

GSP208e Video Storytelling Techniques

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Brands are challenged to stand out from the crowd on digital platforms overwhelmed with video content these days. Integrated media practitioners must be skilful at creating compelling video content for clients to gain mindshare in the competitive attention economy.

In this module, students will learn the structure of a narrative, the basics of script development and visual story-telling techniques for social media platforms. Students will then create videos using their own mobile devices and publish them to their social media accounts.

Through this module, students will strive to produce original works, take creative risks and be open to critiques.

Topics:

- Module Overview
- Types of Current Online Video Formats
- Story Elements
- Screenplay Format
- Logline and Synopsis
- Light
- Composition
- Photo Story
- Script Breakdown
- Breaking Down a Scene
- Continuity Editing
- Murch's Rule of Six
- Adobe Premiere Pro Basics

Learning Outcome:

- Describe various types of current video formats (commercials, vlog, listicle, tutorial video, etc.) and their basic characteristics: length, location, content elements, production requirements, and distribution channels.
- Examine selected videos and analyse the story elements such as interplay of structure, character, setting and visual language to create original and effective brand stories.
- Appraise the story elements of selected videos and construct log lines and treatments that fit the brand essence and are suitable for social media sharing.
- Develop a compelling and memorable character for a video story that enhances a brand effectively.
- Write a script that has the potential to go viral on social media.
- Examine the visual style and design of selected videos.
- Experiment with camera techniques to tell a story differently.
- Apply the rules of composition.
- Illustrate shot lists from a script with camera setups and dramatic blocks.
- Direct actors.
- Shoot a short video that demonstrates understanding of how action is organized and staged.
- Identify the light and sound sources of selected videos.
- Examine the effectiveness of light and sound sources in creating mood and evoking emotion.
- Create different exposure using variables such as Aperture, Shutter speed and ISO.
- Use available light sources creatively to give sufficient exposure to subject of interest.
- Design the soundscape of a video using available sound library, foley and music.
- Evaluate how videos are edited.
- Apply principles of editing.
- Create a visual storyboard to illustrate story concepts, with appropriate visual language and technical descriptions.
- Edit a short video that demonstrates creative awareness to emotion and story.
- Export video to the specifications required for various social media platforms.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PARTICIPATION 1	20
	TUTOR-MARKED ASSIGNMENT 1	30
Overall Examinable Components	ECA	50
Total		100