

## Liverpool John Moores University

Title: MAJOR WRITING PROJECT  
Status: Definitive  
Code: **7004SW** (110940)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Screen School

Team	Leader
David Jackson	Y

**Academic Level:** FHEQ7  
**Credit Value:** 60.00  
**Total Delivered Hours:** 5.00  
**Total Learning Hours:** 600  
**Private Study:** 595

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Tutorial	5.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	2,000 word Self-reflective essay on the writing and development process.	20.0	
Essay	AS2	A revised one-page pitching document, a 1,500 word marketing strategy and a writer's CV.	20.0	
Essay	AS3	75/100-minute draft of a feature length screenplay (75-100 pages in length) This should be accompanied by development materials: a full treatment, character biographies and rough drafts)	60.0	

### Aims

1. *Inculcate skills of independent learning, creative practice and effective time management, in conjunction with creative techniques, to produce an original and complex draft of a full-length screenplay, written to professional standards.*
2. *To equip students to demonstrate self-direction, initiative and autonomous planning in the preparation of a feature length screenplay and a marketing strategy.*
3. *To further develop and practice the students' ability to present (and pitch) an abridged representation of a substantial body of material to a professional standard.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Apply self-direction, initiative and autonomous planning in the preparation of work.
- 2 Create and develop writing that is original, complex and engaging.
- 3 Apply self-evaluative skills.
- 4 Be able to recognise, communicate with and respond to a market demand.
- 5 Present work in a clear and marketable format.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Essay 2,000 word	1	2	3	4	5
1,500 word Marketing Strategy	1	2	3	4	5
Essay - 75-100 page screenplay	1	2	3	4	5

## **Outline Syllabus**

*This module is devoted to the production of the Major Writing Portfolio, the primary component of which is the 90-minute screenplay. Students will have pitched the screenplay component of their portfolio as part of the assessment of Semester 4 (MCASWM012 'The Writer and the Industry').*

*Though formal teaching is now complete, tutorial support will be available to students through the first four weeks of the module, when tutors will give feedback on work in progress. Students will also be encouraged to form their own writers' workshops.*

*Students will be required to present a revised selling document, self-reflective essay, marketing strategy and writer's CV at the end of the module.*

## **Learning Activities**

Individual tutorials

Independent writing and study  
(Pitching)

**References**

<b>Course Material</b>	Book
<b>Author</b>	McKee, R.
<b>Publishing Year</b>	1999
<b>Title</b>	Story
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Methuen
<b>ISBN</b>	0413715604

<b>Course Material</b>	Book
<b>Author</b>	Friedmann, J.
<b>Publishing Year</b>	2000
<b>Title</b>	How to Make Money Scriptwriting
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Snyder, B.
<b>Publishing Year</b>	2005
<b>Title</b>	Save the Cat!
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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**Notes**

This module equips students to undertake a major and complex piece of creative work in screenwriting, and to pitch and market the product of their labours.