Introduction to Digital Storytelling
CMPR6210

Course Outline

Description:

Learn how to craft compelling narratives and create engaging visual stories through a variety of digital platforms. Discover how to transform your creativity into stories, leveraging digital tools to connect with your target audience.

Topics:
- Creating your narrative
- Conducting interviews and building content
- Translating content for various audiences and platforms
- Incorporating storytelling elements in digital content
- Building engagement with your audience

Course Goals:
- To provide students with an understanding of storytelling models and their business applications
- To explore opportunities creating content for the web
- To enable student to develop and implement strategies to successfully share individual and organizational stories
- To provide students with tips and tools for effective digital content creation and editing
- To share and overview of relevant apps and software for creating digital assets
- To define best practices for creating, disseminating and evaluating effective digital stories
- To prepare students to plan, conceptualize, and share a digital storytelling campaign

Course Objectives: At the completion of this course, the student will be able to:
- Conduct an interview with a subject
- Write a compelling digital story and translate it into formats appropriate for various social media and web platforms
- Use mobile applications to create engaging visuals to bolster their stories
- Create a plan to disseminate their digital stories to target audiences
- Define clear goals and objectives for a digital storytelling campaign
- Prepare the evaluation component

Text and Software:

There are no required textbook for this course. Readings and articles will be provided in OWL.

Students will be encouraged to take part in activities using Miro, an online interactive Whiteboard tool. Miro accounts are free, but not required to access the whiteboards for this class. The activities have been set up so that non-authenticated users can contribute. The password to access all Miro Whiteboards for this class is " WesternCS "

This course outline is a sample only and is subject to change.

Evaluation: This is a graded course where a complete or incomplete will be issued. In order to receive a completion for this course, a student must:
- Complete Weekly Discussion Posts as listed in the Forum section
- Complete Assignment 1: Humans of New York Interview & Digital Story
- Complete Assignment 2: Digital Storytelling Campaign Roadmap & Digital Story Mockup

It is recommended that you attend all the scheduled zoom sessions, but they are not required.

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: http://www.uwo.ca/univsec/pdf/board/code.pdf.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

How often will the instructor communicate with me?

As your instructor, I will respond to emails within 48 hours. Please use the subject line "Digital Storytelling" to make it to my priority inbox. Questions that have general application should be posted to the General Questions Forum so that all students can receive the same information.

In addition, we will connect weekly via ZOOM sessions. While participation in the live ZOOM sessions is not mandatory and you will not be quizzed on content discussed in those sessions, they will provide an opportunity to connect with your classmates, and meet with industry professionals. Attendance is highly encouraged, but you must attend at least two out of the four scheduled live Zoom sessions.

Policy on Late Assignments:

It is suggested that online discussions are to be completed in the week they are assigned. This is to allow everyone the opportunity to contribute to the conversation. The online week will run from Monday to Sunday.

All other assessments have suggested deadlines. Every effort should be made to submit by the deadline, however they will be accepted and assessed until 23:55 ET on the last day of the course without any

academic penalty applied. Anything received after this time will result in a grade of "Zero".

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge
If you have met the course requirements for this Western approved micro-credential, you will receive an email from MyCreds to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

Course Schedule:

Date	Topics	☑ Activities
Week 1: Digging Deep: Unearthing Compelling Content	Digital Storytelling 101 ● Introduction to Storytelling – What makes a good story? ● Overview Narrative styles and Story Arc ● Contemporary Forms and Formats ● Tech Tools for Digital Storytellers	● Read and Review Learning Modules and Videos on OWL ● Discussion Post: Introduce Yourself Collage (on Miro)
Week 2: Sharing Authentic Stories	Sharing Authentic Stories ● Start With "WHY" ● 6 word Stories ● Telling Other People's Stories: Empathy and Trust in Storytelling ● Seeking Consent ● Edelman Trust Barometer ● Interviewing Skills	● Read and Review Learning Modules and Videos on OWL ● Discussion Post: 6 Word Story ● Review Visiting Speaker Bio and Submit a question for next week ● Find a subject to interview, set up an appointment to conduct interview

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Week 3: Stories that Connect	Reaching Your Audience Through Precise Sharing ● Humans of New York Case Study & Assignment Overview ● Write Fat, Edit Lean ● Longer Story Formats: Newsletters, Blog Posts, Podcasts, Video ● Creating compelling visuals ● Humour in Storytelling	● Read and Review Learning Modules and Videos on Owl ● Discussion Post: Humans of New York ● Discussion Post: Assignment Draft and provide feedback to two of your classmates ● Assignment 1: Humans of New York
Week 4: Crafting a Digital Storytelling Campaign	● Finding your audience ● Overview of the Paid, Owned, Earned – Digital Marketing Media Mix ● Building a Digital Storytelling Campaign Roadmap ● Leveraging your assets to reach new audiences ● Responding to your data – shifting your story strategy	● Read and Review Learning Modules and Videos on OWL ● Discussion Post: Reflection and Takeaways ● Assignment 2: Digital Storytelling Roadmap & Story Mockup Due

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