



UNIVERSITI TEKNOLOGI MARA

NMC452: STORYTELLING IN CREATIVE MEDIA

Course Name (English)	STORYTELLING IN CREATIVE MEDIA APPROVED				
Course Code	NMC452				
MQF Credit	4				
Course Description	This course will provide the students with a better understanding of what is storytelling and what are the elements that makes a good story. Apart from that, students will be exposed to the narrative structures and strategies being applied in various forms or time-based media such as film, animation and games, as well as to the aspect of creative writing. This course will basically cover most of the theoretical and technical aspect in telling a story with the appropriate medium. This includes harnessing the main elements in order to have the audience to get engaged in the story being told. Students will also learn the flow in storytelling for a time-based media and using all of the storytelling frameworks, models and narratives structured learn				
Transferable Skills	1. Storytelling Process 2. Narrative Structure 3. Time-based Media 4. Design & Develop Story 5. Audience Engagements				
Teaching Methodologies	Lectures, Case Study, Tutorial, Discussion, Presentation, Small Group Sessions , Supervision				
CLO	CLO1 Explain the theoretical foundations of storytelling techniques and structures. CLO2 Design story for animation and interactive storytelling for games. CLO3 Demonstrate the creation of creative content for Transmedia platforms.				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"><tr><td>Recommended Text</td><td>• Tom Dowd, Michael Niederman, Micheal Fry, Joseph Steiff 2013, <i>Storytelling Across Worlds</i>, 1st Ed., Focal Press Burlington, MA [ISBN: 0240824113]</td></tr><tr><td>Reference Book Resources</td><td>• Sherri Sheridan 2004, <i>Developing Digital Short Films</i>, New Riders Publishing California [ISBN: 073571231X] • John Cantine, Susan Howard, Brady Lewis 2011, <i>Shot by Shot: A Practical Guide to Filmmaking.</i>, Pittsburgh Filmmakers Pittsburgh [ISBN: 0963743325] • Katz, Steven D. 1991, <i>Film Directing Shot by Shot: Visualizing from Concept to Screen.</i>, Michael Wiese Productions in Conjunction with Focal, CA • Mike Wellins, <i>Storytelling Through Animation</i>, Charles River Media MA [ISBN: 1584503947]</td></tr></table>	Recommended Text	• Tom Dowd, Michael Niederman, Micheal Fry, Joseph Steiff 2013, <i>Storytelling Across Worlds</i> , 1st Ed., Focal Press Burlington, MA [ISBN: 0240824113]	Reference Book Resources	• Sherri Sheridan 2004, <i>Developing Digital Short Films</i> , New Riders Publishing California [ISBN: 073571231X] • John Cantine, Susan Howard, Brady Lewis 2011, <i>Shot by Shot: A Practical Guide to Filmmaking.</i> , Pittsburgh Filmmakers Pittsburgh [ISBN: 0963743325] • Katz, Steven D. 1991, <i>Film Directing Shot by Shot: Visualizing from Concept to Screen.</i> , Michael Wiese Productions in Conjunction with Focal, CA • Mike Wellins, <i>Storytelling Through Animation</i> , Charles River Media MA [ISBN: 1584503947]
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Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				