

DESN3730: Storytelling in Transmedia Practice

Newcastle City Precinct
Semester 2 - 2023



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description

Provides an opportunity for the development of skills and knowledge in the research and illustration of ideas for visual storytelling in transmedia practice. This includes the translation into illustration of appropriate text. Topics may include the expression of ideas as narrative, self-promotion (artist's books, portfolios or showreels) marketing, storybranding or editorial. Outcomes could include a book illustration, animation, design for web, motion graphics and visual storytelling techniques for video and social media.

Emphasis will also be placed on group interaction and participation in creative design team strategies.

Contact Hours

Newcastle City Precinct

Lecture

Face to Face On Campus
1 hour(s) per Week for 4 Weeks
Weeks 1 and 3-5

Tutorial

Face to Face On Campus
2 hour(s) per Week for 10 Weeks
Weeks 2-6 and Weeks 8-12

Unit Weighting Workload

10

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

www.newcastle.edu.au

CRICOS Provider 00109J

CONTACTS

Course Coordinator	Newcastle City Precinct Ms Bettina Hodgson Bettina.Hodgson@newcastle.edu.au Consultation: email for appointment
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	School of Humanities Creative Industries and Social Sciences NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content	<p>The content of this course addresses the issue of critical thinking in Design and Visual Communication creative processes and working to a design brief. The student will be encouraged to make informed choices for media selection and tools to enable problem solving and successful design solutions to be achieved. Projects will link digital technology tools with set problem briefs and students use the discipline skills developed in their majors to refine their visual communication skills by linking digital technology tools with set problem briefs.</p> <p>Individual problem-solving and research skills will be a required part of the storytelling process and, in some instances, group and multiple tasking interactions may be utilised to emulate the industry studio.</p> <p>Topics may include:</p> <ol style="list-style-type: none">1. Experimentation and exploration of a broad range of illustrative and image making media2. Appropriate use and function of new technologies3. Selection of media and style appropriate to the given brief/assignment4. Preparing illustration and/or imaging suitable for use across media platforms5. Editorial illustration, children's books, cartoon, animation, film and digital imagery6. Colour psychology7. Project planning
Course Learning Outcomes	<p>On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. Critically evaluate a brief and provide an appropriate creative response.2. Demonstrate skill in a variety of illustrative, imaging techniques and materials, and technologies3. Plan and implement graphic imagery responses for a given brief4. Show and present, in a professional manner, a portfolio to demonstrate creativity, versatility, technical knowledge and a broad base of understanding about the range of styles, techniques and platforms for visual storytelling5. Creatively translate text, ideas and concepts into a visual form in transmedia practice
Course Materials	<p>Other Resources:</p> <ul style="list-style-type: none">- See Canvas for details

SCHEDULE

Week	Week Begins	Lecture	Tutorial	Assessment Due
1	17 Jul	Lecture. Introduction to Storytelling in Transmedia Practice, including course and Assessment overview	No Tutorial	Assessment 3: weekly upload to Padlet
2	24 Jul	No Lecture	Tutorial. Transmedia project and prototype design: concept, visual design and development	Assessment 3: weekly upload to Padlet
3	31 Jul	Lecture. Visual storytelling: the power of print	Tutorial. Designing print prototypes; transmedia storytelling plan poster	Assessment 3: weekly upload to Padlet
4	7 Aug	Lecture. Visual storytelling: the seduction of screen	Tutorial. Designing screen prototypes; storyboarding and wireframing	Assessment 3: weekly upload to Padlet
5	14 Aug	Lecture. Visual storytelling: 3D object/product and packaging design	Tutorial. Designing physical object/package prototypes; formative Assessment feedback	Assessment 3: weekly upload to Padlet
6	21 Aug	No Lecture	Tutorial: Audience interactivity and experimental design; designing interactive and experimental prototypes	Assessment 3: weekly upload to Padlet
7	28 Aug	No Lecture. Project production week.	No Tutorial. Project production week.	Assessment 3: weekly upload to Padlet
8	4 Sep	No Lecture	Tutorial. Presenting Design Prototypes: In-class Project Presentation, discussion and feedback	Assessment 1: Project Presentation and digital upload due
9	11 Sep	No Lecture	Tutorial. Storytelling for brands and campaigns; Assessment 02 brief overview, research and persona development	Assessment 3: weekly upload to Padlet
10	18 Sep	No Lecture	Tutorial. Developing brand identity, style guide, campaign plan and visuals	Assessment 3: weekly upload to Padlet
Mid Term Break				
Mid Term Break				
11	9 Oct	No Lecture	Tutorial. In-class Project Pitch, discussion and feedback	Assessment 3: weekly upload to Padlet
12	16 Oct	No Lecture	Tutorial. Case study design and project production; formative feedback	Assessment 3: weekly upload to Padlet
13	23 Oct	No Lecture	No Tutorial	Assessment 2: Project upload to Canvas due Assessment 3: Curated Journal upload to Canvas due
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Project 1 - 40%	Week 8 in-class presentation and project upload to Canvas by 11.59pm on day of tutorial	Individual	40%	2, 3
2	Project 2 - 40%	Project upload to Canvas by 11.59pm Friday 27th October 2023 (Week 13)	Individual	40%	1, 2, 3, 4, 5
3	Online Learning Activity - 20%	Weekly submission to course Padlet, and curated final upload to Canvas by 11.59pm Friday 27th October 2023 (Week 13)	Individual	20%	1, 2, 3, 4, 5

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Project 1 - 40%

Assessment Type	Project
Purpose	The purpose of this brief is to research, plan and experiment with applying visual storytelling techniques to the transmedia environment.
Description	Students will create a physical and digital prototype for a transmedia story product (or range of products) or brand with associated design collateral. Deliverables will include a Transmedia Storytelling Plan, Physical and Digital Prototype, and will be presented in class.
Weighting	40%
Length	Plan + Physical and Digital Prototype
Due Date	Week 8 in-class presentation and project upload to Canvas by 11.59pm on day of tutorial
Submission Method	In Class Online
Assessment Criteria	See rubric on Canvas and your design brief documentation for more details
Return Method	In Class Not Returned
Feedback Provided	Online - Within 3 weeks of assessment submission date.. Feedback provided online via Canvas and assessment rubric grading (Canvas).

Assessment 2 - Project 2 - 40%

Assessment Type	Project
Purpose	The purpose of this brief is to apply skills learned in Assessment 01, including how to analyse the adaptive potential of media, how to design new stories from existing stories, and how to strategically and suitably create effective transmedia outcomes to launch a branded campaign.
Description	Students will design a branded transmedia campaign using a minimum of three media channels. Deliverables will include a Project Pitch, Style Guide + Case Study design outcome.
Weighting	40%
Length	Project Pitch, Style Guide + Case Study file
Due Date	Project upload to Canvas by 11.59pm Friday 27th October 2023 (Week 13)
Submission Method	In Class Online
Assessment Criteria	See rubric on Canvas and your design brief documentation for more details
Return Method	Not Returned
Feedback Provided	Online - Within 3 weeks of assessment submission date.. Feedback provided online via Canvas and assessment rubric grading (Canvas).

Assessment 3 - Online Learning Activity - 20%

Assessment Type	Online Learning Activity
Purpose	To display curated visual process, development and outcomes for Assessment 01 and Assessment 02 through weekly Padlet uploads, and curated final upload to Canvas in Week 13.
Description	To design a Work in Progress Journal evidencing weekly project process, development, reflection and final outcomes. Weekly submissions to be posted to Padlet, and final curated upload posted to Canvas in Week 13.
Weighting	20%
Length	Process Journal
Due Date	Weekly submission to course Padlet, and curated final upload to Canvas by 11.59pm Friday 27th October 2023 (Week 13)
Submission Method	Online
Assessment Criteria	See rubric on Canvas and your design brief documentation for more details
Return Method	Not Returned
Feedback Provided	Online - Within 3 weeks of assessment submission date.. Feedback provided online via Canvas and assessment rubric grading (Canvas).

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Attendance

Attendance/participation will be recorded in the following components:

- Lecture (Method of recording: Class roll)
- Tutorial (Method of recording: Class roll)

WH&S Requirements

Due to COVID-19 safety restrictions, it is the student's responsibility to sanitise their work/computer space prior to any face to face lessons in this course. They must be mindful of current social distancing rules during their face to face lessons.

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.

- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination Guidelines. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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