



Elective (Open)

MCJ-21003OE

Semester 2nd

Visual Story Telling

Course Objectives

- To familiarize students with concepts concerning storytelling and narrative theory
- To introduce students to visual storytelling elements and techniques

Course Outcomes

- Students shall understand visual elements of stories
- Students shall be able to create a quality visual story

Unit-I

Origins of the Image

The Power of the Image

The Power of the Story

Telling stories with images/pictures: Elements and Techniques

Unit-II

Visual Narrative

Narrative Theory

Monuments and Memory

Street and Public Space

(Practical: Students will submit a visual story by the end of classwork)

Suggested Readings

- *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media* by Bruce Bloc
- *Visual Storytelling: Inspiring a New Visual Language* by Robert Klanten, S. Ehmann, F. Schulze
- *Visual Storytelling* by Sandler Morgan
- *Storytelling Through Animation (Graphics)* by Wellins, Mike
- *Killer Visual Strategies: Engage Any Audience, Improve Comprehension, and Get Amazing Results Using Visual Communication* by Amy Balliett and Guy Kawasaki
- *Production Design for Screen: Visual Storytelling in Film and Television (Required Reading Range)* by Jane Barnwe

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Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)