LSPR Communication & Business Institute

Subject Syllabus

Subject Code : BDM07

Subject Title : Creative Visual Storytelling

Subject Specification : For students in Broadcasting & Digital Media Communication Major

Subject Overview : The course is a study of learning the principles of visual storytelling by using creative acts. The purpose of this course is to give better understanding for students about the process and understand how visual storytelling is well delivered. This subject consists of three stages; audience analysis, storytelling fundamental and visual making. Students also develop their basic ability to learn, and develop their experimental creative way of visualizing both media (digital & analog).

Course Objectives :

1. Learn how to shape idea into a story
2. Understand to create a story brief and evolve story through prototyping and feedback
3. Increase ability to produce creative visual through the development of tone & style

Course Method : Discovery Learning, Contextual Learning, Self Directed Learning, Role - play an Simulation

Learning Outcome (Competence) :

Knowledge : 30%
Skill : 40%
Attitude : 30%

Course content :

Week	Topic
1	Introduction to Creative Visual Storytelling Class Rule and Regulations
2	Visual Storytelling Then & Now
3	Audience Analysis

4	Content Structure: Know how to create content to deliver an impactful message
5	Engage & Entertain Storytelling
6	IDEA Making
7	Review before Mid Examination
8	**Mid Term Examination**
9	Introduction to Color Study: Colors that speak to audience
10	Iconography, Image & Motion
11	The Power of Visual Storytelling: Platform
12	Creative Photography: Contextual Contrast
13	Visualizing Data
14	Visual Roadmap
15	Review before final exam
16	**Final Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Creative Visual Storytelling Class Rule and Regulations	• Acknowledging the meaning of visual storytelling to the process of making creative visual	Contextual Learning
2	Visual Storytelling Then & Now	• Acknowledging the history of visual storytelling	Contextual Learning, Self Directed

			Learning, Simulation
3	Audience Analysis	• Understand the target audience of visual storytelling	Contextual Learning, Self Directed Learning
4	Content Structure: Know how to create content to deliver an impactful message	• Acknowledging and understanding how to create impactful message	Contextual Learning, Self Directed Learning, Simulation
5	Engage & Entertain Storytelling	• Acknowledging the role of storyteller with engaging & entertaining way	Contextual Learning, Self Directed Learning, Simulation
6	IDEA Making	• Brainstorming the bright story	Role - play and simulation
7	Review before Mid Examination	• Review for Mid Test	
8	**Mid Term Test**		
9	Introduction to Color Study: Colors that speak to audience	• Acknowledging psychology of colors	Contextual Learning, Self Directed Learning, Simulation
10	Iconography, Image & Motion	• Acknowledging to produce original moving & still image	Contextual Learning, Self Directed Learning, Simulation
11	The Power of Visual Storytelling: Platform	• Understand different platform, different way to communicate	Contextual Learning, Self Directed Learning, Simulation
12	Creative Photography: Contextual Contrast	• Acknowledging how to produce contextual contrast photography	Contextual Learning, Self Directed Learning, Role - play and simulation
13	Visualizing Data	• Perform and acknowledging how to read and make visual from data	Contextual Learning, Self Directed Learning, Role - play and simulation
14	Visual Roadmap	• Final recap of making creative visual storytelling	Discovery Learning, Self Directed Learning, Role - play and simulation

15	Review before final exam	• Review for final test
16	**Final Examination**	

Midterm Exam Guideline : Individual Project (IDEA/Concept)
Final Exam Guideline : Individual works by creating narrative visuals.

References :

1. Satriani, I (2020) Storytelling And Digital Storytelling (Theory And Practice For Educators). Deepublish.
2. Walter, E & Gioglio J (2015).The Power of Visual Storytelling. BusinessNews Publishing.
3. Christin, M, Ariel & Dini (2021) Transmedia Storytelling. Syiah Kuala University Press.

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