

DEREE COLLEGE SYLLABUS FOR: CN 3160 Digital Storytelling				
<div>Instruction hours/lab hours/ US credits: 3/0/3</div> <div>UK LEVEL (appropriate only for validated courses): L5</div> <div>UK CREDITS: 15</div> <div>(Updated: Spring 2025)</div>				
PREREQUISITES:	CN 2005 Introduction to Digital Video			
CATALOG DESCRIPTION:	Development of audio-visual digital production storytelling techniques. Treatment of ideas. Storytelling in the digital age.			
RATIONALE:	Digital storytelling is a tool utilized for communication, marketing, advertising, journalism & entertainment by companies from a range of areas. This course helps students develop media production skills fundamental to addressing diverse audiences. Students learn how to synthesize, at a minimum, images, text, effects, animation, audio mixing and color grading to create and produce stories for the digital landscape.			
LEARNING OUTCOMES:	<div>As a result of taking this course, the student should be able to:</div> <div><div>1.</div><div>Create audio-visual work that demonstrates knowledge of the principles of digital storytelling</div></div> <div><div>2.</div><div>Apply writing techniques to communicate with an audience through sound and images</div></div> <div><div>3.</div><div>Demonstrate understanding of preparatory research for the production of audio-visual work.</div></div> <div><div>4.</div><div>Apply creative animation effects and editing techniques for non-fiction videos</div></div> <div><div>5.</div><div>Demonstrate understanding of audiovisual digital platforms, audiences and genres.</div></div>			
METHOD OF TEACHING AND LEARNING:	<div>In congruence with the teaching and learning strategy of the college, the following tools are used:</div> <div><div>•</div><div>Class lectures, interactive learning, and video case study presentations.</div></div> <div><div>•</div><div>In class Hands-on-training helps students to build a step by step comprehension of both the technical as well as the creative aspects of the software and production related skills.</div></div> <div><div>•</div><div>Exercises are assigned to be worked on in-class or in-studio and as homework, which are then reviewed in class.</div></div> <div><div>•</div><div>Office hours held by the instructor to provide further assistance to students.</div></div> <div><div>•</div><div>Use of library facilities for further study and preparation for the exams</div></div> <div><div>•</div><div>Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments.</div></div>			
ASSESSMENT:	<div>Summative:</div> <table><tr><td>First assessment - Portfolio of digital storytelling exercises and scripts/storyboards (~ 5min)</td><td>50</td></tr></table>		First assessment - Portfolio of digital storytelling exercises and scripts/storyboards (~ 5min)	50
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	<table border="1" data-bbox="643 147 1441 259"> <tr> <td>Final Assessment - Digital Storytelling Video (6-8min) and preparatory writing and visual research portfolio (~1300 -1500w)</td><td>50</td></tr> </table> <p>Formative:</p> <table border="1" data-bbox="643 331 1441 443"> <tr> <td>Hands-on exercises: camera and editing</td><td>0</td></tr> <tr> <td>Writing exercises</td><td>0</td></tr> <tr> <td>In – class project presentation</td><td>0</td></tr> </table> <p>The formative relevant formative assessment aims to prepare students for the summative assessments.</p> <p>The first assessment tests Learning Outcome 1, 2, and 4 The final assessment tests Learning Outcomes 1, 3, 4 and 5</p> <p>Students are required to resit failed assessments in this module.</p>	Final Assessment - Digital Storytelling Video (6-8min) and preparatory writing and visual research portfolio (~1300 -1500w)	50	Hands-on exercises: camera and editing	0	Writing exercises	0	In – class project presentation	0
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<p>INDICATIVE READING:</p>	<p>REQUIRED READING: 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: 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>								
<p>INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i></p>	<p>REQUIRED MATERIAL: Click or tap here to enter text.</p> <p>RECOMMENDED MATERIAL: Click or tap here to enter text.</p>								
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Blackboard and an active ACG email account. High standards of oral and written English for all assignments.</p>								
<p>SOFTWARE REQUIREMENTS:</p>	<p>MS Office and Blackboard CMS Adobe Premiere Pro Editing Software</p>								
<p>WWW RESOURCES:</p>									

INDICATIVE CONTENT:

1. Introduction to Digital Storytelling Genres
2. Audience awareness
3. Treatment and Interpretation
4. Ideas and point of view
5. Story and narrative structure for digital environments
6. Mood and characterization
7. Visual storytelling
8. Filming an interview
9. Camera and lighting techniques
10. Sound capture and manipulation
11. Editing techniques and strategies
12. Symbolisms and significance
13. AI in audiovisual post production