

**Writing.1:** Writing Your Story: From Ideation to Creation & Development | The 2025 Catherine S. Penner Seminar in Writing

**Faculty:** Juanie Fowlkes, Visiting Assistant Professor of Screenwriting and Writer/Producer

**Week One:** July 6 – 12, 2025

**Schedule:** Monday - Friday, 9-12 and 1:30-3:30, except Wednesday afternoon.

**Location:** On campus, classroom

## **Welcome to Story Ideation, Creation, and Development!**

Hello everyone!

I am super excited to be working with you all this semester. My name is Professor Juanie Fowlkes but you're welcome to call me Professor J, Professor Juanie, or Professor Fowlkes. This is my first summer teaching in the CAU program here at Cornell and we're going to have a lot of fun.

If you've never taken a film or television course, no worries! You're going to have a wonderful time, and you will get the hang of the skills. You will not write a screenplay or a teleplay in the class but rather develop your structure skills, learn how to draw inspiration from current events, and even dabble a little in how IP comes to life. By the end of this course, you will learn how to create a viable idea, how to deliver a strong pitch, and how to give proper notes/feedback for stories. You will leave the class with several original characters, a couple of one pagers, and one or two crafted worlds.

There's an extra credit opportunity every single class. You can gain points by telling me a news story from Deadline, The Hollywood Reporter, or Variety. You should have a few prepared in case someone says yours before I can call on you. I also wouldn't wait until the morning of and instead I would check periodically throughout the week. Setting your notifications on Twitter or Instagram can be helpful. You should know who wrote it and be able to summarize the article.

Ahead of the class starting it will be helpful to revisit the pilot episodes of some of your favorite shows and to revisit some of your favorite movies as well. Pay attention to the main character, how they change from beginning to end, and what their desires and fears might be. Think about the obstacles they encounter and what the stakes of the story are. This will be useful to you when you begin thinking about what stories you may want to create in your week with me.

This class is not homework intensive but participation and full collaboration in the process counts for everything.

I am looking forward to meeting all of you. See you all this coming July!