



Accredited Africa Training Institute for Capacity Development

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

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COURSE BROCHURE

Scriptwriting for Audio and Visual Media

Communication Studies and Language / Media Studies

Unit Standard 243971 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to write effective scripts for audio and/or visual media, including radio, television, film, and digital platforms. Participants will learn to structure narratives, develop characters, and produce scripts that meet industry standards and audience expectations.

Category	Communication Studies and Language
Subfield	Media Studies
Unit Standard	243971
Accreditation	SAQA Accredited · NQF Level 5 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply scriptwriting principles to develop concepts for audio and/or visual media.
- Design well-structured scripts with appropriate narrative elements and formatting.
- Analyze target audiences and media requirements to tailor scripts effectively.
- Evaluate scripts for coherence, dialogue, and technical specifications.
- Demonstrate ability to revise and finalize scripts based on feedback.
- Implement industry-standard script formats and terminology.

WHO SHOULD ATTEND

- Aspiring scriptwriters, content creators, media professionals, and anyone involved in producing audio or visual content who needs to develop or refine their scriptwriting abilities.

COURSE OUTLINE

Day 1: Introduction to Scriptwriting for Audio and Visual Media

- Overview of audio and visual media industries.
- Types of scripts: radio, TV, film, corporate video, podcasts.
- Key elements of a script: dialogue, action, description, formatting.
- The scriptwriting workflow: idea, outline, draft, revision.
- Introduction to scriptwriting software and tools.
- Ethical considerations and copyright basics.

Day 2: Story Structure and Narrative Techniques

- Three-act structure and other narrative models.
- Character development: archetypes, backstory, motivation.
- Writing natural and purposeful dialogue.
- Subtext and exposition.
- Scene planning and sequencing.
- Case studies of successful scripts.

Day 3: Formatting and Industry Standards

- Standard script format: Courier 12pt, margins, sluglines, action, character cues.
- Audio script format: dual-column (audio/video) for radio and podcasts.
- Visual script format: screenplay format for TV and film.
- Using Final Draft, Celtx, or free alternatives.
- Common formatting errors and how to avoid them.
- Industry expectations for submission.

Day 4: Writing for Radio and Podcasts

- Characteristics of radio and podcast audiences.
- Writing for the ear: clarity, rhythm, and repetition.
- Incorporating sound effects, ambience, and music.
- Scripting interviews and panel discussions.
- Timing and pacing for audio segments.
- Reviewing and critiquing audio scripts.

Day 5: Writing for Television and Film

- Visual storytelling: show, don't tell.
- Camera directions: shot types, angles, movement.
- Scene description: setting, props, character actions.
- Writing for different genres: drama, comedy, documentary.
- The role of the script in pre-production.
- Reading and analysing film scripts.

Day 6: Writing for Corporate and Educational Videos

- Understanding client briefs and objectives.
- Writing for diverse audiences: employees, customers, learners.
- Script structures for explainer videos, testimonials, tutorials.
- Integrating graphics, animation, and B-roll.
- Voiceover scripting and on-camera talent.

- Reviewing corporate script samples.

Day 7: Writing for Advertising and Social Media

- Advertising script formats: :15, :30, :60 seconds.
- Writing for social media: short, engaging, mobile-first.
- Crafting hooks and emotional appeals.
- Brand voice consistency across campaigns.
- Storyboarding for ads.
- Analysing effective ad scripts.

Day 8: Adaptation and Transmedia Writing

- Principles of adaptation: condensing, expanding, translating.
- Transmedia writing: creating cohesive narratives across media.
- Case studies: book to film, podcast to TV.
- Rights clearance and permissions.
- Collaborative writing for franchises.
- Exercises in adaptation.

Day 9: Rewriting, Editing, and Feedback

- The rewriting process: macro to micro edits.
- Self-editing checklist: structure, character, dialogue, formatting.
- Peer review and feedback sessions.
- Working with script editors and producers.
- Version control and documentation.
- Handling rejection and iterative improvement.

Day 10: Pitching and Presenting Scripts

- Elements of a successful pitch: logline, synopsis, target audience.
- Writing treatments and one-pagers.
- Presentation skills for pitching.
- Understanding production company needs.
- Pitching to broadcasters, studios, and clients.
- Mock pitch sessions with feedback.

Day 11: Legal and Business Aspects of Scriptwriting

- Copyright law and registration (SAMRO, DALRO).
- Option agreements, work-for-hire, and ownership.
- Writers' guilds and unions (SAWG, WGA).
- Negotiating contracts and fees.
- Invoicing, taxes, and business basics.
- Building a portfolio and online presence.

Day 12: Portfolio Development and Industry Integration

- Portfolio components: spec scripts, produced work, treatments.
- Final project: write and polish a complete script.
- Peer review and instructor critique.
- Career paths: staff writer, freelance, content creator.
- Job search strategies and networking.
- 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 **15 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 43,000.00	R 43,000.00
1	In-House	R 56,000.00	R 56,000.00
1	On-Campus (Pretoria)	R 64,600.00	R 64,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
04 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
04 Aug 2026	19 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	20 Aug 2026	On-Campus	Johannesburg, South Africa
06 Aug 2026	21 Aug 2026	On-Campus	Mauritius
07 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	27 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 243971) 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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