



The Art of Storytelling: Screenwriting for the Culture

OVERVIEW

This micro-credential program was created for writers, aspiring writers, screenwriters, and aspiring screenwriters who are interested in learning how to craft compelling stories with dynamic characters, and bring them to life using the tools available to them, such as iMovie, Keynote, and other Apple products. This course is designed to help writers of all levels let loose those stories they've kept locked up for too long and develop them into culturally relevant works that get read.

The course will teach you the basics of screenwriting, such as how to construct a story and write compelling characters. You'll learn how to use conventional tools and techniques in the industry to bring your ideas to life on screen while also investigating the function of the creative process. Upon completion of the program you'll be able to develop scripts that are both culturally relevant and technologically advanced, giving you the confidence to pursue a career in screenwriting.

Lastly, in this course you will not only learn the art of screenwriting but also the technical aspects of using Apple products like iMovie and Keynote to develop and produce polished films that effectively demonstrate your narrative abilities.

The course culminates in the awarding of a "badge" in screenwriting that can lead to a "micro-credential" in Arts & Entertainment, which can be included in a CV or portfolio.

PROGRAM HIGHLIGHTS

Services Offered By Industry Coaches

- Earn while you learn! Our microcredential program compensates learners upon completion.
- Insights from renowned faculty and industry experts.
- Obtain a generalized knowledge of screenwriting.
- Activities and assignments in each module demonstrate your understanding of concepts.
- New information is connected to existing knowledge and real-world tasks.
- Exposure to related Apple technology, applications, and productivity tools

Services Offered By Industry Experts

- Personalized feedback, support, and network development
- Live weekly office hours with faculty and industry experts

WHO IS THE COURSE FOR?

Beginners

Those who have a story locked inside, burning to get out, but are unsure of where to begin and want to gain an understanding of the fundamental concepts of storytelling. Prior writing or storytelling experience is not required to learn the art of storytelling and engage with this technology.

Practitioners

Writers looking to extend their understanding of storytelling and writers looking to unlock and unblock “the creative” inside you and start putting words to the page. Writers who understand learning never stops and who are looking for tools to pull into the work they’re currently developing. Those who arrive with more in-depth knowledge of storytelling, will be able to refine their craft.

Advanced Practitioners

Those arriving to the modules with an already deeper understanding of compelling storytelling will gain a new appreciation for their old craft, and find more ways to reach within to pull stories out. This will also pull those advanced writers who’ve walked away from the page for a while back into the habit of crafting engaging stories, building dynamic characters, and sharing themselves with the world.

WHAT WILL YOU LEARN?

In this course, students will not only learn to craft incredibly dynamic stories and characters, but will also participate in activities that aid in their well-being as a creative, which is important when part of the mission is to get unblocked and remain unblocked.

- Techniques and exercises to assist in gaining self confidence.
- How to connect with your creative side and become aware of potential barriers.
- Ideas and inspiration and how they can come from anywhere.
- How to connect with the audience through your writing.
- How to network and where to apply for opportunities in the industry.

PROGRAM EXPECTATIONS

Learners completing courses in the microcredential program are expected to:

- Complete the learning activities in the given timeframe.
- Dedicate the time necessary to complete learning activities and assignments in each module.
- Engage with material, other learners, and course facilitator(s).

PROGRAM SCHEDULE

MODULE 1: Craft a compelling story (Story that gets read)

The “Craft a Compelling Story” module is intended for aspiring screenwriters who want to learn fundamental skills to create stories that capture not only the audience’s attention, but the attention of industry professionals’ as well. This module will cover ways to unlock creativity, give tips and tools for character development, help to establish your story’s inciting incident, and strengthen your story’s key elements. By the end of the module, participants will have the skills and knowledge necessary to begin the art of compelling storytelling.

MODULE 2: How to get your foot in any door...

This module is tailored for aspiring screenwriters who want to learn the foundational skills necessary to enter the competitive world of screenwriting. Building off of the first module: “Craft a Compelling Story (Story that Gets Read),” in this module you will get the tools to network effectively within the industry and gain tips on building a creative community. By the end of the module, you will be navigating the creative writing and screenwriting industry, challenging yourself to network like a pro, and moving you closer to your goals as a successful screenwriter.

MODULE 3: Broaden your horizons through professional development

The “Broaden Horizons in Screenwriting: Continual Professional Development and Learning” module is designed for screenwriters who want to expand their knowledge of opportunities in the industry and use that knowledge to aid in their advancement. This module covers fellowships, workshops, and creative communities, highlighting the importance of professional development as well as self care practices.

MODULE 4: Continued learning, self-care, and persistence

This module is designed to assist the writers striving for growth and development to keep up with the ever-changing landscape of the industry. Here, we will discuss

the importance of persistence, and perseverance, and drive home the importance of self-care and how it can benefit you as a screenwriter. By expanding your knowledge and skills, you'll not only become a better writer, but you'll also position yourself for success in the industry.

LEARNING ACTIVITIES

Participants will take an active, committed approach to engaging in learning activities that will expand concepts and help develop dynamic and creative, culturally-informed stories. Are you interested in writing for films, TV, novels, and or stage plays? The beauty in the art of storytelling is how well these tools work for each person's passion.

Learning Enrichments

- Personal reflection
- Practice activities
- Hands-on projects
- Collaboration opportunities and networking

LEARNING METHODS

- Challenge-based learning activities
- Industry experts and credentialed guest speakers provide a rich learning environment.
- Instructional methods that support diverse learners
- Activities and assessments that tap into learners' prior knowledge and experience and encourage active learning
- Authentic assessments that include challenge-based learning, scenarios, and hands-on practice activities
- Encouraging learner motivation through use-cases, projects, and challenge-based learning
- Scaffolding and chunking of information to support the learning of all students
- Transparency of course expectations and competencies promoted so learners know what they will be learning and exactly what to do to learn the content
- Encouraging social learning through a learning community
- Continuous engagement and feedback

PROGRAM FACULTY

DARNELL LAMONT WALKER is an Emmy-Nominated children's television writer who understands the power of representation, creating content in hopes that all children get the opportunity to not only see themselves, but see how incredible they are and can be. Following his big break in the Sesame Street Writer's Room Fellowship, Darnell has written for a multitude of outstanding shows, including PBS Kids' Work It Out Wombats!, Netflix's Karma's World, and Nickelodeon's Blue's Clues & You.



Currently living between the Chattahoochee National Forest of Georgia and Johannesburg, South Africa, Darnell, a Charlottesville, Virginia native, also produces social justice documentaries, using them as bridges to help others get from where they are to healing and joy. Seeking Asylum, Darnell's first film, explores safe spaces around the world for Black Americans seeking to escape American injustice. His second film, Outside the House, explores Black mental health and healing. Lastly, Set Yourself on Fire provided a safe space where global survivors of sexual assault shared their journeys and struggles toward healing and happiness. Darnell's goal with his art is to continue to support children, adults, and whole communities around the world through the building of safe and happy spaces.

Program Developers

CARL S. MOORE, PHD (CONSULTANT) is a teacher, learning scientist, curriculum developer and instructional designer. He also serves as the Vice President of Teaching and Learning at Howard Community College.



REQUIREMENTS: WEB-ENABLED COMPUTER, CURRENT INTERNET BROWSER