

Course: DMED 501: Visual Storytelling (3 credits)

Term: Spring 2024 **Delivery Method:** In Person

Instructor: Dr. Rachel Ralph **Email:** rachel_ralph@thecdm.ca

Acknowledgement of Coast Salish Peoples and Land

We respectfully acknowledge the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), səliłwətał (Tsleil-Waututh) peoples on whose unceded traditional territories our campus resides.

Course Description

In this course, you will practice how to use imagery to tell compelling stories and narrate ideas. Using contemporary and historical frameworks, explorations of story structures and narrative storytelling techniques will lead you towards production of multi-platform digital artifacts. At the end of this course, you will be able to think critically about the ethical and moral considerations of global and inclusive visual storytelling.

Course Objectives

Upon completion of this course students will be able to:

- Recognize and demonstrate a variety of storytelling methods and structures.
- Describe and choose the appropriate fundamentals of visual storytelling and story structure.
- Demonstrate various media communication techniques, including but not limited to image, text, sound, and video.
- Concept, design, edit, and produce still images, storyboards, short videos, AI and self-created interactive stories.

Format of the course

Each class will consist of lectures, in-class activities, guest speakers, discussion, critique, field trip and workshop elements. It is expected that students will complete required materials prior to class. Classes will run **Fridays. Group A** 9:00am-12:00pm, **Group B** 1:00pm-4:00pm.

Please note that sometimes we will join together and have a longer class-see schedule below

Required Readings

Selected materials (readings, podcasts, films, YouTube, shows, etc.) will be posted into Canvas. Some cost may be associated with purchasing of course materials.

Caution: This course involves content in films, series, games, books, and other media that may include mature themes. Viewer discretion is advised, and students are encouraged to be mindful of individual sensitivities. Any concerns regarding specific content can be discussed confidentially with the instructor. Please approach the material with respect for diverse perspectives and engage in open dialogue during class discussions and use your own discretion or voluntary decision-making power to decide to watch. If needed, you can access <https://www.sfu.ca/students/health/graduate-students.html> for additional support.

Assignments (assignment details will be posted to canvas)

Assignment	Due Date	Weight
Viewing Reflections (individual)	Ongoing	15
Storyboard (pairs)	Week 4 (11:59pm)	15
Animatic (pairs)	Week 6 (11:59pm)	20
AI Story (group)	Week 7 (7:59am)	15
Interactive Story Prototype (group)	Week 10 (7:59am) / Week 11	35

Schedule

Week/Date	Topic	Assignments
Story Structure		
1 Jan 12	Introduction – Linear Storytelling	
2 Jan 19	Non-Linear Storytelling	
Still		
3 Jan 26	Scripts and Storyboards	
4 February 2	Photography and Graphic Novels NOTE: JOINT CLASS 9am-12pm	Storyboards (Due 11:59pm)
Methods and Style		
5 Feb 9	Visual Elements	
6 Feb 16	Visual Storytelling AI NOTE: JOINT CLASS 9am-3pm	Animatic (Due 11:59pm)
Feb 23	Reading Week (no class)	
7 March 1	Audio Design	AI Story (Due 7:59am)
8 March 8	Inclusive and Global NOTE: JOINT CLASS 9am-12pm	
Interactive Stories		
9 March 15	Interactive Storytelling and Story Critique	
10 March 22	Interactive Story Prototype Day NOTE: JOINT CLASS 9am-4pm	Interactive Story (Due 7:59am)
11 March 29	Good Friday No Class	Interactive Story Supplemental Materials (Due: March 28 11:59pm)

Attendance and Participation

Regular attendance is expected of students in all their classes (including participation, group work, tutorials, seminars, online, etc.). Students who are unavoidably absent due to illness or disability should notify their instructors of their situation. Students are expected to attend every class on the schedule and be fully present. While sickness is sometimes inevitable, understand that due to the experiential nature of the material, classes cannot be made up. Lateness also informs grading. Classes start punctually every week according to the schedule. If arriving later than half an hour into a class, a student may be marked as absent.

Due dates: Assignments granted an extension beyond the due date will have no extended comments; assignments handed in late without prior permission will be returned with possible deductions from the grade assigned. Assignments submitted after the assignment has been returned to the rest of the class will not normally be accepted.

<https://www.sfu.ca/students/enrolment-services/policies-and-procedures/academic-concessions.html>

Laptops & Cell Phones

The use of laptops and cell phones during class is at the discretion of the instructor. *Please respect your classmates and instructors and refrain from text messages, social media, games and videos during class and workshop times.* Please note you should always bring a pen and paper to class.

Grading Profile

A+	95-100	Exemplary expectations
A	90-94	Exceeding expectations
A-	85-89	Meet expectations
B+	80-84	Approaching expectations
B	75-79	
B-	70-74	Below expectations
C	60-69	Far below expectations
F	0 – 59	Fail (Students must retake the course).

A student in a master's or doctoral program must maintain a CGPA of 3.0. Under no circumstances will a student whose CGPA is below 3.0, be awarded a graduate degree.

<https://www.sfu.ca/students/advising-resources/calculators/gpa-calculator.html>

Written & Spoken English

English is the official language of the school, and all communication (written and spoken) is expected to be conducted in English. SFU and the MDM Program provide a wide range of free language support for those who need and it's up to each learner to seek that support.

Accommodations

The university accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably the first week of class, if you will require any accommodations on these grounds.

The Centre for Accessible Learning (CAL) will make every effort to assist students with disabilities so that they achieve their educational goals.

<https://www.sfu.ca/students/accessible-learning/establishing-accommodations/accommodation.html>

Academic Integrity: Your Work, Your Success

SFU's Academic Integrity website <http://www.sfu.ca/students/academicintegrity.html> is filled with information on what is meant by academic dishonesty, where you can find resources to help with your studies and the consequences of cheating.

Each student is responsible for their conduct as it affects the university community. Academic dishonesty, in whatever form, is ultimately destructive of the values of the university. Furthermore, it is unfair and discouraging to the majority of students who pursue their studies honestly. Scholarly integrity is required of all members of the university. <http://www.sfu.ca/policies/gazette/student/s10-01.html>

Inappropriate use of technology in coursework

If you are using any technology, including generative AI, to produce or edit content that will be part of your graded work in the course, you must be transparent about the tools that you use. Undeclared use of the tool/technology will be considered a violation of the academic integrity policy. Be aware that any tool used will require you to evaluate the output for accuracies and be responsible for making the appropriate corrections.

Graduate Studies Notes

Important dates and deadlines for graduate students are found here: http://www.sfu.ca/dean-gradstudies/current/important_dates/guidelines.html.

