



International Academy of Rome

A Member of **BAU** GLOBAL

Course Code	Course Name	ECTS Credits
POV3341	VISUAL STORYTELLING	5
Language of instruction:	English	
Type of course:	Core	
Mode of Delivery:	Face to Face	
Course Objectives:	<p>In times when we can access ever more information at any time and from any place, the fundamental challenge is how to extract the most valuable news, the most surprising findings, and the most relevant stories from this constant and abundant flood of information, in both informative and entertaining ways. As a result, the contextualization of information is pushing the envelope of today's design and aesthetics. This course aims to explore how to convey social, cultural, personal and commercial information through the language of visuals, by using multilayered narrative structures inspired by truly Made in Italy stories and characters.</p>	
Learning outcomes: upon successful completion of this course, students will:		
1 - understand the different narrative styles of a story		
2 - understand the narrative use and power of visuals		
3 - understand how to target your audience		
4 - understand the difference between art and craft		
Detailed Course Content		
Activity	Subject	
1)	A story and its narrative styles, Visual storytelling tools	
2)	Breaking down a script and design emotional rhythm	
3)	How to design a visual system	
4)	How to design a shot	
5)	MID TERM ASSIGNMENT / MADE IN ITALY CASE	
6)	What is art What is Craft? Society, culture and target audience.	
7)	Pre-visualizing, working with story boards. Pre production	
8)	Narrative use of light and camera	
9)	Working on a commercial	
10)	FINAL PROJECT PRESENTATION	
Sources		
Course Notes / Textbooks:	Visual Storytelling: Inspiring a New Visual Language, 2011 Authors/R. Klanten, S. Ehmann, F. Schulze	
Evaluation System		

Assessment Requirements	Number of Activities	Level of Contribution		
Midterm	1	40%		
Final	1	60%		
TOTAL		100%		

ECTS / Workload Table

Activities	Number of Activities	Duration (Hours)	Workload	
Course Classes	8	5	40	
Self Study Hours			80	
Midterms	1		2.5	
Final	1		2.5	
Total Workload			125	