

COURSE SPECIFICATION

Name of institution Mahidol University
Campus/faculty/department International College

Section 1 General Information

1. Course code and course title

Thai ICMC 225: การเล่าเรื่องด้วยภาพ

English ICMC 225: Visual Storytelling

2. Number of credits 4 (4-0-8)

3. Curriculum and type of subject

3.1 Curriculum Offered in Fine and Applied Arts Division

3.2 Type of Subject Entertainment Media Core Course, Required for Minor in
Entertainment Media

4. Responsible faculty member Dr. Jack Picone

5. Trimester / year of study

5.1 Trimester 1

5.2 Number of students TBC

6. Pre-requisite None

7. Co-requisite None

8. Venue of study Mahidol University, Online

9. Date of latest revision August 2020

Section 2 Goals and Objectives

1. Goals

After completing this course, students will be able to: analyze narratives in a cross-section of visual media (Film, Television, TV News, Documentaries, Animated Films and Photography Multimedia). The examination of the visual processes employed in expressing ideas and emotions which enable an enhanced form of storytelling is investigated throughout the duration of the course.

2. Objectives of development/revision

To revise the course in order to be up-to-date and be relevant within the 21st Century digital ecosystem.

Section 3 Course Management

1. Course descriptions

(Thai) ... [TBA]

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This course serves as an introduction to critical thinking about the particular challenges and opportunities involved in constructing storytelling narrative by investigating a cross-section of visual storytelling mediums.

Analysis of narratives in visual media (photography, multimedia, animation, television and film). Examination of the processes of expressing ideas and emotions through various visual elements, and enhancement of story-telling through visual components.

We will garner a greater understanding of the influence of visual storytelling and how it influences and impacts on contemporary society.

2. Credit hours / trimester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self study (Hour)
48 hours (4 hours x 12 weeks)			96 hours (8 hours x 12 weeks)

3. Number of hours that the lecturer provides individual counseling and guidance

4 hours per week as indicated on syllabus and by appointment.

Section 4 Development of Students' Learning Outcome

1. Expected outcome on students' skill and knowledge

After completing this course students will have a firm grasp of the philosophies and methodologies underpinning visual communication at an introduction level. Students will be able to discern between ethical and non-ethical visual communication. They will be able to interpret and identify political and more consumer based visual communication.

2. Teaching methods

Primarily lecture based delivery. Complimented with review time for students (to critically consider topic content) to reflect. Supplemented with in - class project.

3. Evaluation methods

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) Adherence to ethics , morality and integrity.
- (2) Be disciplined and display social responsibility.
- (3) Maintain a positive attitude in respect to morality and ethics.
- (4) Be a team player to develop social work negotiation skills.
- (5) Be flexible in roles played whether as a follower or leader.

1.2 Teaching methods

Primarily lecture based delivery. Complimented with review time for students (to critically consider topic content) to reflect. Supplemented with in - class project.

1.3 Evaluation methods

- (1) Attendance
- (2) Level of participation.
- (3) Project presentation.

2. Knowledge development

2.1 Expected outcome on knowledge development

- (1) Knowledge of key concepts and theories related to media studies and employed to understand the cultural dimension of communication issues.
- (2) Awareness of communication and culture diversity.
- (3) In-depth understanding of the various forces and historical development shaping discourses.
- (4) Knowledge of the process and techniques of research in order to problem solve and add up to the knowledge in a career.

2.2 Teaching methods

Primarily lecture based delivery. Complimented with review time for students (to critically consider topic content) to reflect. Supplemented with in - class project.

2.3 Evaluation methods

- (1) Attendance.
- (2) Level of participation.
- (3) Project presentation.

3. Intellectual development

3.1 Expected outcome on Intellectual development

- (1) Develop analytical thinking.
- (2) Apply theoretical and practical knowledge to real life activities.
- (3) Apply knowledge and skills to solve problems and synthesize.

3.2 Teaching methods

- 4. Primarily lecture based delivery. Complimented with review time for students (to critically consider topic content) to reflect. Supplemented with in - class project.

4.1 Evaluation methods

- (1) Attendance.
- (2) Level of participation.
- (3) Project presentation.

Interpersonal relationship and responsibility

4.2 Expected outcome on Interpersonal relationship and responsibility

- (1) Cooperative interpersonal skills and respect for the rights and opinions for others.
- (2) Ability to be constructive team member in various roles.
- (3) Leadership and initiative in problem solving in uncertain situations.

4.3 Teaching methods

Primarily lecture based delivery. Complimented with review time for students (to critically consider topic content) to reflect. Supplemented with in - class project.

4.4 Evaluation methods

- (1) Attendance.
- (2) Level of participation
- (3) Project presentation.

5. Mathematical analytical thinking, communication skills, and information technology skills

5.1 Expected outcome on Mathematical analytical thinking, communication skills, and information technology skills

- (1) Can use their effective communication skills (Listening, Speaking, Reading, and Writing) to communicate with others in group meetings, project workshops, and presentations.
- (2) Can use information technology for communication in appropriate ways.
- (3) Develop analytical skills from case studies.

5.2 Teaching methods

Primarily lecture based delivery. Complimented with review time for students (to critically consider topic content) to reflect. Supplemented with in - class project.

5.3 Evaluation methods

- (1) Attendance.
- (2) Level of participation
- (3) Project presentation

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Class	Topic/Details	Number of hours		Online Session	On-Campus	Instructor	Note
		In-Class session	Lab session				
1	Introduction: In the Beginning..... The Evolution of the oldest form of storytelling – Visual Storytelling.	4		x		Dr. Jack Picone	Zoom and Google Classroom
2	History I - Silent Movies 1903-1927 Not so silent after all!	4		x		Dr. Jack Picone	Zoom and Google Classroom
3	History II – “The Talkies” By 1930 virtually every U.S. film was a ‘talkie’, and movies haven’t stopped talking since.	4		x		Dr. Jack Picone	Zoom and Google Classroom
4	Visual Rhetoric: Understanding and constructing a visual storytelling narrative.	4		x		Dr. Jack Picone	Zoom and Google Classroom
5	TV News: Visual Journalism storytelling in the digital age.	4		x		Dr. Jack Picone	Zoom and Google Classroom
6	Midterm Project Online Submission. <i>Work-in-Progress</i> curation of Week 12 Final Project.	4		x		Dr. Jack Picone	Zoom and Google Classroom
7	Animation:	4		x		Dr. Jack Picone	Zoom and Google Classroom

Class	Topic/Details	Number of hours		Online	On-	Instructor	Note
	The power of <i>Animation</i> as a visual storytelling medium that 'gives' to the world.						Classroom
8	Documentary Photography Multimedia: An introduction to the potent storytelling medium of Documentary Photography Multimedia.	4		x		Dr. Jack Picone	Zoom and Google Classroom
9	The Independent Film: Original and creative storytelling. What is it exactly?	4		x		Dr. Jack Picone	Zoom and Google Classroom
10	Anatomy of a Hollywood Blockbuster. Case study.	4		x		Dr. Jack Picone	Zoom and Google Classroom
11	Sci-Fi: Futuristic and high-tech. visual storytelling delivery medium that often comments on real world issues.	4		x		Dr. Jack Picone	Zoom and Google Classroom
12	Final Project Submission: Curation and <i>Final Project</i> Online Submission of Week 12 Final Project.	4		x		Dr. Jack Picone	Zoom and Google Classroom
	Total	48					

2. Evaluation plan

Expected outcomes	Methods / Activities	Week	Percentage
1-5	Class attendance, participation and in-class assignments.	1-12	20%
1-5	Midterm Assignment Project Pres.	1-12	20%
1-5	Final Assignment Project Pres.	1-12	60%

Section 6 Teaching Materials and Resources

1. Interactive Lectures, Viewing and Critical Analysis.

2. Texts, handouts, and PowerPoint presentations.

3. Recommended Reference Books below:

◆ Bal, Mieke. (1985). *Narratology: Introduction to the Theory of Narrative*. University of Toronto Press.

◆ Bazin, André. (2004). *What Is Cinema?* (Volumes I and II). University of California Press. Review book at Google Books: Volumes I: <http://bit.ly/e90kvd>

Volumes II: <http://bit.ly/e6ynP>

◆ Hart, J. (2007). *The Art of the Storyboard: Storyboarding for Film, TV, and Animation*. 2nd Edition.

◆ Lamb, Nancy (2008). *The Art and Craft of Storytelling: A Comprehensive Guide to Classic Writing Techniques*.

◆ **Visual Journalism** (2015) by David Machin (Author), Lydia Polzer (Author)

◆ **An Introduction to Visual Theory and Practice in the Digital Age** by Brooke Barnett (Author), David Copeland (Author), Harlen Makemson (Author), Phillip Motley (Author) . Paperback 2011 version is fine - much cheaper for students.

◆ **How News Images Move the Public**. Oxford University Press. Zelizer, Barbie. 2010. *About to Die:*

◆ **The Cruel Radiance**. Linfied, Susie. 2010. *Photography and Political Violence*. Chicago: The University of Chicago Press.

◆ **Doing Documentary Work** Coles, Robert. 1997. Oxford: Oxford University Press.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- a. Student evaluation
- b. Class Presentation.
 - (1) Course content.
 - (2) Course management.
 - (3) Suggestions
 - (4) Overall opinion.

2. Evaluation strategies in teaching methods

Workshop on course improvement. Constructive input from peers and program supervisors.

3. Improvement of teaching methods

Observing which teaching methods foster greater engagement and higher comprehension from students and implementing those methods more frequently. Seeking informal feedback from students about what they feel is the most dynamic delivery of course content.

4. Evaluation of students' learning outcome

Analysis of students learning outcomes and their their class project. Trouble shooting problem areas for improvement.

5. Review and improvement for better outcome

Reviewing students' results and performance. Recognizing areas of underachievement and implementing strategies to improve weak areas of performance.
