

Module Details	
Module Title	Storytelling, Narrative and Experience
Module Code	FAM5019-B
Academic Year	2024/5
Credits	20
School	School of Built Environment, Architecture & Creative Industries
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	176

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
<p>The module aims to introduce students to the concept of creating compelling user/ audience 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 different platforms: e.g., publishing (traditional and online), film, TV, mobile platforms, real-world events and public space, games and interactive media.</p>

Outline Syllabus
<p>Narrative formats; Poetics; Multi-modal Communication; Engaging audiences; Creating Story worlds; Developing the User/Audience Experience; Using Case Studies and Audience Research; Pitching ideas; Teamwork, Leadership and Management skills.</p>

Learning Outcomes	
Outcome Number	Description
01	Understand and evaluate both the conceptual and practical use of storytelling in contemporary media environments
02	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 narrative and activity so that projects fully engage the intended audience.
03	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
<p>The module is taught through a series of lectures, workshops, tutorials and group work with the use of Canvas (VLE) for guided reading, supporting research and assessment. Through case studies students examine the characteristics of different formats and techniques so that audience has the best experience. In developing a product and pitch students explore the principles of presentation and engagement in order to structure and balance the audience/ user experience.</p> <p>The module assessment consists of group work (project assignments). Supplementary assessment is provide a detailed, evidence-based, critique of the group submission.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Group Concept/ synopsis/ proposal for new treatment of an original or existing story	30%
Summative	Presentation	Pitch presentation of story idea/product (20 Mins)	70%

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.