CAPILANO UNIVERSITY

COURSE OUTLINE	
TERM: Summer 2026	**COURSE NO:** FILM 358
INSTRUCTOR:	**COURSE TITLE:** Writing for Children's Media
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):** **CREDITS:** 3.0
OFFICE HOURS:	
COURSE WEBSITE:	

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Sḵwx̱wú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səlilwətaɬ (Tsleil-Waututh), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

COURSE FORMAT
Three hours of in-person or online class time, plus an additional hour delivered through online or other activities for a 15-week semester.

COURSE PREREQUISITES/CO-REQUISITES
MOPA 206 or ENG 297

CALENDAR DESCRIPTION
This course examines the unique art of developing and writing screen products for children's film, television, and animation. Through a series of workshops, presentations, and screenings, students will gain insight into what makes successful children's programming and an understanding of the current youth screen landscape. Over the course of this class, students will develop a project for the children's market.

COURSE NOTE
FILM 358 is an approved Culture and Creative Expression course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES
Resource material provided by instructor. Assignment outlines and readings on eLearn.

COURSE STUDENT LEARNING OUTCOMES
On successful completion of this course, students will be able to do the following:
- Demonstrate strong story craft, character, and thematic development;
- Identify and apply fundamental principles of screenwriting to craft content that is developmentally, culturally, and commercially appropriate for the young viewer;

- Critically analyse and evaluate the social, political and ethical debates and trends that shape storytelling for children and youth;
- Explain and navigate the pathways for pitching and selling content for children's markets;
- Professionally give and receive critique on written work in a collaborative environment, reflecting industry-standard writers room practices across genres and formats;
- Incorporate constructive creative feedback into revisions, demonstrating the adaptability and resilience essential to sustaining a professional career crafting film, animation, and television stories for young audiences;
- Design and integrate visual storytelling elements that effectively engage child audiences across storytelling platforms;
- Develop and write an original script for the children's TV or animation market.

Students who complete this Culture and Creative Expression course will be able to do the following:
- Engage in creative processes including conception, investigation, execution, and ongoing critical analysis;
- Identify, analyze, and critique the elements of a form of expression using its specific vocabulary;
- Examine the intersection of linguistic and cultural forms by expressing in a language other than English;
- Explain the significant of diverse forms of human creative expression, specifically including Indigenous forms;
- Assess the interaction among cultural frameworks, people, and the natural environment;
- Explain or demonstrate the connection between various events, ideas, traditions, and belief systems and the modes in which they are artistically or culturally expressed;
- Interpret diverse forms of creative expression from different perspectives (e.g., artistic, historical, Indigenous, literary, scientific, philosophical).

COURSE CONTENT

Week	Topics
1	**Introduction: Welcome to the Writers Room**
2	**Defining the viewing audience & genre.**
3	**Back to the basics: Dramatic structure**
4	**The art of giving, getting, and taking critique and criticism** – part 1
5	**Writing educational programming for children**
6	**Indigenous storytelling techniques**
7	**Screenwriting stories "with" versus "for" children**
8	**The art of giving, getting, and taking critique and criticism** – part 2
9	**Adaptations**
10	**Screenwriting animated stories for children**
11	**Writing kids comedy**
12	**Selling your story/script**

13	Writers room regroup
14	Review Period
15	Review Period

EVALUATION PROFILE

Fourth Hour Assignments	0 - 25%
Assignment #1 – The Pitch & Logline	15% - 25%
Assignment #2 – Synopsis	20% - 30%
Assignment #3 – Treatment	20% - 35%
Attendance	5 - 10%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades
Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Assignments are due at the beginning of the class and on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor. Accommodations can be made to honour community needs and traditional practices.

Attendance
Students are expected to attend all classes and associated activities.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices
Students may use electronic devices during class for note taking only.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: https://www.capilanou.ca/student-services/

Capilano University Security: download the CapU Safe Alert App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)
Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: https://www.capilanou.ca/about-capu/governance/policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct
All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

> Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence Policy and B.401.1 Sexual Violence Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

Generative AI
The use of AI tools, including ChatGPT and other similar tools, are permitted for formative work such as gathering information or brainstorming but may not be used on any assessed work or final submission.

Student Rights and Responsibilities, Academic Integrity Policy, Student Code of Conduct Policy, Discrimination/Bullying/Harassment Policy: [Student Code of Conduct - Capilano University](#)