

2. PROFESSIONAL TRAINING COURSE STORYBOARD (30 ECTS)

Introduction

The Professional Training Course Storyboard combines the program elements "Sequential Storytelling 1", "Portfolio and Career Planning 1" and "Pitching" from the BA in Graphic Storytelling into a semester course of 30 ECTS credits. On a practical level, the content of the program elements is executed through a series of workshops with focus on storyboarding. This includes sequential storytelling in the form of storyboards, pitching of storyboards and planning and preparing for a career in storyboarding by creating a portfolio and a career plan. The course is a further education option primarily for young animators who want to add storyboarding to their skill set or specialize on storyboarding.

2.1. Professional Training Course in Storyboard: Course contents

The course consists of the following modules and exams from the Bachelor in Graphic Storytelling degree program:

- Sequential Storytelling 1 (20 ECTS)
- Portfolio and Career Planning 1 (5 ECTS)
- Pitching (5 ECTS)

2.1.1. Sequential Storytelling 1 (20 ECTS)

The objective is for students to acquire knowledge of the creation and development of short and concise visual narratives and become familiar with basic conventions relating to dramaturgy and narrative technique. Students should become familiar with and should work with stories and narrativity particularly in relation to classical narrative technique. This program element is very practice-based as it requires a lot of practice to become a strong creator of sequential storytelling. In Sequential Storytelling 1, students will be asked to complete specific tasks with the support of skilled teachers and craftsmen. Using this practice-based approach will optimize their development in sequential storytelling.

2.1.1.1. Content

The program elements covers:

- narrative theory and method
- basic dramaturgy, including narrative dynamics and structure
- manuscript writing, dialogue and character development
- thumbnailing and layouting visual stories
- visuals expression as a narrative tool.

2.1.1.2. Learning objectives

Knowledge:

Students should acquire knowledge of:

- classical and modern models for plot structures
- genre and stylistics as organizing principle and how to balance expectations
- character development and character roles in fictional stories
- best practice in relation to clarity in the visual storytelling.

Skills:

Students should acquire the skills to:

- master the practical use of different narrative models
- develop a complementary gallery of characters and related character arcs
- implement an overall plot structure in concrete scenes with a concise and expressive text and dialogue
- adapt text manuscripts to visual stories
- use textual and visual genre and stylistic tools to ensure optimal communication of the themes of their story.

Competences:

Students should develop competence to:

- write manuscripts for sequential stories for their own use or for the use of others
- adapt sequential storytelling manuscripts written by others using an effective and well-considered approach
- create short sequential stories based on engaging and well-structured manuscripts and clear visual communication.

2.1.1.3. ECTS credits

The program element is equivalent to 20 ECTS.

2.1.1.4. Exams

The learning objectives of the program element are tested at the portfolio exam at the end of the course.

It is a prerequisite for participating in the exam that the student has completed minimum 75% of the exercises handed out in this program element.

2.1.2. Portfolio and Career Planning 1 (5 ECTS)

2.1.2.1. Content

The program element includes a presentation of different strategies for working with portfolios. Moreover, students are introduced to a number of existing portfolios. Students also work with physical versions of the portfolios and with how a portfolio may form the basis of interviews with editors, producers and other professionals.

2.1.2.2. Learning objectives

Knowledge:

Students should acquire knowledge of:

- the different media that a graphic storyteller can work for
- the different platforms that may be used for communicating their professional work and profile
- production set-ups in different, relevant media.

Skills:

Students should acquire the skills to:

- work actively to demonstrate their abilities to potential employers
- use different, relevant online platforms as a basis for their portfolio.

Competences:

Students should develop competence to:

- prepare a career plan.

2.1.2.3. ECTS credits

The 5th semester program element is equivalent to 5 ECTS and the 7th semester program element is equivalent to 5 ECTS.

2.1.2.4. Exams

The learning objectives of the program element Portfolio and Career Planning 1 are tested at the exam at the end of the course.

It is a prerequisite for taking part in the exams after that the participation requirement for the program element has been complied with. In this program element, students must complete:

- 1) a career plan
- 2) a portfolio plan

2.1.3. Pitching (5 ECTS)

Through this program element, the students should train their ability to boil down their ideas to what is essential and to present them in the most appetizing manner imaginable – live and in front of a critical audience.

2.1.3.1. Content

The program element covers:

- condensing and targeting complex messages to specific target groups or contexts
- preparing strong visual aids
- oral presentation to fellow students as well as potential employers.

2.1.3.2. Learning objectives

Knowledge:

Students should acquire knowledge of:

- effective and targeted communication
- different techniques for oral presentation
- the industry and which types of pitches are used and in which context, etc.

Skills:

Students should acquire the skills to:

- condense a message into what is absolutely essential
- target a message to a specific receiver
- produce messages with maximum effect
- incorporate the “pitchability” of a project already in the design phase.

Competences:

Students should develop competence to:

- prepare and deliver an interesting oral presentation of ideas and projects at a high professional level
- prepare visual aids to support their oral presentation
- actively contact clients and sell projects to them.

2.1.3.3. ECTS credits

The program element is equivalent to 5 ECTS.

2.1.3.4. Exams

The learning objectives of the program element is tested at the exam after the program element.

It is a prerequisite for taking part in the exam that the participation requirement for this program element has been complied with. In this program element, students must participate in the pitching workshop, physically or online.

2.2. Exams

2.2.1. Sequential Storytelling

2.2.1.1. Area

At this exam, the subject “Sequential Storytelling 1” is tested.

2.2.1.2. Competences

Students should develop competence to:

- write manuscripts for sequential storytelling for their own use or for the use of others
- adapt sequential storytelling manuscripts written by others using an effective and well-considered approach
- create short sequential storytelling narratives based on engaging and well-structured manuscripts and clear visual communication.

2.2.1.3. Exam form

Written exam based on a presentation portfolio and a reflection paper

The exam is individual.

2.2.1.4. Basis for exam

The exam is based on:

- 1) the presentation portfolio with examples of the student’s work during the “Sequential Storytelling 1” module
- 2) a reflection paper.

2.2.1.5. Scope, project and written product

1) The presentation portfolio

As a minimum, the presentation portfolio should include assignments from three of the Sequential Storytelling 1 workshops. It must be clear from the portfolio in which workshops the assignments have been produced. All the assignments should be assembled in one PDF file in A4 format and handed in electronically.

2) The reflection paper

The reflection paper should be 1-2 A4 pages long and contain the student’s own reflection of his/her learning and development during the module in general and with relation to the assignments included in the presentation portfolio.

2.2.1.6. Basis for assessment

The individual written exam is based on the presentation portfolio and the reflection paper handed in.

2.2.1.7. Assessment

The exam is assessed according to the 7-point grading scale by an external examiner. Students are given an overall grade for the presentation portfolio and the reflection paper.

When assessing the student’s performance, emphasis is placed on the quality of the work shown in the assignments in the presentation portfolio. This assessment is based on the learning objectives for Sequential Storytelling 1. Moreover, the assessment is based on the extent to which the student is able to reflect on his/her own learning and development during the module on the basis of the work samples and assignments included.

2.2.1.8. Access to exam

It is a prerequisite for participating in the written exam that the student has completed minimum 75% of the assignments handed out in this program element.

2.2.2. Portfolio and Career Planning 1

2.2.2.1. Area

At this exam, the subject "Portfolio and Career Planning 1" is tested.

2.2.2.2. Competences

The students should demonstrate that they can make a career plan and set up a portfolio suitable for the chosen career path.

2.2.2.3. Exam form

Written exam based on a written assignment.

The exam is individual.

2.2.2.4. Basis for exam

The exam is based on a written assignment including a career plan and a portfolio plan.

2.2.2.5. Scope, project and written product

The student must hand in a written assignment including:

- 1) a career plan including a short description of short- and long-term career goals, maximum one A4 page
- 2) a portfolio plan of maximum one A4 page describing which type of portfolio the student will make in order to reach the short-term career goal described in the career plan. If the portfolio or a preliminary version of it already exists, the student should include a link to it, if online. If the portfolio is in pdf format or if a preliminary version of it does not yet exist, the student should add extra pages to the portfolio plan that include the portfolio or examples of work to be included in the portfolio.

2.2.2.6. Basis for assessment

The written exam is based on the written assignment handed in. It is a prerequisite for participating in the written exam that the written assignment has been handed in on time.

2.2.2.7. Assessment

The exam is assessed according to the 7-point grading scale by an external examiner.

2.2.2.8. Access to exam.

It is a prerequisite for participating in the exam that the student has completed the exercises of the program element of creating a career plan and a portfolio plan.

2.2.3. Pitching

2.2.3.1. Area

At this exam, the subject "Pitching" is tested.

2.2.3.2. Competences

The students have to demonstrate that they are able to prepare and deliver an interesting oral presentation of ideas and projects at a high professional level accompanied by relevant visual aids that support the oral presentation.

2.2.3.3. Exam form

Oral exam.

Duration: 20 minutes.

The exam is individual.

2.2.3.4. Basis for exam

The students have to pitch a selected project.

2.2.3.5. Scope, project and written product

The pitch should last 10 minutes and be based on a project that the student has produced on his/her own. The visual product can either be based on the student's own original story or the story written by somebody else. After the pitch, the examiner and the external examiner may ask the student for further explanations and clarifications if needed, and the student may add further information.

2.2.3.6. Basis for assessment

The exam is based on the pitch performed at the exam and the student's reflections on it.

2.2.3.7. Assessment

The exam is assessed according to the 7-point grading scale by an external examiner.

2.2.3.8. Access to exam

It is a prerequisite for taking part in the exam that the students have taken part in the pitch workshop, physically or online.