Course unit title:	Multimedia and Digital Video Storytelling
Course unit code:	AMDM310
Type of course unit:	Required
Level of course unit:	Bachelor (1st cycle)
Year of study:	3
Semester when the unit is delivered:	6 (Spring)
Number of ECTS credits allocated :	6
Learning outcomes of the course unit:	1. Understand the methods and techniques used in the conception and development of digital multimedia storytelling 2. Develop critical awareness of alternative forms of interaction 3. Be able to design a concept model for an interactive story 4. Understand the principles, methods and techniques utilised in the development of digital video 5. Develop a practical understanding of the current standards, technologies and formats used in the delivery of digital video 6. Identify the different forms of narrative structure used in the development of digital movies 7. Produce in a systematic manner digital video to a given brief and project schedule 8. Produce an interactive digital video and multimedia project
Mode of delivery:	Face-to-face
Prerequisites:	AMDM100, AMDM300 Co-requisites: None
Recommended optional program components:	None

Course contents:	**Digital multimedia storytelling**
	    Methods and techniques
	    Narrative structures for interactive multimedia
	
	Alternative forms of interaction
	    Alternative interactive environments
	    Multimodal interaction
	
	Interactive story design
	    Lab exercise 1
	
	Digital video techniques
	    Principles and methods
	    Scripts and storyboarding
	    Shooting techniques
	
	Digital video technologies
	    Standards and formats
	    Production Vs delivery technologies
	
	Narrative structures and editing for digital video
	    Narrative forms for marketing promos
	    Editing techniques
	
	Digital video production
	    Lab exercise 2
	
	Interactive digital video and multimedia production

	Final project
Recommended and/or required reading:	Evans, R. (2003) Practical DV Filmaking. Focal Press Miller, C.H. (2009) Digital Storytelling Focal Press
Textbooks:	
References:	Musburger, R. (2002) Single-Camera Video Production Focal Press Shaner, P. & Jones, G.E (2004). Real World Digital Video Peachpit Press Vineyard, J. (2000) Setting Up Your Shots: Great Camera Moves Every Filmmaker Should Know. Michael Wiese Productions Wheeler, P. (2000) Practical cinematography. Focal Press Ryan, M. (2000) Narrative as Virtual Reality: Immersion and Interactivity in Literature and Electronic Media (Parallax: Re-visions of Culture and Society). The John Hopkins University Miller, C.H. (2009) Digital Storytelling Focal Press T4: T5: Van Sijll.J. (2005)
Planned learning activities and teaching methods:	Lectures supported by power point presentations, audio examples and class discussions. Use of lab equipment to demonstrate audio production techniques. Provide students with hands on experience to carry out the lab exercises as well as elaborate and implement their final project.
Assessment methods and criteria:	▪ Midterm: 15% ▪ Lab exercise 1: 15% ▪ Lab exercise 2: 15% ▪ Final project: 55%
Language of instruction:	English
Work placement(s):	Not applicable