

## DESN2211: Visual Narrative

Newcastle City Precinct  
Semester 1 - 2024



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

<b>Course Description</b>	Visual narrative is a storytelling tool for artists, designers, illustrators and animators. This course applies established theories and practices of visual narrative through tools such as drawing, storyboarding and digital image making. Through project work, students link theory and visual research to knowledge and practical skills including materials, media, drawing techniques and digital platforms of delivery.
<b>Academic Progress Requirements</b>	Nil
<b>Contact Hours</b>	<b>Newcastle City Precinct</b>  <b>Lecture</b> Face to Face On Campus 1 hour(s) per fortnight for 4 fortnight(s) starting Week 1  <b>Self-Directed Learning</b> Face to Face On Campus 1 hour(s) per week(s) for 10 week(s)  <b>Tutorial</b> Face to Face On Campus 2 hour(s) per week(s) for 5 week(s) starting Week 8  <b>Tutorial</b> Face to Face On Campus 2 hour(s) per week(s) for 5 week(s) starting Week 2
<b>Unit Weighting</b>	10
<b>Workload</b>	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

# COURSE OUTLINE

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# CONTACTS

<b>Course Coordinator</b>	<b>Newcastle City Precinct</b> Ms Bettina Hodgson <a href="mailto:Bettina.Hodgson@newcastle.edu.au">Bettina.Hodgson@newcastle.edu.au</a> Consultation: By appointment, please email to arrange appointment time.
<b>Teaching Staff</b>	Other teaching staff will be advised on the course Canvas site.
<b>School Office</b>	<b>School of Humanities Creative Industries and Social Sciences</b> NU Space, Level 4 409 Hunter Street Newcastle <a href="mailto:HCISS@newcastle.edu.au">HCISS@newcastle.edu.au</a> +61 4985 4500

# SYLLABUS

<b>Course Content</b>	Understanding the representation of place and space provides a solid theoretical and practical basis upon which to build knowledge of drawing systems, styles and techniques. Students undertake visual exercises and narrative design projects to apply theoretical knowledge to practical skills with a variety of media and techniques. <ol style="list-style-type: none"><li>1. Application of visual storytelling techniques to create dynamic imagery that conveys mood and emotion</li><li>2. Exploration of a range of media, image making drawing instruments</li><li>3. Experimental visual narrative techniques and critical reflection on narrative as a visual form</li><li>4. Research and referencing visual resource material</li><li>5. Investigation and analysis of essential drawing systems and techniques</li><li>6. Develop compositional design and conceptualise scenes</li><li>7. The language of drawing, film, comics and sequential images</li></ol>
<b>Course Learning Outcomes</b>	<b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Demonstrate an understanding of the essential requirements in making sequential drawings and imagery for visual narratives</li><li>2. Demonstrate an ability to select appropriate drawing systems, styles, techniques and platforms of dissemination in context of the narrative</li><li>3. Show critical thinking and evaluation through pre-visualisation and storyboarding</li><li>4. Exhibit technical capabilities in the use of relevant materials, technology and software</li><li>5. Display an awareness of new technologies relevant to visual communication drawing</li><li>6. Prepare and present the results of visual research</li></ol>
<b>Course Materials</b>	Multi-Media Resource: <ul style="list-style-type: none"><li>- In-class and online (see Canvas) access to Multi-Media resources to support learning.</li></ul> Lecture Materials: <ul style="list-style-type: none"><li>- See Canvas for Lecture and Tutorial Slides to support in-class learning.</li></ul>

# SCHEDULE

Week	Week Begins	Lecture	Tutorial	Assessment Due
1	26 Feb	Lecture. Introduction to Visual Narrative, including course and assessment overview	(No Tutorial)	
2	4 Mar		Tutorial. Story Design: approaches to visual narrative	Assessment 3: weekly upload to Padlet due by Week 2 Tutorial
3	11 Mar	Lecture: Character, Event and Perspective	Tutorial. Visual narrative design: character, event and perspective	Assessment 3: weekly upload to Padlet due by Week 3 Tutorial
4	18 Mar		Tutorial. Visual narrative design: setting/place, space, time and tone	Assessment 3: weekly upload to Padlet due by Week 4 Tutorial
5	25 Mar	Lecture: Visual Language, Media, Mood and Motif	Tutorial. Visual narrative design: visual language, media, mood and motif	Assessment 3: weekly upload to Padlet due by Week 5 Tutorial
6	1 Apr		Tutorial. In-class Presentations for Assessment 01	<b>Assessment 1 due:</b> Presentation + digital upload to Canvas <b>Assessment 3 due:</b> Journal (Part 1 wk 1–6) digital upload to Canvas
7	8 Apr	Lecture. Presenting Visual Narrative: prototyping + Assessment 02 overview	(No Tutorial)	
<b>Mid-Semester Recess</b>				
<b>Mid-Semester Recess</b>				
8	29 Apr		Tutorial. Visual narrative design: prototype design	Assessment 3: weekly upload to Padlet due by week 8 tutorial
9	6 May		Tutorial. Visual narrative design: title and icon design	Assessment 3: weekly upload to Padlet due by week 9 tutorial
10	13 May		Tutorial. Visual narrative 'in one image' – cover and stills design	Assessment 3: weekly upload to Padlet due by week 10 tutorial
11	20 May		Tutorial. Visual narrative design – endpapers and end title design + Group + individual feedback and production	Assessment 3: weekly upload to Padlet due by week 11 tutorial
12	27 May		Tutorial. In-class Group Presentations for Assessment 02	<b>Assessment 2: Group Presentations</b> Assessment 3: weekly upload to Padlet due by week 12 tutorial
13	3 Jun		(No Tutorial)	<b>Assessment 2 due:</b> Digital upload to Canvas and/or physical prototype <b>Assessment 3 due:</b> Journal (Part 2 wk 7–13) digital upload to Canvas
<b>Examination Period</b>				
<b>Examination Period</b>				

# 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	Week 6 – in class presentation and upload to Canvas by 11.59pm on day of tutorial – 3 <sup>rd</sup> April	Individual	40%	1, 2, 3
2	Project 2	Week 12 – in class group presentation 29 <sup>th</sup> May Week 13 – information about exact day and time will be communicated on Canvas	Group	40%	1, 2, 4, 5
3	Journal	Journal Part 1 – Week 6, upload to Canvas by 11.59pm on day of tutorial Wednesday 3 <sup>rd</sup> April. Journal Part 2 – Week 13, upload to Canvas by 11.59pm on Friday 7 <sup>th</sup> June	Individual	20% (2x10%)	3, 4, 6

## 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

### Assessment Type

Project

### Purpose

The purpose of this brief is to develop visual narrative planning, storyboarding and communication skills. The aim is to visually bring a story to life – to plan it, visualise it and communicate it.

### Description

Presentation and digital upload of Visual Narrative Concept Guide and Storyboard. Students will use the design process and industry standard processes and modes of visual communication to pitch a story for feedback before taking the story to the production stage (in Assessment 02).

### Weighting

40%

### Length

5-minute presentation, and 2 x A3 designed pages

### Due Date

Week 6 – in class presentation and upload to Canvas by 11.59pm on day of tutorial – 3<sup>rd</sup> April

### Submission Method

In class  
Online

### Assessment Criteria

Generation of Ideas  
Visual Communication  
Technical Skills/Production Techniques  
Presentation – Verbal + Visual  
Personal Responsibility

(Please see the Assessment Brief for detailed rubric information on the course website on Canvas)

### Return Method

Not Returned

### Feedback Provided

Online - Within 3 weeks of assessment submission date. Feedback provided online in the course website in Canvas via assessment rubric grading

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## Assessment 2 - Project 2

<b>Assessment Type</b>	Project
<b>Purpose</b>	The focus of this brief is to produce a visual narrative prototype based on the story planning outcomes (Visual Narrative Concept Guide and Storyboard) from Assessment 01. The purpose is to complete a long-form project to develop multi-page/multi-frame sequential storytelling, title design and pitch/presentation production and group brainstorming skills.
<b>Description</b>	Visual Narrative Prototype and Group Presentation. Students will design and produce a visual narrative prototype (picturebook, comic/graphic novel, short film or game) for the story concept developed in Assessment 01. Students will be assigned working groups to support prototype production, and as a group will lead a presentation/discussion on a topic developed in class.
<b>Weighting</b>	40%
<b>Length</b>	15-minute group presentation/discussion, and multi-page print prototype (including cover, endpapers, half and full title pages, imprint page and minimum of 4-6 double page spreads for a comic/graphic novel/or minimum of 6–8 double page spreads for a picturebook, page size 200 x 250mm or as approved by tutor as per assessment brief) OR multi-frame film prototype (including title still, beginning and end title sequence and minimum of 8–10 frames/motion sequences, as per assessment brief).
<b>Due Date</b>	Week 12 - In class group presentation 29 <sup>th</sup> May Week 13 – final project submission and upload to Canvas – additional information about exact day and time communicated on Canvas
<b>Submission Method</b>	In Class - Group presentation Online and specific location – in week 13 the final project submission is both online as a digital submission via Canvas and hand-in of print (physical) prototype to submission box on UNH Ground Floor (details to be communicated in class and via Canvas). Prototype to be returned to submission box on UNH Ground Floor (details to be communicated in class and via Canvas).
<b>Assessment Criteria</b>	Visual Communication Technical Skills/Production Techniques Applied Understanding Group Work Personal Responsibility (Please see the Assessment Brief for detailed rubric information on the course website)
<b>Return Method</b>	Specific Location (UNH Ground Floor - details to be communicated in class and via Canvas)
<b>Feedback Provided</b>	Online - Within 3 weeks of assessment submission date. Verbal formative feedback will be delivered in tutorial time and online via the course website on Canvas via assessment rubric grading.

## Assessment 3 - Journal

<b>Assessment Type</b>	Journal
<b>Purpose</b>	To display curated visual process and class task support work for Assessment 01 (Journal Part 1) and Assessment 02 (Journal Part 2).
<b>Description</b>	Work in process digital Journal. Students will curate weekly in-process and class task work to support Assessment 01 and Assessment 02 development in a Journal, to be uploaded weekly to Padlet and compiled into one digital Journal submission for Assessment 01 (Journal Part 1) and Assessment 02 (Journal Part 2) and uploaded to Canvas for marking.
<b>Weighting</b>	20% (2x10%)
<b>Length</b>	Minimum of 1 curated A4 page per week
<b>Due Date</b>	Journal Part 1 – Week 6, upload to Canvas by 11.59pm on day of tutorial Wednesday 3 <sup>rd</sup> April Journal Part 2 – Week 13, upload to Canvas by 11.59pm on Friday 7th June
<b>Submission Method</b>	Online <ul style="list-style-type: none"><li>- Weekly progress uploads to Padlet</li><li>- Compiled digital journal submitted to Canvas for marking</li></ul>
<b>Assessment Criteria</b>	Process and Development Reflection/Evaluation Presentation – Visual Further rubric details available on the course website in Canvas.
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online - Within 3 weeks of assessment submission date in the course website on Canvas via assessment rubric grading

# 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)

## 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.

## 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).

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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/respect-at-uni/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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