

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Digital Storytelling	COMM 122	2	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	YES	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English
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Course Instructor(s)	Emad Abouata Amlashi	E-mail : emad.amlashi@arucad.edu.tr	Office : DA-OFF06
Course Objectives	<p>This course focuses on the world of digital storytelling, where students will start with the fundamentals of storytelling and progress to explore advanced techniques. This course will cover the basics of stories, story structures, linear and non-linear storytelling, showing versus telling, and the exciting era of interactive storytelling. Students will delve into various digital tools and platforms to bring their narratives to life in captivating ways.</p>		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Define classic storytelling principles and apply them to digital media.	Lectures, Case Studies, Film Analysis	Mid-term Project
	Analyze and construct linear and non-linear narratives	Interactive Workshops, , Case Study analyze	Mid-term Project
Apply digital storytelling techniques to transform traditional narratives into multimedia formats.	In-class Hands-on Practice	Final Project	

Course Content	Plan and organize digital storytelling projects using appropriate software tools.	In-class Hands-on Practice, software tutorials	Mid-term project / Final Project
	Create and present original digital stories incorporating multimedia elements.	In-class hands-on practices, storyboarding exercise	Final Project
	Criticize and evaluate ethical considerations in digital content creation.	In-class Discussion, Case Study Analysis	Mid-term project / Final Project
	This course explores the fundamentals of digital storytelling, from traditional storytelling techniques to interactive digital narratives. Students will engage in hands-on practice, working with digital tools and multimedia elements to craft compelling stories.		

COURSE OUTLINE/SCHEDULE

Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	What is story? A brief history of storytelling and its roots in human civilization	T	McKee, R. (1999). Story: substance, structure, style, and the principles of screenwriting. London: Methuen.(PN1996 .M465 1997)
2	Literal storytelling/writing a plot/conflict: cause and effects	T/P	
3	story writing group workshop	P	
4	Story writing group workshop-evaluation Developing a story for digital media platform	P	Field, S. (2005). Screenplay: the foundations of screenwriting. New York, N.Y: Delta Trade Paperbacks.(REF PN1996 .F43 2005)
5	integrating multimedia into digital storyline	P	
6	Basic of shaping the stories on timelines	T/P	Jago, M. (2021). Adobe Premiere Pro CC classroom in a book 2021 release: the official training workbook from Adobe. San Jose, California: Adobe. (Available at library: TR899 .B34 2021)

7	Workshop of ordering stories on timelines I	P	
8	Midterm Exam Workshop of ordering stories on timelines II	P	
9	Basic editing	T/P	Katz, Steven D. Film directing shot by shot : visualizing from concept to screen. Studio City, CA: Michael Wiese Productions, 2019. Print. (available at library: REF PN1995.9.P7 .K38 1991)
10	Editing Workshop	P	
11	Visual Storytelling	T/P	Katz, Steven D. Film directing shot by shot : visualizing from concept to screen. Studio City, CA: Michael Wiese Productions, 2019. Print. (available at library: REF PN1995.9.P7 .K38 1991) Meretoja, H., & Davis, C. (Eds.). (2017). Storytelling and Ethics: Literature, Visual Arts and the Power of Narrative (1st ed.). Routledge. (REF PN56.S7357 .S763 2018)
12	Visual Storytelling workshop	P	
13	Basic of Audio recording	T/ P	
14	Podcast and audio book workshop	P	
15	Final project planning discussion	P	
16	Visual Storytelling workshop	P	
17	Final Exam Week	P	

<p>Required Course Material(s) / Reading(s)/ Text Book(s)</p>	<ul style="list-style-type: none"> • Field, S. (2005). <i>Screenplay: the foundations of screenwriting</i>. New York, N.Y: Delta Trade Paperbacks. (REF PN1996. F43 2005) • Meretoja, H., & Davis, C. (Eds.). (2017). <i>Storytelling and Ethics: Literature, Visual Arts and the Power of Narrative</i> (1st ed.). Routledge. (REF PN56.S7357. S763 2018) • Jago, M. (2021). Adobe Premiere Pro CC classroom in a book 2021 release: the official training workbook from Adobe. San Jose, California: Adobe. (Available at library: TR899. B34 2021) • Katz, Steven D. <i>Film directing shot by shot: visualizing from concept to screen</i>. Studio City, CA: Michael Wiese Productions, 2019. Print. (available at library: REF PN1995.9.P7 .K38 1991)
<p>Recommended Course Material(s)/ Reading(s) /Other</p>	<ul style="list-style-type: none"> • McKee, R. (1999). <i>Story: substance, structure, style, and the principles of screenwriting</i>. London: Methuen. (PN1996 .M465 1997)

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

	CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES
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	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.					*
2	Knows the principles and elements of basic design.			*		
3	Knows the history, theories and theorists of visual communication.			*		
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					*
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.				*	
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.					*
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity					*
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.				*	
9	Applies visual communication design techniques with design technologies in developing and changing media environments.					*
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.				*	
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.				*	
12	Has the ability to use research methods and techniques in the field of Visual Communication.			*		
13	Has the competence to research, plan, implement and report during the project phase.				*	
14	Has the competence to establish the connection between design and aesthetic values.			*		
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.				*	
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.					*
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.			*		
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.			*		
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.				*	



ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	16		4	64
Preliminary Preparation and self- study	16		1	16
Mid-Term	1		20	20
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		25	25
Other				
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	

	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	*
	SDG 5: Gender Equality	
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	*
	SDG 9: Industry, Innovation and Infrastructure	*
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	*
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Students will actively participate in in-class practices, discussions, and hands-on exercises throughout the semester, continuously developing and refining their projects. Given the evolving nature of digital storytelling, assessment will not be limited to final submissions but will also consider students' engagement, creativity, and progress over time.

Instead of grading individual practices separately, both the midterm and final project grades will reflect students' ongoing work and commitment. This includes:

In-Class Practices: Active participation in workshops and practical exercises, experimenting with different storytelling techniques.

Discussions & Critiques: Contribution to peer reviews and class discussions, demonstrating analytical thinking and constructive feedback.

Development & Iteration: Continuous refinement of projects, integrating feedback and improving narrative coherence and media adaptation.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Dr. Emad Abouata Amlashi
UPDATED	18-03-2025
APPROVED	