story.

- <mark>Story setting diagram</mark>

This shows how the story is developed from beginning up to the end, by including how something start, rising action, conflict creation, climax, falling action, resolution and conclusion.

- <mark>Story setting standard</mark>

Sometimes you can guess the time through clues and hints that are in the story. For example, when you go to bed, it is usually night time. The setting is both your room (the physical location) and nighttime (the time of day).

NB. A synopsis means a brief summary of something central to the plot.

LO 2.2 – Develop a Plot

- <mark>Key concept definition</mark>

Plot, is a narrative of events, the emphasis falling on causality. For example, the king died and then the queen died is a story. The king died and then the queen died is a plot.

Inciting incident is an episode, plot point or event that hooks the reader into a story. It alerts them about and gives them a rough idea of where the plot is headed, this means you should place inciting incident early in the story. It is also setting a story in motion.

- <mark>Plot structure</mark>

The Plot structure has five important components; these are exposition, rising action, climax, the falling action and the resolution. These essentials keep the story running smoothly and allow the action to develop in logical way that the reader can follow.

Freytag's pyramid is a dramatic structural framework developed by Gustav Freytag, a German author.

This is how Freytag's pyramid looks like.

This means in plotting the above pyramid must be considered in writing a story whereby the story must have the beginning (exposition), rising actions (inciting incidents). More than one can be used, towards to

the climax, those actions can be reduced to two. Then from those actions, there will be an action that be considered (falling action). Lastly, a solution can be made (resolution).

- <mark>Inciting incident</mark>

It starts with the action of a story and sets the main question readers want to know. For instance, the inciting incident of William Shakespeare's "Romeo and Juliet" happens when the lovers meet and fall in at the first sight at a ball.

Inciting incident has four criteria, interruption, out of the protagonist's control (not caused by the character and not a result of the character's desires), urgent, early (happen early in a story).

The inciting incident is technically just a moment or a single event, and this moment is almost always set into single scene

LO 2.3 – Setting of a conflict and resolution

- <mark>Key concept definition</mark>

Conflict, any struggle between opposing forces, usually the main character struggles against some other forces.

Climax, it is the highest point of emotional intensity and the moment when the action of the story turns toward the conclusion.

Denouement is the final outcome of the story, generally occurring after the falling action. It is where all the secretes are revealed and loose ends are tied up.

- <mark>Components of a story resolution</mark>

The resolution puts the events and characters in a stables situation, ending the tension of a story. The resolution offers the reader a final confrontation between struggling forces. It also depicts the main problem that characters must solve. It puts the events in a stable situation ending the tension of the story

Resolution achieved from Climax, Falling action, to Denouement in a story.

LO 3.1 – Process screenwriting software and tools

- <mark>History of script writing</mark>

Master script means the format required by the industry (industrial standards) for modern screen plays before they are green lit for production.

Scripting had long been used for the stage and later writers most certainly borrowed techniques and ideology from those who wrote for the theater. The cuneiform script, created in Mesopotamia is the only writing system which can be traced to its earliest prehistoric origin. This aim of the cuneiform script was a system of counting and recording good with clay tokens. After improvement in technology, scripting took a big step up to present.

- <mark>Script writing tools</mark>

The common software and tools used in screen writing or screen plays include celtx software and final draft software. There are many other software that one can use in screen writing like fade in, trelby, scrivener, highland but for the beginners celtx and final draft are more friendly.

Final draft and celtx can be downloaded for free but need to keep on updating.

Celtx software and final draft are user friendly in writing script to the industrial standards, they are automatic when a mistake is done, it can be fixed quickly.

Celtx software is the pre-production software, designed for creating and organizing media project like screenplay, film, videos, stage plays, games and many others
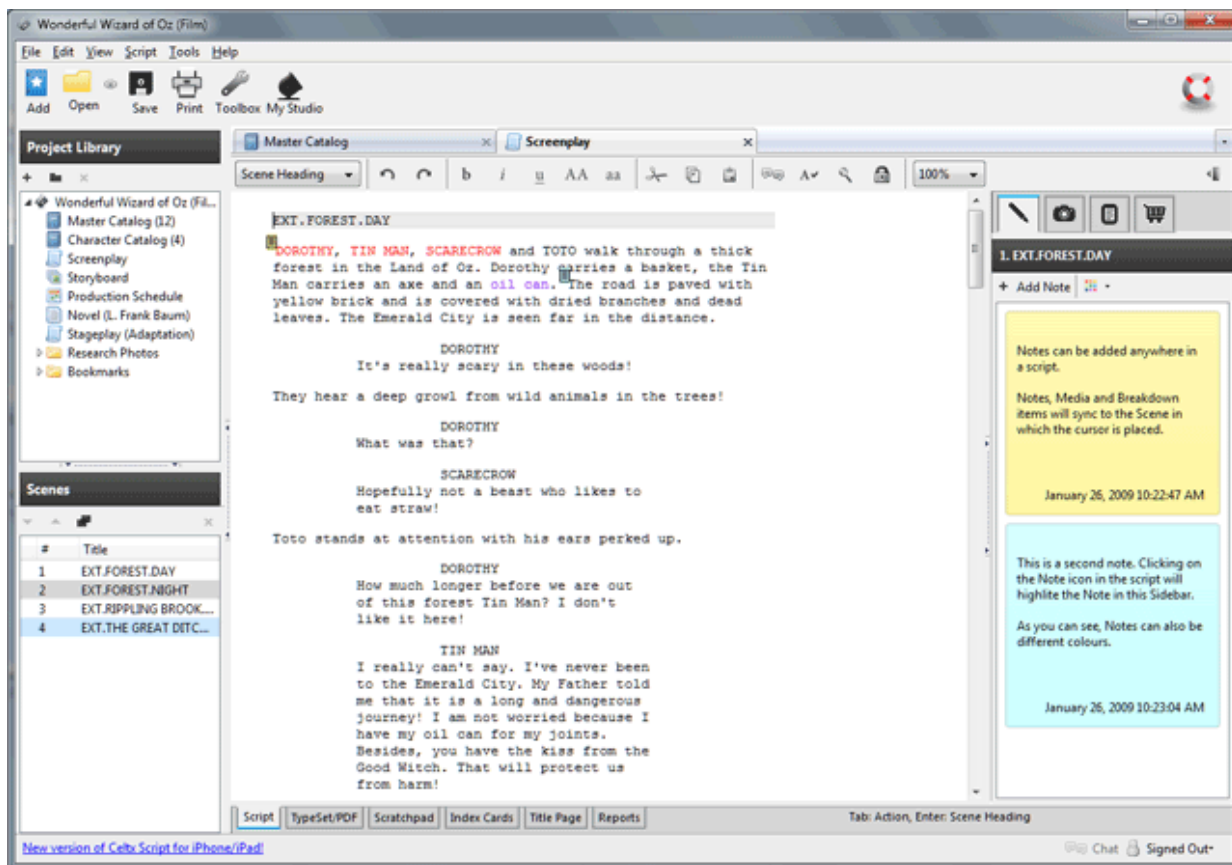
This the appearance of celtx as it opens.

Final draft software is also another application that can enable you to deal with screenplay. It is mostly used by industries due to its effectiveness. It can be downloaded and installed in a computer.
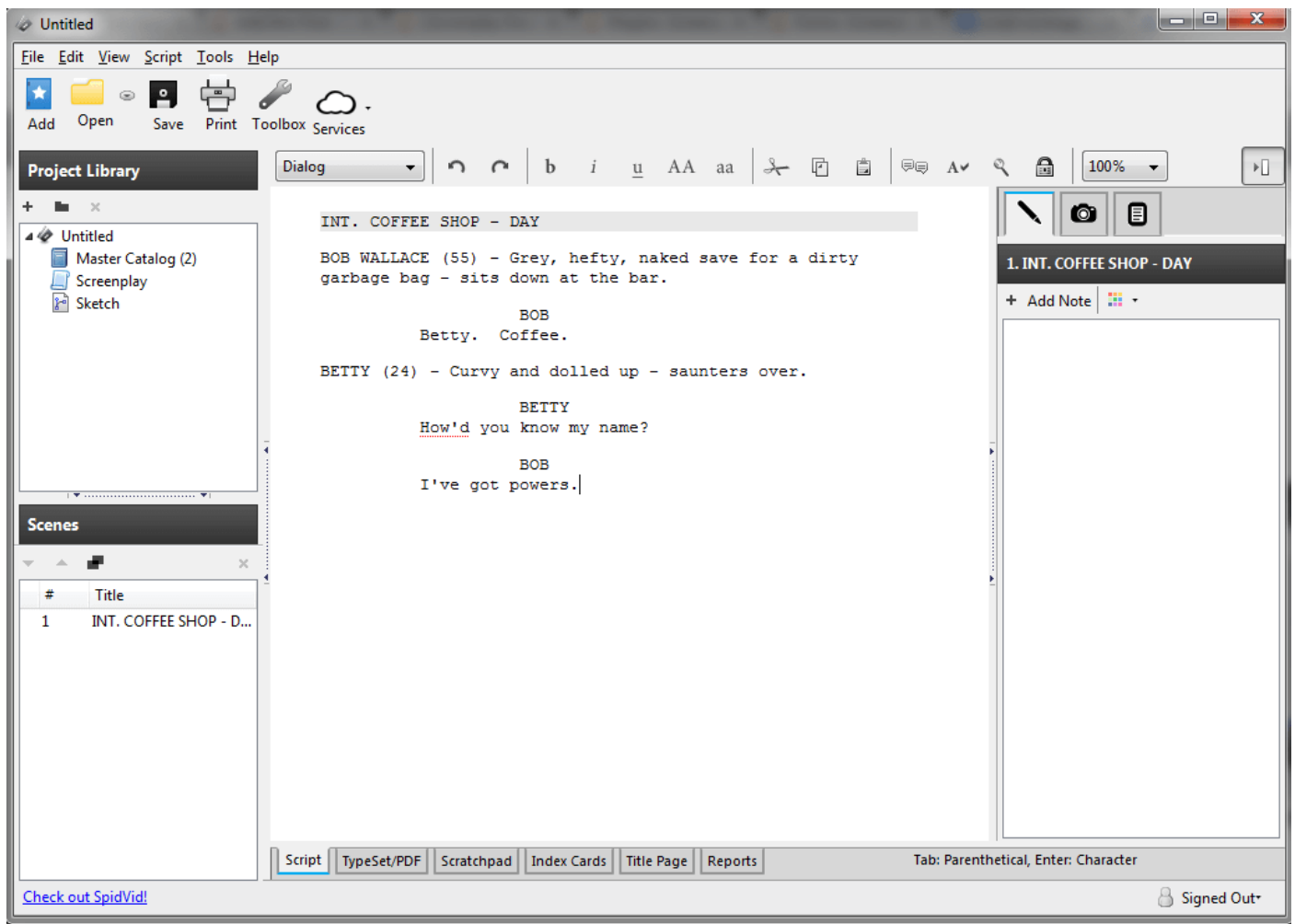
For more information about celtx and draft visit youtube for tutorials.

Getting Started with Final Draft 11-(You2Audio.Com)-1.mp4

Click on it for more information.

LO 3.2– Process script sequencing

- <mark>Key concept definition</mark>

Under this, we are looking at the steps or guidelines/instructions under the software you chose to use. there are tools we use, the so-called script writing structure and these are

Scene heading- is a line of text at the beginning of each scene that lets the reader know the location the time of the scene is taking place.

Action- is a line where the tone, pace, visual experiences of your screenplay are established. They can be used to create the atmosphere.

Transition -is a line that indicates a special passage from one scene to another.
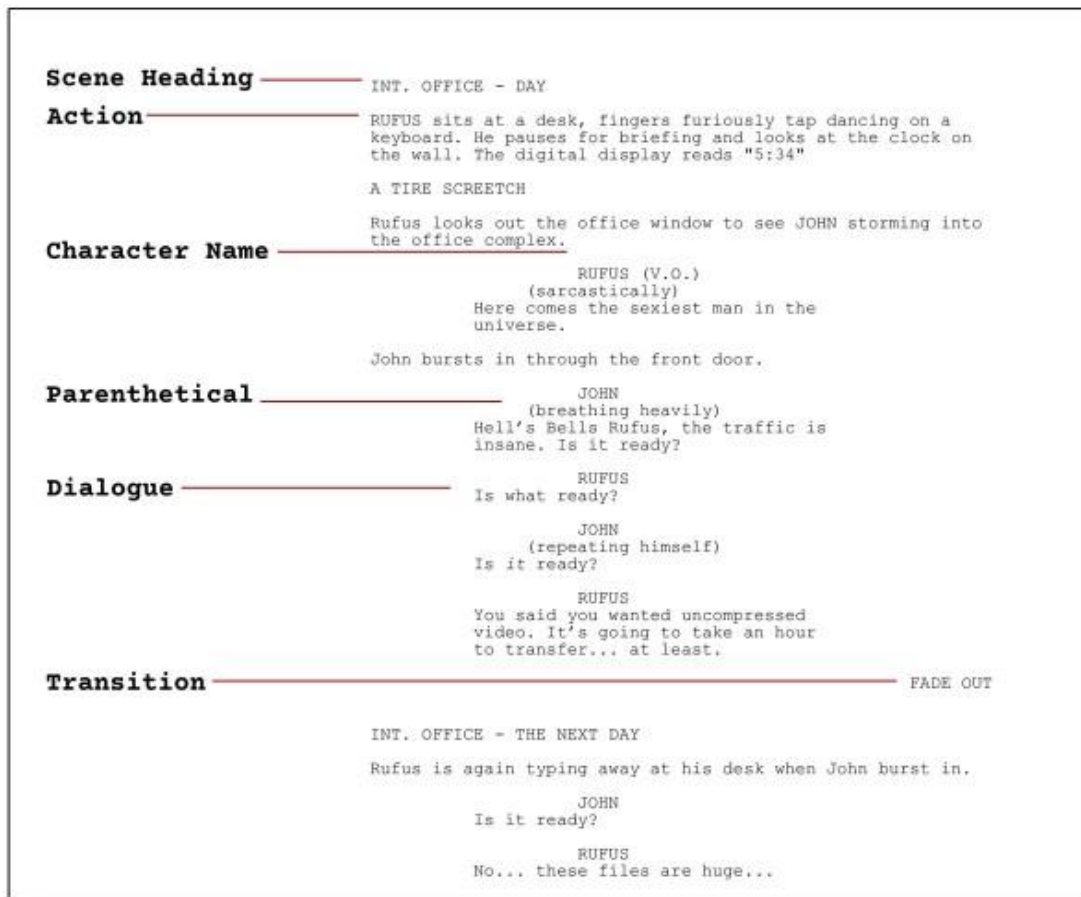
Shots – shots are inserts that focus on specific detail.

- <mark>Script writing structure</mark>

There are several ways to structure a script with the following;

Character, Scene heading, Action, Dialogue, Transition, Shots

The structure below shows their arrangement;

LO 3.3– Apply copywriting principles

- <mark>Principles of technical writing</mark>

Writing for an audience, knowing who you are writing for is critical when starting the writing process. Your audience will influence your decision about content, emphasis, organization, style, and tone.

Writing in conversational style, using short sentences, and paragraphs, ask questions, use simple language, tell stories, use example, these can be in formal and informal styles.

Concise writing, use the most effective words, few words but the strongest ones.

Consistent writing, knows what you write, orderly presented.

Jargons, is using the specific phrases and words in writing.

NB. Copywriting is the activity or occupation of writing the text of advertisement or publicity material (marketing, descriptive texts)

Principles of copywriting

Impact -it makes readers act or change their behaviour

Brevity-simple and readable. Pick point quickly.

Message-giving readers clear message very easily.

Narrative-good story tellers.

Creativity-attractive and responded by readers.

NB   copy writing assists a person with understanding more about a particular item, such as a computer, new drug, anew piece of technology.

LO 3.4– Apply copyrighting

- Key concept of definition

Copyright-this is a law that gives the owner of work (for example a book, movie, picture, song) the right to say how other people can use it.

Intellectual property: intangible property that is the result of creativity, such as patents, copyrights, trademarks, and trade secrets and many more.

- Introduction to copyright

Copyright laws make it easier for authors to make money by selling their works.

Elements to protect

-the symbol ©

-the word "copyright"

-"copr": year and name of owner of work.

Copyright creation

Copyright differs from other intellectual property in that copyright is automatically created when a person creates a copyrightable work that is an original literary, dramatic, musical or artistic work.

Copyright holder's rights

The copyright ownership gives the holder of the copyright in an original work of authorship rights. These rights include reproduction, adaptation, publication, performance and display.

- Copyright in Rwanda

   Institution in charge

Rwanda intellectual property

Rwanda development board

Copyright laws

Under current law, the copyright term for works created by individuals is the life of the author plus 70 years. The copyright owner's exclusive rights are subject to a number of exceptions and limitations that give others the right to make limited use of a copyrighted work.

For example;

Under the Copyright Act of 1976 (and international copyright law), the copyright holder owns a bundle of rights. The copyright owner is the only one who has the right to

ƒ reproduce the work in copies;

ƒ prepare derivative works based on the original work;

ƒ distribute copies to the public; or

ƒ display and perform the work publicly.

NB; although the copyright holder owns these exclusive rights with respect to a work, there are still limits on the scope of the rights. These are the principal limiting doctrines:

ƒ Copyright does not protect against independent development, only against copying. Thus, if you and I each independently write identical sonnets, without any copying, each of us owns a copyright in our own work notwithstanding who came first or that the works are the same.

ƒ Copyright does not protect ideas, only the way the ideas are expressed. This is often referred to as the "idea —expression 'dichotomy'," although the distinction is really more of a continuum.

ƒ Copyright does not protect individual words and short phrases.

ƒ Copyright does not protect procedures, processes, systems, concepts or methods of operation that are embodied in works; only the particular way they are expressed.

ƒ If there is only one or very few ways to express an idea, the expression is deemed to be "merged" with the idea and it is not protected against copying. This "merger" doctrine prevents copyright from being used to monopolize ideas.

ƒ "Standard treatments" of a subject within a genre of works (known as "scenes afaire") are not protected. (Example: the gun duel on a dusty main street in a cowboy movie.) The scenes a faire doctrine bars protection for features or elements of a computer program that are dictated by "externalities" such as the purpose of the program, standard programming practices, the requirements of the relevant computing environment, etc.

ƒ Copyright does not protect "facts" or data. But the selection and arrangement of facts (e.g., in databases) can be protected as a "compilation." In that event, copying the underlying facts is not an

infringement, so long as the creativity residing in selecting or arranging the facts is not appropriated by the copier.

Requirements

- there must be an expression of ideas in a literary, dramatic, musical or artistic work, or in subject matter other than works, such as in an audio-visual performance

- the work must be original

- the work must be recorded in a 'material form', for example

    1. written down on paper or something else

    2. recorded by keystrokes saved on a computer

    3. recorded on film

    4. recorded on tape

    5. recorded as software code saved on a computer

    6. recorded digitally onto a device

- There must be an author or artist.

Learning Unit 4 – Create a storyboarding

LO 4.1– Describe storyboard styles

- Introduction to storyboarding

A storyboard is a sequence of drawings, typically with some directions and dialogue for representing the shots planned for a film or television production. The storyboard is a very important part of the pre-production process because it clearly conveys how the story will flow, as you can see how your shots work together. It allows you to see potential problems that would not go unnoticed, ultimately saving you time and money.

- How are storyboard used

Story boards -can be used in almost any production application that requires visualization of a scene like

Film production

- Theatre- (pre-production as tools for directors for better understanding a layout of a scene.)
- Animatics (animation projects)
- Advertising (3dart and animation play)
- Photomatic (still photographs edited together and presented on a screen in sequence).
- comic books (to show position of the characters in a story)
- business (flow charts)

- <mark>Storyboard styles</mark>
- Traditional story board – (with pen or ink sketches with director's supervision
- Thumbnails – less details with important message.
- Animatics –sense of visual flow and timing
- Digimatics – digital images not toys and sketches used in advertising
  - <mark>Animatic</mark>

Is editing program and are cut together with the correct timing and pace of the film. They include basic sound effect, dialogue recordings and scratch soundtrack.

LO 4.2– Apply storyboard sketching

- <mark>Introduction to storyboard elements</mark>

The elements of storyboard include

- Scenes (continuous action in a play)

- Actions (movement)

- Characters (actor)

- Dialogue(conversation)

- Camera positioning (coverage angles)

While drawing or sketching, draw from rough to final sketches and shade creation is done to emphasize focus.

- <mark>Drawing from rough to final sketch</mark>

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- **Shades creation**

Shades can be created depending on one's choice, mass toning, hatches or any other type of shading can be used.

Task: basing on a story, practice a story board with sketches

LO 4.3– Edit scenes

- **Editing methods**

The editing methods in a story board enable the readers to be able to follow the story without any confusion. Editing shows how a scene has ended, how another one starts or joins another.

These methods are;

-**cut to** (scene stop and then continues to another scene)

-**fade to/ fade out** (cutting a scene to another)

-**cross dissolving** (ending)

-**match up** (from one shot to another following same action)

LO 4.4– Apply camera positioning

- <mark>Camera positions</mark>

This indicates how the camera is set or handled to capture the scenes, to achieve the mood of the character, the surroundings and any other essential elements in a storyboard.

The positions are explained in the image below.
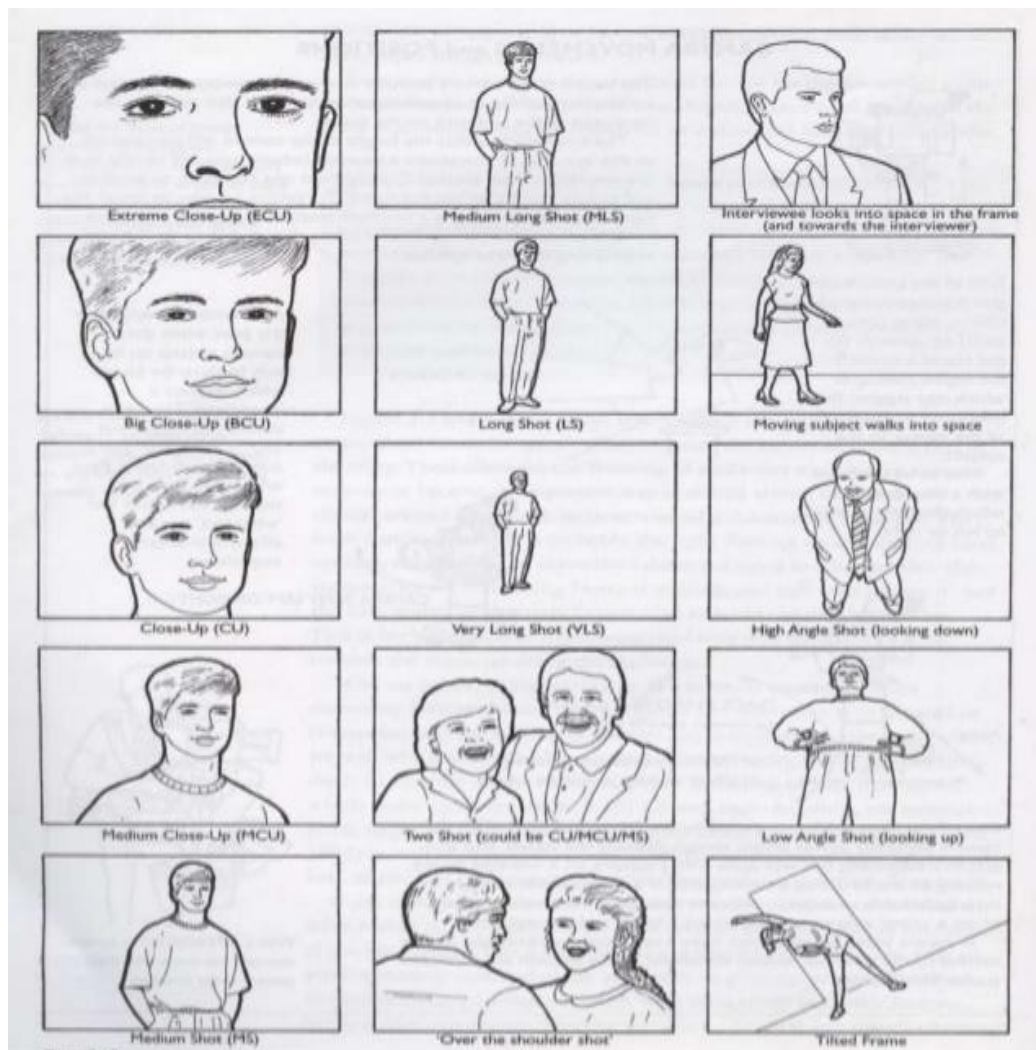
-**the long shot**

-**the full shot**

-**the medium shot**

-**the close up**

-**the extreme close up**

-**upshot and down shot**

To produce a standard storyboard, camera position must be used to create more attraction and attention of the readers.

Learning Unit 5 – Present the script

LO 5.1– Format the script

- <mark>Script formation</mark>

Formatting a script requires one to have a standard script with story board basing on;

Font (size and type of letters)

file extension (filename helps an operating system that determine the program in a computer)

visual layout (arrangement of element on a page)

printing and binding…..

synopsis ……

Create your own at Storyboard That

LO 5.2– Determine presentation strategy

- <mark>Elements of presentation</mark>

Introduction, body, visual communication, audio and body language. Conclusion is the elements which can be followed while presenting your presentation.

- <mark>Presentation tools</mark>

The tools you can use in presenting and this is done by using slide shows according to how many pages you have. For instance;

Power point, it allows you to create and show slides to support a presentation, by combining texts, graphs and multi-media content to create professional presentation.
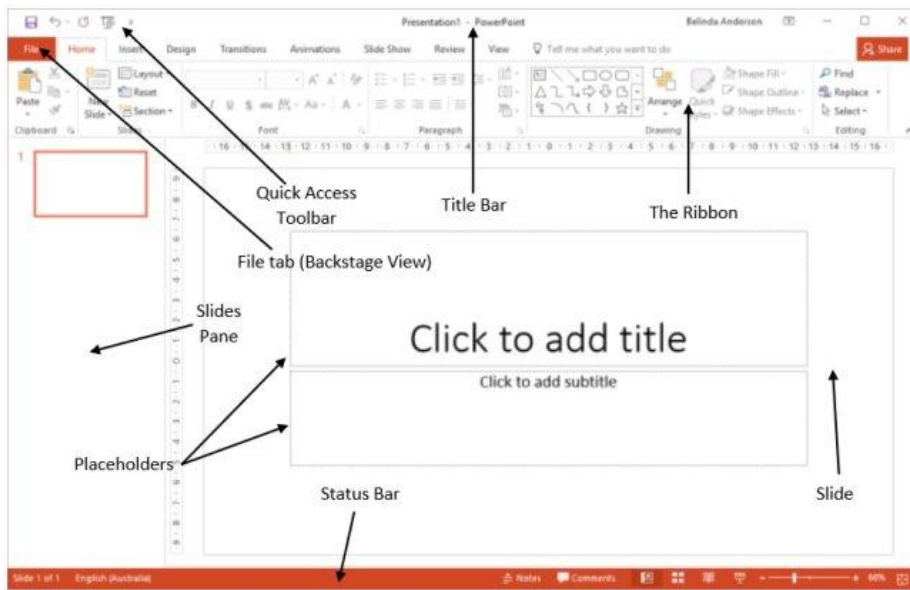
Open your pc and launch Microsoft PowerPoint, then observe its interface.

Prezi, makes use of one large canvas that allows you to plan and zoom to various parts of the canvas and emphasis the idea presented there. Prezi is more fluid, vibrant and generally more impressive.
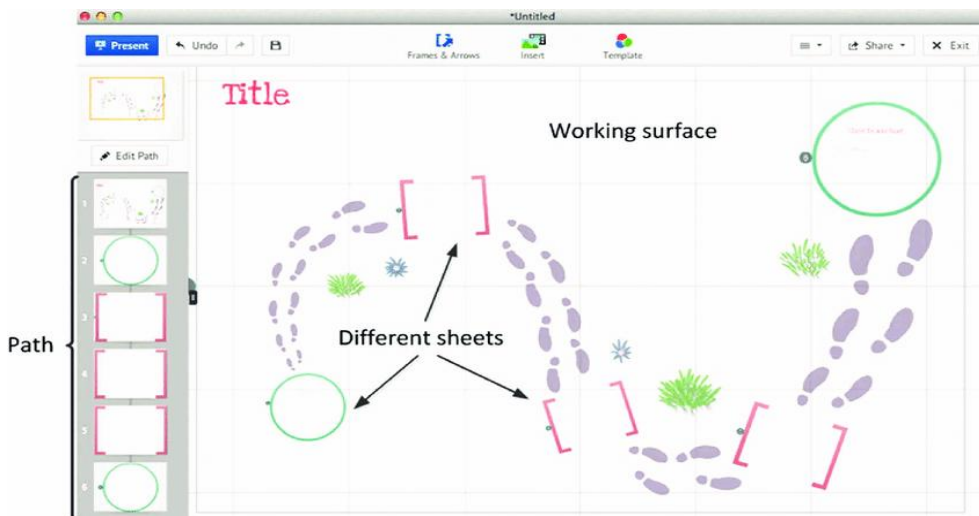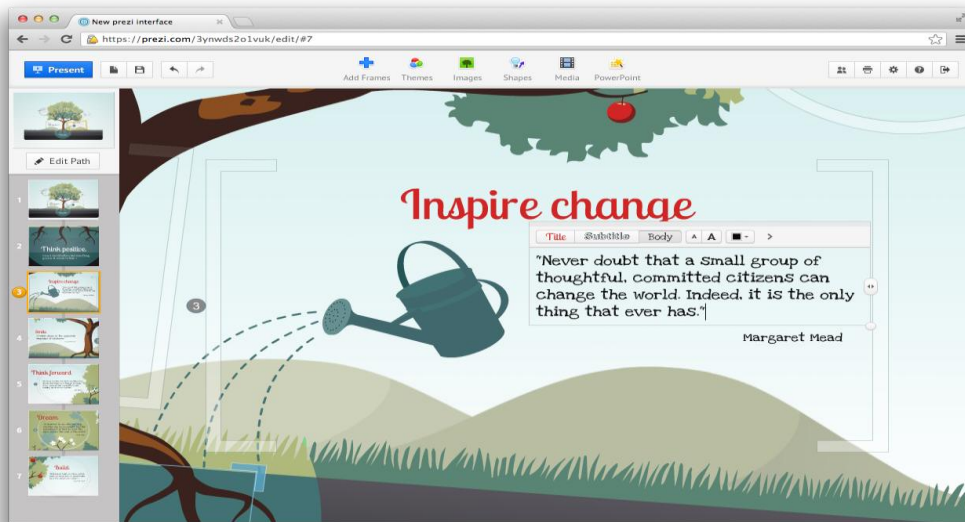
It can be downloaded for free. Refer to YouTube for more tutorials about how it works.

LO 5.3– Collaborate using online collaboration tools

- <mark>Online collaboration</mark>

Collaboration in itself is a very broad term which includes working together in various set ups. In today's technologically advanced age of internet users collaboration means an online communication setup that allows people working on the same project work together even if they are not at the same location.

Online collaboration can be defined as a technology that uses a collaboration software like ezTalks Cloud Meeting etc. to allow a group of people to work together to achieve the same goal. The members of collaborating group can use the collaboration software to coordinate, communicate, cooperate, share, negotiate and even compete with each other to solve problems.

Also it is the process of connecting users digitally to communicate in an online space. It is supplemented using a software system that lets team members chat using video, audio and text.

Online collaboration helps in organizing meetings, easy to manage projects, faster completion of project, cost saving…

Collaboration tools are a catchall term used for different type of software and online service that allows people to work together on common projects, regardless of their physical location.

Google calendar, is a time management and scheduling calendar service developed by Google

Google drive is a file storage and synchronization service.

Trello, it is an online tool to organize cards, lists, sharing files, or anything else that helps a team work together.

- <mark>Offline announcement</mark>

This is a public statement about a fact, occurrence or intention. This can be done by using invitation, poster layout.

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