

MCJ-456 Digital Storytelling (3 Credit hrs)

Pre-requisites:

Course Objectives

1. This course will introduce students to the theory and practice of one particular co-creative media production method known as Digital Storytelling. Students will learn about how participatory knowledge creation practices such as co-creative media production methods are used in a variety of contexts. It will provide students with skills in using computing technologies and applications for creative expression in the process of making a Digital Story. In doing so, students will get the chance to conceive and implement ideas/proposal for their own digital stories and will also be able to participate in another digital storytelling projects as a participant observer.

Learning Outcomes

2. After completion of course, students shall be able to:
- a. Create a Digital Story and participate in co-creative media practice
 - b. Apply knowledge of Digital Storytelling, co-creative media and participatory culture to the tasks of evaluating digital stories
 - c. Use ethnographic and action research approaches and methods to evaluate, inform and improve professional practice
 - d. Understand intellectual property rights in co-creative media productions.

3. Contents

- a. Digital Storytelling history and contexts;
- b. Approaches to Digital Storytelling;
- c. Linear and non-linear storytelling;
- d. Interactive and multimedia stories;
- e. Case studies in Digital Storytelling, co-creative media and participatory culture;
- f. Ethnographic and action research approaches;
- g. Writing a Digital Story;
- h. Recording a Digital Story;
- i. Image capture for a Digital Story;
- j. Using applications for making a Digital Story, for example Photoshop, Audacity, Adobe Premier Pro (or similar);

- k. Incorporating web-tools in a digital story; Vines, Instagram, Snapchat, Google Maps, Twitter, Facebook, infographics, SoundCloud, YouTube, etc.
- l. Transmedia storytelling; incorporating social media, films, sounds, theatre, real life locations to tell one story;
- m. Intellectual Property;
- n. Publishing Digital Stories;
- o. Ethics of Digital Storytelling;
- p. Strategies for managing creative work.

References

1. J. Hartley and K. McWilliam (eds) (2009) Story Circle. Digital Storytelling Around the World. Malden: Wiley-Blackwell.
2. Journalism Matters by Schaffer, McCutcheon, and Stofer (National Textbook Company)
3. Journalism Today by Ferguson, Patten, and Wilson (National Textbook Company)
4. Scholastic Journalism by English, Hach, and Rolnicki Lighting For Action: Professional
5. Techniques for Shooting Video and Film by John Hart (Amphoto) Bias: A CBS Insider
6. Robert W. Bly (2006) The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells; Holt Paperbacks.