



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Script Research Methods For Screenwriting And Production Training

Communication Studies and Language / Communication Studies

Unit Standard 117964 · NQF Level 6 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips screenwriters and production professionals with systematic research methods to develop authentic, credible scripts. Learners will gain skills to gather, evaluate, and apply diverse sources—from archival materials to interviews—ensuring factual accuracy and narrative depth in their screenwriting projects.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	117964
Accreditation	SAQA Accredited · NQF Level 6 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply a structured research methodology to identify and gather relevant primary and secondary sources for a screenwriting project.
- Analyze and evaluate the credibility, relevance, and ethical implications of various research sources.
- Design a research plan that aligns with the narrative, character, and setting requirements of a specific script.
- Demonstrate the ability to integrate researched material seamlessly into a script while maintaining dramatic integrity.
- Implement techniques to document and store research data for easy retrieval during production.
- Evaluate the impact of research on script authenticity and audience engagement.

WHO SHOULD ATTEND

- Aspiring and practicing screenwriters, script editors, and production researchers seeking to enhance their research competencies for film, television, or digital media projects.

COURSE OUTLINE

Day 1: Introduction to Script Research Methods

- Overview of script research methods.
- The role of research in storytelling authenticity.
- Primary vs. secondary vs. tertiary sources.
- Ethical research practices and copyright basics.
- The research question and scope definition.
- Introduction to research planning and timelines.

Day 2: Archival and Library Research Techniques

- Types of archives: national, local, special collections.
- Library research: OPACs, subject headings, reference works.
- Digital archives and online repositories.
- Evaluating source authenticity and bias.
- Note-taking and citation methods (APA, MLA, Chicago).
- Practical exercise: researching a historical event.

Day 3: Interview and Oral History Methods

- Types of interviews: structured, semi-structured, unstructured.
- Question design: open-ended, probing, follow-up.
- Ethical considerations: informed consent, confidentiality.
- Recording equipment and transcription tools.
- Analysing oral history for character and plot development.
- Role-play: conducting a practice interview.

Day 4: Field Research and Observation

- Site visits and location scouting.
- Participant observation vs. non-participant observation.
- Field note strategies: descriptive, reflective, analytical.
- Photography and videography for research.
- Ethical considerations in public spaces.
- Case study: observing a community for a documentary script.

Day 5: Digital and Online Research Methods

- Advanced search operators and Boolean logic.
- Academic databases: JSTOR, ProQuest, Google Scholar.
- Evaluating websites: authority, accuracy, currency.
- Social media mining for trends and vernacular.
- Reference management tools: Zotero, Mendeley.
- Digital note-taking and cloud storage.

Day 6: Research for Genre and Audience

- Genre analysis: tropes, archetypes, audience appeal.
- Market research: box office reports, audience demographics.
- Psychographics and target audience profiling.
- Case studies: successful genre films and their research.
- Balancing originality with genre expectations.

- Practical: genre research for a short film script.

Day 7: Legal and Ethical Research Considerations

- Copyright law for source materials.
- Fair use and transformative works.
- Life rights and option agreements.
- Defamation and privacy risks in scriptwriting.
- Ethical portrayal of real people and cultures.
- Consultation with legal professionals.

Day 8: Synthesis and Application of Research

- Research documentation: logs, summaries, bibliographies.
- Building a research bible for production.
- Translating research into character backstory and dialogue.
- Visual research: mood boards, reference images.
- Collaboration with directors and designers.
- Group exercise: presenting research for a pilot episode.

Day 9: Capstone Project and Industry Integration

- Capstone: research proposal for a feature film script.
- Peer review and feedback sessions.
- Creating a research timeline for production.
- Resources for continuous learning: workshops, associations.
- Career pathways: script researcher, story consultant.
- Course wrap-up and certification.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **12 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 36,600.00	R 36,600.00
1	In-House	R 47,600.00	R 47,600.00
1	On-Campus (Pretoria)	R 55,000.00	R 55,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	13 Aug 2026	On-Campus	Johannesburg, South Africa
04 Aug 2026	14 Aug 2026	On-Campus	Mauritius
05 Aug 2026	17 Aug 2026	On-Campus	Cape Town, South Africa
06 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
07 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
07 Aug 2026	19 Aug 2026	On-Campus	Lagos, Nigeria
10 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	20 Aug 2026	On-Campus	Mauritius

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117964) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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