Module Code:	ARD441

Module Title:	Creative Writing for Visual Narrative

Level:	4	Credit Value:	20

Cost Centre(s):	GADC	JACS3 code: HECoS code:	W800 100046

Faculty:	Arts, Science and Technology	Module Leader:	Dan Berry

Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (hons) / MDes Children's Books	✓	☐
BA (hons) / MDes Comics	✓	☐
BA (hons) / MDes Animation	✓	☐

Pre-requisites
None

Module Aims
- To introduce students to the narrative structure of stories.   - To enable students to create or adapt stories.   - To develop practical skills in the pacing and visualisation of narratives.   - To encourage critical self-evaluation of their work.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Create or adapt stories using text and image.	KS3	KS6
		KS4	KS7
		KS5	KS9
2	Demonstrate and communicate their understanding of sequential design, narrative structures and visual storytelling.	KS1	KS4
		KS2	KS9
		KS3	
3	Demonstrate consistency and continuity in visual narratives.	KS1	KS9
		KS3	
		KS4	

Transferable skills and other attributes

- ability to manage an independent workload
- contribute proactively to group critique and discussion
- note-taking; recording, referring and responding to information

Derogations

None.

Assessment:
Indicative Assessment Tasks:
Students will be required to produce coursework that demonstrates their understanding of the structure and conventions of visual narrative and creative writing. Project assignments will be designed to encourage students to develop their skills in analysing, creating, adapting and depicting visual narratives. Students will critically self-evaluate their progress for the duration of this module.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-3	Coursework	100%		

Learning and Teaching Strategies:

- Contextualising information regarding narrative structures for this module will be delivered as a keynote lecture/s.
- Assignments will require students to produce coursework that applies their understanding of visual narratives.
- Tutorial guidance, group critique and student seminars will form the basis of the conceptual development and understanding of the student.

Syllabus outline:

Students will be introduced to the archetypes and structures of narratives.

Workshops and practical demonstrations will provide the student with the practical skills in the creation of visual narratives, including sequencing, typography, layout, composition, character and colour. Projects will be set to challenge the students to develop their visual storytelling skills and to produce work appropriate to their chosen subject specialism: preproduction work for animation, children's books and comics.

Students will be required to critically self-evaluate their progress throughout the module.

Indicative Bibliography:

Essential reading

Booker, C., 2004. *The Seven Basic Plots: why we tell*. London: Continuum.
Mamet, D., 1992. *On Directing Film*. London: Faber.

Other indicative reading

Eisner, W., 2008. *Comics And Sequential Art: principles and practices from the legendary cartoonist*. Rev. ed. ed. NewYork: W.W. Norton.
Strunk, W., White, E. B. & Kalman, M., 2005. *The Elements Of Style*. New York: Penguin Press.