

**Danish School of Media and Journalism**  
**TV and Media Production**  
**Course description**  
**Fall 2019**

**3<sup>rd</sup> Semester**

**Visual Storytelling**

**Duration:** 3 weeks (5 ETCS points)

**Objective:**

The objective of the Visual Storytelling course is to give students basic knowledge on and skills in producing sharply structured narratives in living images and sound. Students will be trained in finding the focus of a story, they will be introduced to dramaturgic models and structuring tools, and will work with character development schemes. Furthermore, they will train scriptwriting. On the technical side students will look at and work with visual component, and they will get basic instruction and training in camera work, sound recording and editing skills.

**Tools:**

The following tools will be used in the tuition: Camera; editing programmes; textbooks; video tutorials; dramaturgic models; structuring and character development tools; scriptwriting; video examples.

**Methods:**

The following methods will be used:  
Lectures by tutors; reading of textbook and mutual elaboration on content; group discussions; group exercises; analyses of video examples; team work; supervision with tutors on content and technical matters; video production of final production; mutual feed back between students.

**Learning goals**

Knowledge.

Students should know about:

- Basic dramaturgic models for structuring a linear narrative in living images.
- Know and understand tools for character development.
- Know and understand basic rules of framing and the use of the camera when composing images: (pan, zoom, handheld camera, use of tripod)
- Understand the significance of sound in video production.
- Understand the basic principles of editing.
- Understand and reflect on similarities and differences in the use of images and words in video production, and the principles of making the two work together.

Skills

Student should be able to:

- Identify a relevant topic for a video production.
- Formulate an angle on and a focus in a linear narrative/video production.
- Structure a short and simple linear narrative/ video production.

- Work out a comprehensive manuscript for a short video production.
- Record images and sound.
- Edit a short and simple video story.

### Expertices

Students should be able to:

- Generate ideas for short video productions.
- Analyse audio-visual communication.
- Corporate in teams with analysis, exercises and production.
- Give and receive feedback to and from fellow students and tutors in a competent and respectful way.

### **Litterature:**

*Aim for the heart*, Al Thompkins, CQ Press 2012, p. 1-29

*The VJ Handbook*, Neil Everton, CBC Learning and development, 2004, p. 31-33; 35-38.

*Final Cut Pro X Essential Training*, Ashley Kennedy. Lynda.com. Chapters 1,2,3,6,7,9,10 &13.

*Video tutorials på Lynda.com:*

- *The importance of understanding exposure (part 1)*. Af Ben Long
- *Premiere Pro CC 2019 Essential Training: The Basics*. Af Ashley Kennedy
- *Fixing color and exposure problems in video with Premiere Pro*. Af Richard Harrington.

### **Duty to attend:**

Attendance at lectures/tuition and participation in teamwork is compulsory.

### **Assessment:**

The passing/not passing of the course will rely on an assessment of students' participation in timetabled tuition as well as in teamwork and on compliance of specific requirements in assignments. The students will receive a grade at the fulfillment of the course.

### **Studyactivity:**

