

DESN 1018 VISUAL STORYTELLING

Credit Points 10

Legacy Code 101921

Coordinator Janet Saunders ([https://directory.westernsydney.edu.au/search/name/Janet Saunders/](https://directory.westernsydney.edu.au/search/name/Janet%20Saunders/))

Description Visual storytelling is increasingly being used in a variety of contexts including websites, magazines, advertising, business and public affairs, exhibitions and events and television, often working across a number of platforms at the same time as requiring responsive design approaches for a diversity of viewing experiences. With access to increasing amounts and types of data, professional communicators need to be able to extract meaning to connect with a variety of different audiences in creative, dynamic, and emotional ways. This subject introduces students to story archetypes, structure and flow. It encourages metaphorical and analogical storytelling using appropriation making reference to genre and research. This practical subject explores a range of traditional hands-on techniques and digital software commonly used across the communications sector. Students are encouraged to explore and develop their own mark and image making skills aimed at specific target audiences and communication contexts.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects LGYA 2353 - Design Principles 2D3D DESN 1005 - Design Thinking DESN 1019 - Visual Storytelling (WSTC)

Assumed Knowledge

Basic written English skills.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Articulate understanding of the role of visual storytelling for exploring the relationship between content and context.
2. Evaluate visual communication contexts to identify principles and structures for visual storytelling.
3. Apply visual storytelling approaches using a range of digital media applications.
4. Apply visual approaches to generate relevant findings as storytelling outcomes for given briefs.

Subject Content

1. The subject introduces fundamental skills and literacies in visual design principles of layout for print and screen interfaces including readability, hierarchy, usage of information graphics and photography, typography and colour theory.
2. Visual storytelling principles are then applied through written and practical tasks that push understandings about the visual vocabulary of storytelling across a range of media platforms.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Applied Project	1.3 Equivalent to 30-60 secs or a minimum of 12 key frames plus portfolio	45	N	Individual
Applied Project	2.3 Equivalent to 2 x A4 or 1 x A3 format with minimum of 12 frames plus portfolio.	45	N	Individual
Quiz	Equivalent to 50 words - 5 quizzes with 10 multiple choice over 14 weeks	10	Y	Individual

Teaching Periods

Sydney City Campus - Term 1 (2022)

Sydney City

Day

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN1018_22-SC1_SC_D#subjects)

Spring (2022)

Penrith (Kingswood)

Day

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Online

Online

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Parramatta - Victoria Rd

Day

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Sydney City Campus - Term 1 (2023)

Sydney City

On-site

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1018_23-SC1_SC_1#subjects)

Vietnam Session 2 (2023)

Vietnam

On-site

Subject Contact Janet Saunders ([https://directory.westernsydney.edu.au/search/name/Janet Saunders/](https://directory.westernsydney.edu.au/search/name/Janet%20Saunders/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1018_23-UT2_UE_1#subjects)

Spring (2023)

Parramatta - Victoria Rd

On-site

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Vietnam Session 3 (2023)

Vietnam

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1018_23-UT3_UE_1#subjects)