Unit Title	Studio Practice 01: Visual Storytelling
FHEQ Level	4
Unit Code	ILC18104
Credit Value	**30 credits**
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	80
Supervised access to resources	0	Preparation for Assessment	10
		Unsupervised Access to Resources	120
Total			**300**

Unit Description

This is unit is designed to allow you to build upon knowledge and skills developed during the first two units of the course and examine how applied image making can be used to build a communication narrative. (Originate Principle) You will learn to manipulate text and image relationships to engineer and control audience perception and understanding. (Integrate Principle) Through workshops and structured activity you will examine established techniques and methodologies for visual storytelling. Building on this introduction you will explore and experiment with traditional panel based narratives, before subverting, disrupting and personalising these forms. We will experiment with animation and motion based communication, introducing relevant software platforms and developing techniques for planning and storyboarding. (Collaborate Principle) You will learn to evaluate and refine your ideas through experiments and tests– honing your creative thinking skills so that you can effectively propose solutions and visualise your ideas. (Advocate Principle) You will examine how to articulate a rationale for your image-making and explore how research, critical thinking and contextual knowledge can enhance the things you make.

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

- Introduction to techniques and methodologies for visual storytelling
- Testing experimentation and discussion.
- Workshops and exercises using relevant software.
- Workshops to explore traditional narrative storytelling structures
- Practical exercises to develop problem solving, ideas generation and visual analysis.
- Planning and storyboarding.
- Experiments with animation and motion design.
- Reflection and evaluation using a sketchbook.
- Use of relevant reference and observational drawing.

Unit Aims

- To examine established techniques and methodologies for visual storytelling
- To manipulate text and image relationships to engineer audience perception and understanding
- To examine established techniques and methodologies for visual storytelling
- To understand how applied image making can be used to build a communication narrative.
- To experiment with animation and motion based communication,
- To establish & develop skills in relevant software platforms.
- To understand the importance planning and storyboarding.

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

Workshops and structured studio sessions will support the examination of visual storytelling. Lectures, tutorials and seminars will enable the examination contextual knowledge and conceptual ideas, alongside key practical skills. Continual feedback will support your progress and development as you move into longer more involved tasks where directed activities will be synthesised into a series of more ambitious practical outcomes alongside research and development material. Formal formative feedback will be provided at the midpoint of the unit and at the end of the unit summative assessment of specified assessment evidence will take place via a formal submission.

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
A portfolio of practical outcomes which might include tests, experiments, research and development material.	100% (all work marked holistically)

Indicative Assessment Criteria

- Evidence of examination of established techniques and methodologies for visual storytelling L01
- Manipulation of text and image relationships to engineer audience perception and understanding L03
- Demonstrate an understanding of established techniques and methodologies for visual storytelling L01
- Demonstrate an understanding of how applied image making can be used to build a communication narrative. L01
- Experimentation with animation and motion based communication, demonstrating skills in relevant software platforms. L05. L04
- Evidence of planning and storyboarding and appropriate presentation of outcomes to the audience. L05

LO1,3,4,5

Essential Reading list

1. Bell, Roanne (2005) *Pictures and Words: New Comic Art and Narrative Illustration,* London: Laurence King
2. Brunetti, Ivan (2006) *An Anthology of Graphic Fiction, Cartoons & True Stories,* London: Yale University Press
3. Harris, Jack (2008) *Vector Graphics and Illustration: A Masterclass in Digital Image-making*, Mies: Rotovision
4. Hignite, Todd (2006) *Comic Art Annual no. 8,* Oakland: Buenaventura Press
5. Noble, Ian (2003) *Picture Perfect: Fusions of Illustration and Design,* Hove: Rotovision
6. Onedotzero (2004) *Motion Blur: Graphic Moving Imagemakers,* London: Laurence King

7. Sabin, Roger (1996) *Comics, Comix & Graphic Novels: A History of Comic Art,* London: Phaidon

*Other reading matter and reference points will be specified within the project briefs that make up this Unit