



Unit Title	Story Telling and 360 Visualisation (blended)
FHEQ Level	Level 5
Unit Code	CRC20204
Credit Value	30
Unit Type	Subject

Learning Hours (blended)			
Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent study	180
Supervised access to Ravensbourne resources	30	Preparation for assessment	30
Total		300	

Unit Description

The creative or interactive digital media sector has emerged out of the convergence of a range of creative and technical practices. Art and computing are converging rapidly and with the development of digital performances, digital museums, digital paintings and many other forms of digital art, digital storytelling is taking its shape with a rapid pace.

Because of social media and digital content consumption, modern markets interact with brands in a multi-way conversation. The dynamics of storytelling have changed dramatically and everyone is able to create and share content or stories in their own way.

The purpose of this unit is to introduce learners to a wide range of Creative and Digital Media genres, to develop an understanding of Storytelling and allow them to articulate their storytelling skills by implementing emerging storytelling techniques.

The unit will examine a range of stories and examine the ways in which these can be interpreted and creatively improvised. Learners will work both individually and in groups to explore stories.

This unit will also introduce you to the fundamental concepts of object-oriented programming, using code as a method for self-expression such as animation, 2d or 3D graphics, video processing and images.

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

Story Telling:

- Importance of storytelling in the Creative Industries.
- Creating a digital environment.
- Structuring and pacing delivery to suit the audience.
- Establishing the plot/conflict issue.
- Engaging the audience.
- Using dialogue and role play.
- Combining the story with digital tools
- Evaluating traditional and emerging storytelling techniques.
- Storytelling and Creative Industries.
- Conducting research into selection of Creative and Digital stories, platforms and their related audiences.
- 360 capture techniques
 - 360 stills and video
 - 360 capture devices
 - Multi-camera 360 capture
 - Single camera – multi-shot stitching
- 360 projection techniques
 - Multi-Projector Walk-in rooms
 - AR headsets
 - VR Headsets
 - Wide angle projectors
- Development tools
 - Capturing and editing 3D images and videos

Unit Aims

To explain the key aspects of storytelling in the Creative Industries.

To evaluate a selection of Creative and Digital Media stories for different platforms and audiences.

To create and present an interpretation of a Creative and Digital Media story

To identify suitable equipment and tools for 3D Capture

To be able to use appropriate 3D projection techniques for a story

To critically evaluate the immersive experience using different tools (e.g. Cardboard vs HoloLens)

Unit Learning Outcomes

(to be selected from the Mini Manual)

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

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 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

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

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Lectures / Seminars
- Online activities
- Self-directed independent study
- Peer learning, group discussion, guest speakers

Assessment methods and tasks

Assessment tasks

Weighting (%) (one grade or multi-grade unit)

A portfolio of practical outcomes which might include tests, experiments, research and development material, sketchbook and research log

100% (holistic)

Indicative Assessment Criteria

Evaluate three traditional and two emerging storytelling techniques. (LO3)

Research and evaluate the key elements in a range of selected digital stories. (LO1)

Apply techniques of presentation appropriate to the interpretation of the story. (LO2)

Demonstrate how a story may be communicated for three different platforms and audiences. (LO3)

Create a digital media piece as a small project to showcase your understanding of 360 capture and projection (LO5)

Critically evaluate digital media relevant to a selected theme. (LO2)

Essential Reading list

Movshovitz, Dean. *Pixar Storytelling: Rules for Effective Storytelling Based on Pixar's Greatest Films*. Producer Not Identified, 2015.

Perevalov, Denis, and Sodazot. *Mastering OpenFrameworks Creative Coding Demystified: a Practical Guide to Creating Audiovisual Interactive Projects with Low-Level Data Processing Using OpenFrameworks*. Packt Publ., 2013.

McErlean, Kelly. *Interactive Narratives and Transmedia Storytelling: Creating Immersive Stories across New Media Platforms*. Focal Press, 2018.

Recommended Reading List

Biesenbach, Rob. *Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results*. Eastlawn Media, 2018.

Other links

<https://www.edx.org>