

Short Title:	Storytelling & Narrative APPROVED
Full Title:	Storytelling & Narrative
Module Code:	DMED H1030
ECTS credits:	5
NFQ Level:	6
Module Delivered in	2 programme(s)
Module Contributor:	Ian Cudmore
Module Description:	The purpose of this module is to give students a foundation in the art and application of narrative storytelling. The module is designed to engage students with theoretical knowledge of of narrative & storytelling techniques combined with practical elements to provide an in-depth exploration of storytelling in the digital age. The module will highlight the various approaches and techniques as used in storytelling throughout traditional and digital media. Students will be equipped with the tools and vocabulary to develop their own multiform narrative and digital stories.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Describe the conventions and theory behind a variety of narrative structures. 2. Analyse and appraise a variety of storytelling techniques used within traditional and digital media. 3. Prepare and develop narrative storylines and scripts using industry standard tools and techniques 4. Explore and assess various creative approaches to developing and refining storylines and structures. 5. Produce and implement a digital story using timeline based software. 6. Discuss and defend the structure and techniques used in their work. 	

Module Content & Assessment

Indicative Content
Narrative Theory Examining story structures and associated vocabulary, and discussing various narrative techniques - including linear & non-linear approaches, genre elements & style - used in traditional and digital media.
Story and Character Design Discussing and implementing techniques for story and character design & development – including narrative & character arcs, plot conventions, script writing, storyboards, flow charts and structure diagrams.
Implementation Creating a fully formed digital narrative project, using audio and visual elements and timeline based software, and utilizing newly acquired storytelling techniques.
Audience Testing, Editing & Development Exploring the importance of audience and peer feedback, and utilising common tools for editing and refining and story structures and outcomes.
Case Studies & Analysis Analyzing and appraising different forms and styles of storytelling throughout film, tv & radio, as well as digital and interactive media. Group discussions and presentations as well as written analysis and exercises.

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Semester-long digital narrative project, spanning a number of phases, including character and story development, storyboarding and pitching, script writing & development, editing and exporting.	2,3,4,5,6	60.00	n/a
Case study	Analysis and criticism on a particular topic or theme related to narrative.	1,2,4	20.00	n/a
Lab work	Various group and individual exercises, including group discussions and analysis, story pitching exercises, narrative and development techniques.	1,2,3,4,6	20.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>
Reassessment Description Project based reassessment

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time

Frequency	Indicative Average Weekly Learner Workload
Every Week	30.00
Every Week	30.00
Every Week	40.00

Resources

Recommended Book Resources

Robert McKee 1998, *Story - Substance, Structure, Style and the Principles of Screenwriting*, Methuen London [ISBN: 9780413715609]

John Hart, *The Art of the Storyboard*, Amsterdam ; Elsevier/Focal Press, c2008. [ISBN: 0240809602]

Brian Boyd, *On the Origin of Stories*, Belknap Press of Harvard University Press [ISBN: 0674057112]

This module does not have any article/paper resources

Other Resources

Website: **TEDStorytelling**
<https://www.ted.com/topics/storytelling>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DDME8_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	2	Mandatory
BN_DDME8_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	2	Mandatory