UNIVERSITI TEKNOLOGI MARA

CTF143: IDEA AND STORYTELLING

Course Name (English)	IDEA AND STORYTELLING APPROVED
Course Code	CTF143

MQF Credit	3

Course Description	Students are trained to observe, to imagine and to employ their power of visualization to enhance their process of creative and critical thinking. The degree of imagination that they have will help them to formulate ideas and enable them to develop the narrative techniques of storytelling. The concept of storytelling and its style will be translated into writing. The idea that is written will be used as a blueprint for film making, stage presentations or TV programs.

Transferable Skills	Demonstrate ability to communicate clearly and confidently, and listen critically. Also demonstrate the ability to dream, imagine and visualize

Teaching Methodologies	Lectures, Blended Learning, Reading Activity, Discussion, Presentation, Debates, Workshop

CLO		
	CLO1	Define various ideas and storytelling techniques.
	CLO2	Classify different types of ideas and storytelling techniques.
	CLO3	Execute the fundamental ideas and storytelling techniques of various creative writing genres.

Pre-Requisite Courses	No course recommendations

Topics
1. Course Briefing 1.1) Objective and requirements
2. Preamble of Autobiography 2.1) Assignment cover 2.2) Cover of genre 2.3) Table of content 2.4) Synopsis of genre 2.5) Biography of author
3. Ideas and Storytelling 3.1) Notes on ideas and storytelling
4. Storytelling 4.1) Anatomy of storytelling
5. Autobiography 5.1) Notes on autobiography
6. How the Brain Works 6.1) Left brain, right brain 6.2) The two-sided man
7. Preamble of Biography 7.1) Assignment cover 7.2) Cover of genre 7.3) Table of content 7.4) Synopsis of genre 7.5) Biography of author
8. Biography 8.1) Notes on biography

9. Adaptation 9.1) Notes on adaptation
10. The Senses 10.1) The five senses and the sixth sense
11. Denotative and Connotative 11.1) Introducing the concepts of denotative and connotative
12. Words and Narration 1 12.1) Discussing words and narration
13. Words and Narration 2 13.1) Further discussion of words and narration
14. Course Conclusion 14.1) Concluding the course

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	AUTOBIOGRAPHY	25%	CLO1 , CLO2
	Assignment	BIOGRAPHY	35%	CLO1 , CLO2

Reading List	Recommended Text	• Carolyn Handler Miller 2014, *Digital Storytelling*, CRC Press [ISBN: 9781135044442]
	Reference Book Resources	• Kate Wright 2004, *Screenwriting is Storytelling*, Penguin [ISBN: 9781101161623]
		• Michael Rabiger 2006, *Developing Story Ideas*, Elsevier [ISBN: 9780240807362]
		• Ellen Potter,Anne Mazer 2010, *Spilling Ink: A Young Writer's Handbook*, Macmillan [ISBN: 9781429933216]
		• Jo Ray McCuen-Metherell,Anthony Winkler 2009, *From Idea to Essay: A Rhetoric, Reader, & Handbook, 2009 MLA Update Edition* Cengage Learning [ISBN: 9781111810085]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	