

MKT560 Smartphone Filmmaking and Visual Storytelling

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

This class will teach students to make short smartphone films by using visual storytelling and persuasive communication to turn their ideas, personal stories and marketing concepts into compelling visual narratives with both fictional and factual elements. This class will combine learning across the concepts of marketing, psychology and filmmaking to help students shape their own story idea into a short film made entirely on their own mobile phone. Smartphones are the future of filmmaking because they allow any individual or small business to create their own visual content quickly, affordably and with high quality. Students can choose to create a practical advertising video promoting a product or service, or a more open and creative video promoting their personal brand or telling a story that is important to them.

Topics:

- Visual Communication and Storytelling theory in both fictional and non-fictional settings, including marketing and promotion and creative storytelling
- Creating your own film idea and storyline that appeals to you and to a wider audience
- Understanding the concept of creative visual thinking and its benefits in both the professional and personal
- Smartphone filmmaking theory and practice
- Post Production and Editing
- Promoting your short films online and how to effectively use your films to engage with different market segments and audiences

Learning Outcome:

- Create visual stories that engage audiences about issues they care about.
- Assemble the basic skills of narrative filmmaking including writing, production planning, filming, and editing, using their own smartphones.
- Appraise how visual storytelling and persuasive communication can be applied effectively in the world of digital marketing, and how videos can be used to effectively engage audiences around products, services, personal branding and creative stories.
- Elaborate the idea of smartphone filmmaking and editing techniques.
- Demonstrate proficiency in visual storytelling and communication in both theory and practice.
- Create good rapport in group work and coordinate emerging issues at the filming site.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	10

Overall Continuous Assessment	PARTICIPATION 1	15
	GROUP BASED ASSIGNMENT 1	25
Overall Examinable Components	ECA	50
Total		100