eCAMPUS

VISUAL STORYTELLING ECF2C10

Distance Learning Study Program

VISUAL STORYTELLING (5 ECTS)

COURSE DESCRIPTION

In this course, students will explore visual storytelling techniques for the attainment of desired storytelling effects. It includes character development, using shot techniques, camera, lights, props and background elements, master plots and marketing planning, one and multi-panel cartoons, comics, storyboards, animations, and story-reels in social media.

OBJECTIVES

By the end of this course, you will be able to:

1. know state of the art in the visual storytelling
2. understand visual elements of stories
3. understand transformation and manipulation of graphical elements
4. able to create their own stories and be able to undertake creative work

LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

LECTURERS

TBA

LECTURE TOPICS*(tentative)

Class	Topics
1.	Introduction to visual storytelling
2.	Story telling techniques
3.	Story telling effects
4.	Character development
5.	Using the right shot techniques
6.	Important elements for story creation
7.	**Middle exam**
8.	Plotting and marketing planning
9.	Cartoons, comics, and animation in marketing
10.	Social media marketing
11.	Social media design
12.	Consumer behavior and manipulation
13.	Call to actions
14.	**Final exam**

WORKLOAD

VISUAL STORYTELLING ECF2C10
14 Sessions

					Sessions per semester												TOTAL hrs
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2		2	2	2	2	2	2	2			26
	Workshops											4						4
	Exam preparation							5								5		10
	Case Studies						4											4
	Self Study			2		2			2		2		2					10
	Preparation for class	2	2	2	2	2	2		2	2	2	2	2	2	2			26
	Follow-up for class	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		14
	Final essay paper														10			10
	Course evaluation															2		2
																		106
HRS OF EXAMS								2								2		4
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 2	2	2	2	2	2	2	2		2	2	2	2	2	2	2		28
	TOTAL WORKLOAD PER COURSE (HOURS)																	138
	TOTAL ECTS																	5