

Unit Title	Creative Storytelling
FHEQ Level	4
Unit Code	DFP18104
Credit Value	30
Unit Type	Mandatory Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	80	Independent Study	150
Supervised access to resources	10	Preparation for Assessment	20
		Unsupervised Access to Resources	40
Total			300

Unit Description

Story is the keystone of film production, and this unit provides you with an introduction to both significant theoretical concepts of story, and the practical skills of developing story, through the tools of your chosen Pathway.

You will be introduced to historical perspectives, human psychology, myth, culture, story types, style, themes and plotting, iconography, and semiotics, offering a real sense of how story becomes the spine of a film, holding everything together, enabling creative constructional elements to function seamlessly and their workings become invisible to the audience.

You will be encouraged to explore 21st century storytelling techniques and the possibilities offered by emerging digital film techniques to develop a range of Pathway specific skillsets to engage with new and emerging structures for telling stories through film.

Study in this unit will be taken from overview to the particularity of the Pathways, enabling you to apply your learning and understanding of storytelling through the lens of your own discipline.

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

This unit is comprised of three areas:

- **Historical:** Plato's Cave; Aristotle's Poetics; myth and dramatic structure; early visual storytelling, film art
- **Storytelling tools:** Basic means of structuring story; beginnings, middles, and ends; story arcs; technical tools; expression through design; symbolism; narrative space; mise-en-scene; diegesis.
- **Cultural:** Stories for time and place; psychological perspectives; audience; story and meaning; technological impact

Unit Aims

- Cultivate a broad knowledge and understanding of storytelling theories, structures, tools, and techniques
- Integrate storytelling into both the craft and the intellectual processes of student disciplines, developing a mindset that puts enabling story at the heart of activity.
- Enable cross-pathway collaboration, each lending specific skillsets to the creation of a story, enhancing its polysemic nature.
- Originate practical applications of storytelling, that highlight the perspective of particular Pathways

Unit Learning Outcomes

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

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

Cohort Lectures
Pathway Seminars
Fortnightly Pathway Storytelling / Theory Student Presentations
Case Studies
VLE Materials
Supervised Access to Resources
Independent Study
Self-directed research
Presentation of work in progress
Collaborative group work

Assessment methods and tasks

Formative Assessment will be offered on a group basis within an inter-Pathway group setting, and will focus on individual role development.

Summative Assessment will take the form of an individual Vlog, demonstrating the research and contribution to storytelling in the production of a film or films (by negotiation) within a defined role, using research materials generated, and excerpts from the film production(s) as evidence.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Vlog of research and contribution	100%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

Through the Vlog of Research and Contribution you will be assessed individually on:

- Level of ability to research and plan a contribution to storytelling within a film (or films) (LO2)
- Strength of application of learning to the development of storytelling (LO4)
- Degree of effectiveness in creating a Vlog that evidences both research and contribution to the creation of a film story (or stories) (LO5)

Essential Reading list

1. Booker, C. (2005) *The Seven Basic Plots: Why We Tell Stories*. London: Continuum.
2. Gulino, P. (2018) *The Science of Screenwriting: The Neuroscience Behind Storytelling Strategies*. London: Bloomsbury.
3. Keast, G. (2014) *Shot Psychology: The Filmmaker's Guide for Enhancing Emotion and Meaning*. Kahala, Hawaii: Kahala Press.
4. Jacey, H. (2017) *The Woman in the Story: Writing Memorable Female Characters in Trouble, in Love, and in Power*. Studio City, CA: Michael Wiese.

USA

5. Yorke, J. (2013) *Into The Woods*. London: Penguin.