

# School of Communications

**Course: ANIM 3030 Visual Storytelling (3)**

**Term:**

**Instructor:** Steve Boyer-Edwards  
edwardscartoons {at} yahoo [dot] com  
cell phone (314)566-4783

**Course Description:** We'll explore visual narrative in cinema, discuss the psychology of seeing, examine why we interpret images the way we do, and then apply these principles to graphic narrative and on-screen communication. Students receive the instructor's critique of their storyboards and have a chance to critique fellow students' work.

**Prerequisites:** ART 1110 and ANIM 3020, OR permission of the instructor.

## **Course Learning Outcomes:**

Students who become familiar with the principles of graphic language and then diligently practice new techniques and ways of seeing will enhance the impact and effectiveness of their own visual narrative.

## **Assessment**

- Technical skills will be assessed on quality of exercises
- Creative skills will be assessed on quality of productions
- Design skills will be assessed on quality of aesthetics
- Theory skills will be assessed by exam
- Writing skills will be assessed by quality of criticism or story
- Critical thinking skills will be assessed by quality of participation

## **Materials and/or Required Textbooks:**

Cinematic Storytelling by Jennifer Van Sijll, ISBN 1-932907-05-x

## **Visual Journal:**

Weekly entries in a visual journal are part of your practice in translating your own internal concepts into graphic narrative – you will be required to make weekly entries in order to put your lessons into practice and develop

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new ways of seeing – content is up to you. Use a cheap sketchbook in order to stay relaxed and comfortable.

Supplies:

Bring pencils, eraser(s), paper and journal each week.

Areas we'll examine and apply:

Brief Refresher in Foundations of Drawing – Composition, frame design, perspective, rendering a 2-d object within a 3-d space, etc.

Effective Cinematic Techniques for On-Screen Communication:

1. Space: 2d and 3d Screen Direction
2. Frame: Composition
3. Shape Within the Frame
4. Editing: Pudovkin's Five Editing Techniques
5. Time
6. Sound Effects
7. Music
8. Scene Transitions
9. Camera Lenses
10. Camera Position
11. Camera Motion
12. Lighting
13. Color
14. Props
15. Wardrobe
16. Locations
17. Natural Environment

**University Grading Standards: The Undergraduate Catalog provides these guidelines and grading options:**

**A, A-** Superior work in the opinion of the instructor

**B+, B, B-** Good work in the opinion of the instructor

**C+, C, C-** Satisfactory work in the opinion of the instructor

**D+, D** Passing, but less than satisfactory work in the opinion of the instructor

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**I** Incomplete work in the opinion of the instructor. If an Incomplete grade is submitted by the instructor, the student and the instructor must have an agreed upon deadline for completion of the required work.

**ZF** An incomplete which was not completed within one year of the end of the course. All Incompletes should be completed within a much shorter period of time before the automatic ZF is entered on the student's transcript. This grade of F cannot be undone.

**F** Unsatisfactory work in the opinion of the instructor

**W** Withdrawal from the course

## **University Policy Statements:**

This course is governed by the University's policies, as published in the University catalog.

**Academic Honesty:** The University is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university catalog for a definition of academic dishonesty and potential associated disciplinary actions.

**Drops and Withdrawals:** Please be aware that the Drop/Add and Withdrawal dates are listed each semester on the University website, in the University catalog and in the Course Description book. If the course is dropped within the Drop/Add period, no notation of the course will appear on the student's transcript. Withdrawals take place after the published Drop date and a "W" in the course will appear on the student's transcript.

**Special Services:** If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this course so that these can be provided.

**Disturbances:** Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and fellow students with dignity and respect, especially in cases where diversity of opinions arise. Please refrain from cell phone use or social internet sites during class time.

**Student Assignments Retained:** Some random student assignments or projects will be retained by the School of Communications for the purpose of academic assessment as it relates to student learning outcomes. In every such case, the student's name and all identifying information about the student will be removed from the assignment or project.

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**Contact hours for this course:** It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length without rescheduling and/or make up activities.