



Unit Title	STORY 2
FHEQ Level	Level 5
Unit Code	EPP18205
Credit Value	30 Credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	70
Supervised access to resources	15	Preparation for Assessment	100
		Unsupervised Access to Resources	55
Total			300

Unit Description

This unit is focused on fiction storytelling with a strong emphasis on sound design. How does the use of sound effects, sync sound, and music contribute to the storytelling? What role does sound design play in suspense or action sequences? How is genre inflected in the cut?

Through the study of tv and film genres, seminal texts, practical exercises, personal and peer critique, you will advance your skills in visual and audio storytelling.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Storytelling, genre and structure.
- Cutting for motion and emotion
- Sound design and use of music
- Advanced editing techniques
- Addressing audiences
- Titles and end credits

Unit Aims

- Considered use of sound design in the telling of screen stories.
- Understand how genre informs the craft of editing
- Understand storytelling in relation to identified audiences.
- Engagement with a range of seminal theories and texts relating to telling stories in sound and pictures

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Project work
- Workshops
- Debate
- Online activity
- Group presentations and critiques
- Self-directed independent study

Unit Learning Outcomes

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

Assessment methods and tasks

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
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Project Work	100%
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Tasks are likely to include:

- Edited short films
- Group presentation

Indicative Assessment Criteria

Evidence of research leading to the generation of concepts that lead to project work (LO 2)

Quality of post production skills, and grasp of creative potential of provided materials to deliver a creative outcome. (LO 4)

Evidence of selection and application of effective storytelling methods that consider the audience and purpose of the work. (LO 5)

Essential Reading list

1. Avarese, J. (2017). *Post Sound Design: The Art and Craft of Audio Post Production for the Moving Image*. London, UK
2. Dancyger, K., 2010. *The Technique of Film and Video Editing: History, Theory, and Practice*, 5 edition. ed. Focal Press, Burlington, MA.
3. Farnell, A. (2010). *Designing Sound*. Cambridge, Mass: MIT Press.
4. McKee, R (2010), Robert. *Story: Substance, Structure, Style and the Principles of Screenwriting*. New York: Regan Books
5. Murch, W. (2001). *In The Blink Of An Eye: A Perspective on Film Editing*; Silman-James Press.
6. Ondaatje, M. (2004). *The Conversations: Walter Murch and the Art of Editing Film*. Reprint edition. New York, NY: Alfred A. Knopf.
7. Pearlman, K. (2009) *Cutting Rhythms, Shaping the Film Edit*. Focal Press
8. Vogler, C (2007) *The Writer's Journey: Mythic Structure for Writers*. Studio City, CA: Michael Wiese Production