

Module Details	
Module Title:	Storytelling, Narrative and Experience
Module Code:	FAM5019-B
Academic Year:	2019-20
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	176

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
The module aims to introduce students to the concept of creating compelling user experiences using a variety of forms and formats. As students consider how to present stories, they will become aware of the opportunities available associated with the development of narrative and storytelling devices over multiple platforms: e.g., publishing (traditional and online), film, TV, mobile platforms, real-world events and public space, games and interactive media.

Outline Syllabus
Narrative formats; Multi-modal Communication; Creating Interactive and Locative Drama; Creating Story-worlds; Using User Generated Content, Developing the User Experience, Using Case Studies and Audience Research; Multi-platform Production and Project Management;

Teamwork, Leadership and Management skills.

Learning Outcomes

1	Understand and evaluate both the conceptual and practical use of storytelling in contemporary media environments.
2	Create content suitable for a variety of media and apply your critical understanding of context and multi-modal communication to media output. You will be able to structure communication and activity over different formats so that projects use the optimal medium and methods.
3	Work effectively with others in a team, write for distinctive genre (concept, synopsis, narrative, script and reflective pieces), and present a pitch.

Learning, Teaching and Assessment Strategy

The module is taught through a series of themes Workshops, groupwork with the use of Canvas (VLE) for guided reading, supporting research and assessment. Through case studies students examine the particular characteristics of each format so that experiences can remain effective and coherent across multiple platforms. In developing a product and pitch students explore the principles of presentation and activity in order to structure and balance the multi-platform experience.

The module assessment consists of group work (project assignments) and an individual written assignment. The assessment uses a live brief set by industry experts. Supplementary assessment requires the repair of deficiencies in the original assessment.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Presentation	Pitch of story idea/product	20 minutes	30%
Summative	Coursework	Group Concept/synopsis/proposal for new treatment of an original or existing story	-1500 words	30%
Summative	Coursework	Individual Critical/Reflective Report	-1500 words	40%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.