

DEREE COLLEGE SYLLABUS FOR: CN 3160 DIGITAL STORYTELLING

US CREDITS: 3/0/3

UK LEVEL L5

UK CREDITS: 15

(Updated Fall 2023)

PREREQUISITES:	CN 2005 Introduction to Digital Video									
CATALOG DESCRIPTION:	Development of production storytelling techniques. Treatment of ideas. Storytelling in the digital age.									
RATIONALE:	A hands-on-course that develops skills fundamental to addressing an audience with moving images and sounds. Students learn how to synthesize words, images and sound to create and produce stories for the digital landscape that address different audiences. The emphasis is on writing, producing and other creative skills appropriate for digital platforms.									
LEARNING OUTCOMES:	<p>As a result of taking this course, the student should be able to:</p> <ol style="list-style-type: none"> 1. Create audiovisual work that demonstrates knowledge of the principles of digital storytelling 2. Apply writing techniques to communicate with an audience through sound and images 3. Apply shooting and editing techniques 									
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> • Class lectures, interactive learning, and video presentations. • Exercises are assigned to be worked on in-class or in-studio and as homework, which are then reviewed in class. • Office hours: students are encouraged to make full use of instructor’s office hours to ask questions, go over their exams and papers, or go over lecture material. • Use of a Blackboard site where video tutorials, notes, assignment instructions, announcements, and other materials related to the course are posted. 									
ASSESSMENT:	<p>Summative:</p> <table border="1" style="width: 100%;"> <tr> <td>Assignments in preparation for video work (eg, scripts, pitches, storyboards)</td> <td style="text-align: center;">40</td> </tr> <tr> <td>Portfolio of video work (3’-5’)</td> <td style="text-align: center;">60</td> </tr> </table> <p>Formative:</p> <table border="1" style="width: 100%;"> <tr> <td>Hands-on exercises: camera and editing</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Writing exercises</td> <td style="text-align: center;">0</td> </tr> </table>		Assignments in preparation for video work (eg, scripts, pitches, storyboards)	40	Portfolio of video work (3’-5’)	60	Hands-on exercises: camera and editing	0	Writing exercises	0
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Hands-on exercises: camera and editing	0									
Writing exercises	0									

	<p>The first assessment tests Learning Outcome 2 The second assessment tests Learning Outcomes 1 and 3</p> <p>Students are required to resit failed assessments in this module.</p>
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Kindem, G., & Musburger, R., (2012). Introduction to Media Production (4th ed). Taylor and Francis. Zettl, H. (2016). Sight, Sound, Motion. Cengage Learning EMEA. Lambert, J., & Hessler, B. (2018). Digital Storytelling (5th ed). Taylor and Francis.</p> <p>RECOMMENDED READING:</p> <p>Bruce, Block, 2007, The Visual Story, Focal Press Klanten, Robert, Ehman, Sven, 2011, Visual Storytelling: Inspiring a new visual language, Gelstanten Lambert, Joe. 2018. Digital Storytelling: Capturing Lives, Creating Community. Routledge. Lancaster, Kurt, 2019, Basic Cinematography: A Creative Guide to Visual Storytelling, CRC Press Miller, Carolyn Handler. 2014. Digital Storytelling: A Creator's Guide to Interactive Entertainment. Routledge. Rabiger, Michael, 2008, Directing: Film Techniques and Aesthetics, 4th edition, Focal Press: US and UK Sandler, Morgan, 2018, Visual Storytelling: How to speak to an audience without using a word, Michael Weise Zettl, Herbert. Applied Media Aesthetics, Wadsworth,</p>
INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i>	<p>REQUIRED MATERIAL:</p> <p>RECOMMENDED MATERIAL:</p>
COMMUNICATION REQUIREMENTS:	
SOFTWARE REQUIREMENTS:	Adobe PremierePro Editing Software
WWW RESOURCES:	
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Storytelling, old and new 2. Transmedia Storytelling 3. Audience awareness

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| | <ol style="list-style-type: none">4. Treatment and Interpretation5. Ideas and point of view6. Story and narrative structure for digital environments7. Mood and characterization8. Visual storytelling9. Camera and lighting techniques10. Sound capture and manipulation11. Editing techniques and strategies12. Symbolisms and significance |
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