

MCF-363 Introduction to Visual Storytelling (3 Credit Hours)

Course Objectives

1. This course prepares students to work in the field of screenwriting, with an added focus on films and drama. It will help students appreciate different aspects of a screenplay and how stories are produced for mass audience. Characters, conflicts, structure and dialogues will all be an important part of this course, along with production of audio and visual parts of the story. Throughout the course, the students will analyse key texts and films to understand the storytelling industry at a global level.

Learning Outcomes

2. By the end of this course, the students will be able to:
 - a. Write screenplays for film, TV and theatre
 - b. Produce films and dramas in various genres
 - c. Tell stories using static images, in form of photo essays and graphic novels
 - d. Analyse films and visual stories with a critical lens
 - e. Create work for different cultures in multiple mediums
 - f. Differentiate between storytelling formulas of international industries

3. Course content

- a. Key concepts in screenwriting
- b. History of visual storytelling
- c. Storytelling components:
 - (1) Characters
 - (2) Conflict
 - (3) Dialogue
 - (4) Plot
 - (5) Theme
 - (6) Structure
- d. Screen study and screenplay formatting
- e. Sound design
- f. Sets, design and locations
- g. Point of views and perspectives
- h. Photo essays and static images for storytelling
- i. Telling stories through comic books/graphic novels
- j. Difference between film, TV and theatre
- k. Telling stories in different genres
- l. Telling stories to different audiences
- m. Culture and stories: Audiences, impact, intercultural experience, influence and appropriation
- n. International cinemas: Hollywood, Bollywood and Pakistani. (Along with Korean, French and Persian)
- o. Analysis of famous storytelling works (written and film-based)

Reference Material

1. The instructor must select some films from various film industries around the world, which must be seen and analysed by the students during this course.
2. Arnold, Brian, and Brendan Eddy. Exploring Visual Storytelling. Clifton Park, NY: Thomson Delmar Learning, 2007. Print.
3. Bradshaw, P. and Rohumaa, L. (2011). The online journalism handbook. Harlow: Longman.
4. Amelia Jones Ed. (2003). The Feminism and Visual Culture Reader. London, Routledge
5. Klanten, Robert et al. Visual Storytelling. Berlin: Gestalten, 2011. Print.