**Danish University
of Design**

COURSE DESCRIPTION
MULTIPLATFORM STORYTELLING

Course title Multiplatform Storytelling	**Kursustitel** Multiplatform storytelling
Course number BK2MP--KMU	**Approved** 02.05.23
Level and semester BA, 4th semester	**Field of study** Communication Design
ECTS 25	**Responsible** Laila Grøn Truelsen
Exam form Semester exam (see Studieplan/Study Plan on Itslearning) Combination test: Oral defence and design product	**Assessment** 7-point grading scale The exam will be an overall evaluation of the presented design product and the oral defence.
Censor External	**Extent/duration of exam** The duration of the total semester exam is 60 minutes, of which: 20 minutes are for the student's presentation 20 minutes are for discussion 20 minutes are for voting and assessment
Group work see Studieplan/Study Plan on Itslearning	**Prerequisite** As a mandatory prerequisite for participation in the exam, the student must deliver a learning portfolio before a deadline set by the study administration.

Danish University of Design

COURSE DESCRIPTION
MULTIPLATFORM STORYTELLING

Course objective

Multiplatform storytelling (MPST) is the technique of telling a single story or story experience across multiple media platforms and formats.

The aim of the course is to enable the students to develop compelling stories across relevant platforms and to be able to adapt the delivery of a message based on platform.

The common thread throughout the course is storytelling, which is used to transform pure form and technique exercises into visual narratives with an emotional impact. The aim of the storytelling part of the course is to give the students the tools and methods needed to create a strong narrative, regardless of length and form.

In the course, the students must learn to use the technique in the software that is linked to storytelling and live media. At the same time, the course will develop the students' ability to utilize the means associated with the various media, including primarily working with movement in the visual narratives, but also with light and sound as mood-creating elements.

Learning outcome

At the examination, the student is expected to:

Knowledge:
• *understand how to plan, test and execute a media production*
• *know different methods and approaches to storytelling*
• *have knowledge about the currently relevant media platforms*
• *know the special narrative techniques and possibilities that are linked to media on the various platforms*

Skills:
• *be able to use storyboarding as a tool for planning media development*
• *be able to use relevant software, including:*
  - video editing software
  - animation and compositing software
• *be able to utilize the special narrative possibilities that come with working with multiplatform media, including how they can affect the receiver in different ways*
• *be able to work with cutting, cropping, light, rhythm, tempo changes and sound as means of creating moods and dynamics and evoking emotions*

Competences:
• *be able to utilize storytelling to create different kinds of visual, living narratives of shorter duration, but with a high degree of finish*
• *be able to understand and utilize storytelling as an essential element of a communication that can unfold at exhibitions, events, on social media, web pages and the like*

design school kolding DK � **Danish University of Design**

COURSE DESCRIPTION
MULTIPLATFORM STORYTELLING

Generic learning outcome
In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*