Module specification

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Module code	ARD483
Module title	Storytelling: Theory and Practice
Level	4
Credit value	20
Faculty	Arts, Science and Technology
HECoS Code	100060 – Graphic Arts
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Animation	Core
BA (Hons) Comics	Core
BA (Hons) Graphic Design	Core
BA (Hons) Illustration	Core

Pre-requisites

N/A.

Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	18 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work-based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

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Initial approval date	16/05/2022
With effect from date	September 2022

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Date and details of revision	
Version number	1

Module aims

This module aims to explore and apply the archetypes, structures, and conventions of storytelling within the design sector.

The module will also aim to:

- Develop the student's skills in the creation of original stories an idea generation.
- Identify opportunities to use narrative within artwork for advertising, animation comics and illustrations.
- Explore how digital technologies shape the experience, identity, and concept of storytelling.
- Ensure professional standards in the presentation of work.
- encourage critical self-evaluation of project outcomes.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate the methods and techniques used in the conception and development of a story.
2	Demonstrate the ability to adapt, refine and edit stories.
3	Design a prototype for an interactive story.
4	Produce a narrative driven project output.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Students will produce coursework that demonstrates their ability to identify, appreciate and apply storytelling methods and techniques to a project brief with evidence of planning skills through layout studies and critical reflections. Students will submit a PDF document that contains (but not limited to) the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.

- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4,	Coursework	100%

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategies that will be used for the delivery of this module are as follows:

- Lectures will allow students to identify, appreciate, and apply storytelling methods and techniques.
- Students will develop skills in narrative creation, manipulation, and organisation to use within a narrative driven project output.
- Assignments will enable students to produce and refine prototypes for stories used with a design discipline.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development and understanding of the student.

This module will also follow the **ALF (Active Learning Framework**) guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions that introduce students to the identification, appreciation, and application of designing for narrative driven project with an emphasis on planning, design, and development culminating in a final project. The syllabus will be broken down into the following sections:

- Idea generation and problem solving.
- Planning, layout, and structure.
- Development and refinement.
- Technical skill development.
- Critical reflection and evaluation.
- Coursework presentation skills.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Snyder, B. (2005), *Save The Cat! The only book on screenwriting you'll ever need, the last book on screenwriting you'll ever need*. Studio City, CA: Michael Wiese Productions.

Other indicative reading

Campbell, J., Cousineau, P. & Brown, S. L. (2014), *The Hero's Journey: Joseph Campbell on his life and work*. Novato, California: New World Library.

Trottier, D. (2014), *The Screenwriter's Bible: a complete guide to writing, formatting, and selling your script*. 6th rev. ed. Los Angeles: Silman-James Press.

Employability skills – the Glyndŵr Graduate

Each module and programme are designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication