

NM3230 Digital Storytelling
FASStrack 2024

Schedule: PM Session (2pm-5pm, Singapore Time)
Tuesday, Wednesday, Thursday, and Friday

Course Description

The most compelling media content makes use of evocative images, and sometimes an image itself is the story. Knowing how to make, edit, and communicate with images are key skills in the digital age. Students enrolled in this course will be introduced to the skills, theories and methods around communicating with both moving and still imagery. The course will focus on using digital tools to capture, edit and present images as data and for storytelling, communicating with visual imagery in the digital age, and the study and use of visual images for research and communication.

Upon the completion of this module, students will be able to:

- Apply basic visual language literacy to produce videos;
- Identify components of lifestyle, commercial and journalistic genres of digital narratives; and
- Critique various digital narrative genres grounded on visual literacy frameworks.

Requirements

This course will equip students with knowledge and skills in fundamental videography using smartphones. Students will develop basic visual literacy and content creation using basic mobile device. Students should, therefore, have a smartphone that can record HD videos. A working tripod and lavalier microphone will be helpful but some will be provided. We will use Capcut as an editing tool. High-end equipment and smartphones NOT necessary and students are NOT required to purchase any extra equipment.

Instructor

Dr Sean Chaidaroon

Email: sean.chaidaroon@nus.edu.sg

Assessments

Assessments		Deadlines
Seminar Participation	20%	Throughout the weeks
Assessment 1 (Individual)	20%	Week 1
Assessment 2 (Group)	30%	Week 2
Assessment 3 (Individual)	30%	Week 3
Total for CA:	100%	

Teaching modes

Our three-hour seminars will meet FACE-TO-FACE on campus. It is imperative that you attend these seminars regularly. There will be a lot of practical activities in class that will prepare you to complete all assignments. There will also be asynchronous online activities (e.g. quizzes and online discussion) that students need to complete every week at their own convenient time.

Required Text

There will be NO required textbooks but all online readings will be provided to enrolled students in Canvas.

Tentative Schedule**Week 1 Introduction to digital storytelling; Video production on mobile devices; Visual language literacy**

Dates: 2, 3, 4, 5 July

Assignment 1 Lifestyle video: Vlog yourself

Week 2 Genres of digital narrative I: Promotional video & content marketing; Content creation, Influencers, & Content marketing

Dates: 9, 10, 11, 12 July 2024

Assignment 2 Promotional video: Telling commercial story

Week 3 Genres of digital narratives I: Journalistic video & Mobile journalism (MOJO); News values, Ethics & professionalism in digital storytelling

Dates: 16, 17, 18, 19 July 2024

Assignment 3 Mobile journalism: Telling newsworthy story