

PFR401 : Visual Storytelling (Joint) (CFS)

Status	Approved
Module Name	Visual Storytelling (Joint) (CFS)
Module Code	PFR401
Credit Value	30
Level	4
Pre-requisites	
Named Module Leader	Chandler, Katie

Module Aim

The module aims to engage students with the moving image as a specifically visual medium; drawing on traditions of art, photography and theatre.

Summary Module Description

This module will foreground the importance of narrative sequence as a primarily visual signifying system, with emphasis on framing, staging, performance and syntagmatic storytelling.

It will also provide a thorough grounding in screen grammar, enabling students to organise space in efficient and creative ways that provide the basis to shoot for the edit.

Students will explore and interrogate influences and processes associated with fine art painting, the theatrical and performance traditions, mise-en-scene, and site specific works.

These experiences combined with traditional moving images techniques will enable students to appreciate alternative approaches to image making that explore form and aesthetic from a broader perspective.

The module will cover the following:

- Telling a visual story

- Framing and composition
- The grammar of the shot
- Physical movement, staging, stunt and intimacy coordination and camera placement
- Camera movement and actor performance
- Production and costume design
- Sound design
- Post-production and editing

Module-Specific Employability Skills

The module will offer you an opportunity to practice the following skills that can be used in professional settings in film, television and creative industries, as well as in academia and beyond:

Critical Thinking & Analysis: You will develop an ability to look below the surface of film and television, make connections and reflect on different social and creative perspectives. Through this process, you will build a more profound understanding not only of film and television but also of values and attitudes in contemporary global societies that influence what you see on the screen.

Health and Safety: You will enhance your awareness of health and safety guidelines and apply them in professional settings.

Problem Solving and Innovation: You will grow your capability to logically and critically evaluate the currently available film and television practices and progress your creativity towards innovation by applying conceptual models to practical challenges.

Imagination and Creativity: You will gain the confidence to determine your potential contribution to the creative industries, finding the courage to use artistic solutions and produce unique and original work.

Collaboration and Team Working: You will develop a positive attitude when working with others in a respectful, organised and collaborative manner.

Organisation: You will advance your project and time management skills.

Personal Development: You will be advised on how to define your priorities, manage your time effectively, develop an understanding of personal strengths and weaknesses and find ways of responding to constructive criticism and feedback. Your ability to forge productive relationships with others and to understand the essential elements of how creativity is fostered in team environments will go on to support you and your ambitions in your academic career and beyond.

Learning Outcomes

LO #	Learning Outcome Name	Learning Outcome Description	Assessment Criteria Category
BAACFSIFU01 BA(Hons) Acting for Screen with Integrated Foundation Year v1.0			
1	Technical	Identify & apply ideas, creative elements, processes and techniques appropriate to a project	None
2	Collaboration	Identify & apply constructive relationships and work effectively on a project	COLLABORATION
3	Communication	Identify & apply professional communication and presentation skills	None
4	Professionalism	Identify & apply self-management skills and set priorities for personal and professional progression	ORGANISATION
5	Research	Identify & apply research, resources and methodologies that inform a project	None
6	Analysis	Identify & apply specialist information and practices	None
7	Innovation	Identify and apply problem solving techniques and test ideas in the realisation of a project	None
8	Industry	Identify and apply industry vocabulary and knowledge to enable you to support your engagement with the commercial marketplace	None
BAACFSSFU01 BA(Hons) Acting for Screen v1.0			
1	Technical	Identify & apply ideas, creative elements, processes and techniques appropriate to a project	None
2	Collaboration	Identify & apply constructive relationships and work effectively on a project	COLLABORATION
3	Communication	Identify & apply professional communication and presentation skills	None
4	Professionalism	Identify & apply self-management skills and set priorities for personal and professional	ORGANISATION

		progression	
5	Research	Identify & apply research, resources and methodologies that inform a project	None
6	Analysis	Identify & apply specialist information and practices	None
7	Innovation	Identify and apply problem solving techniques and test ideas in the realisation of a project	None
8	Industry	Identify and apply industry vocabulary and knowledge to enable you to support your engagement with the commercial marketplace	None
BAPFMASFU01 BA(Hons) Practical Filmmaking (2 year) - CFS v1.2			
1	Technical	Identify & apply ideas, creative elements, processes and techniques appropriate to a project	None
2	Collaboration	Identify & apply constructive relationships and work effectively on a project	COLLABORATION
3	Communication	Identify & apply professional communication and presentation skills	None
4	Professionalism	Identify & apply self-management skills and set priorities for personal and professional progression	ORGANISATION
5	Research	Identify & apply research, resources and methodologies that inform a project	None
6	Analysis	Identify & apply specialist information and practices	None
7	Innovation	Identify and apply problem solving techniques and test ideas in the realisation of a project	None
8	Industry	Identify and apply industry vocabulary and knowledge to enable you to support your engagement with the commercial marketplace	None
BAPFMISFU01 BA(Hons) Practical Filmmaking with Integrated Foundation Year (3 years) - CFS v1.2			
1	Technical	Identify & apply ideas, creative elements, processes and techniques appropriate to a project	PROCESS

2	Collaboration	Identify & apply constructive relationships and work effectively on a project	COLLABORATION
3	Communication	Identify & apply professional communication and presentation skills	None
4	Professionalism	Identify & apply self-management skills and set priorities for personal and professional progression	None
5	Research	Identify & apply research, resources and methodologies that inform a project	None
6	Analysis	Identify & apply specialist information and practices	None
7	Innovation	Identify and apply problem solving techniques and test ideas in the realisation of a project	INNOVATION
8	Industry	Identify and apply industry vocabulary and knowledge to enable you to support your engagement with the commercial marketplace	None

BASCWASFU01 BA(Hons) Screenwriting (2 year) - CFS v1.1

1	Technical	Identify & apply ideas, creative elements, processes and techniques appropriate to a project	None
2	Collaboration	Identify & apply constructive relationships and work effectively on a project	COLLABORATION
3	Communication	Identify & apply professional communication and presentation skills	None
4	Professionalism	Identify & apply self-management skills and set priorities for personal and professional progression	ORGANISATION
5	Research	Identify & apply research, resources and methodologies that inform a project	None
6	Analysis	Identify & apply specialist information and practices	None
7	Innovation	Identify and apply problem solving techniques and test ideas in the realisation of a project	None
8	Industry	Identify and apply industry vocabulary and knowledge to enable you to support your engagement with the commercial marketplace	None

BASCWISFU01 BA(Hons) Screenwriting with Integrated Foundation Year (3 years) - CFS
v1.1

1	Technical	Identify & apply ideas, creative elements, processes and techniques appropriate to a project	PROCESS
2	Collaboration	Identify & apply constructive relationships and work effectively on a project	COLLABORATION
3	Communication	Identify & apply professional communication and presentation skills	None
4	Professionalism	Identify & apply self-management skills and set priorities for personal and professional progression	None
5	Research	Identify & apply research, resources and methodologies that inform a project	None
6	Analysis	Identify & apply specialist information and practices	None
7	Innovation	Identify and apply problem solving techniques and test ideas in the realisation of a project	INNOVATION
8	Industry	Identify and apply industry vocabulary and knowledge to enable you to support your engagement with the commercial marketplace	None

Assessment Methods

Assessment Method	Description of Assessment Method	%	Learning Outcomes Assessed	Compulsory or Compensatable
SP	On set assessment	100	CLO: 2 , 4 , 2 , 4 , 2 , 4 , 1 , 2 , 7 , 2 , 4 , 1 , 2 , 7	Compulsory

The following codes for assessment methods apply

SP	Studio practice
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Modes of delivery

Module Target Learner Hours: 300	
Activity	Hours
Lecture	18
Seminar	18
Tutorial	3
Project supervision	6
Demonstration	6
Practical classes and workshops	6
Supervised time in studio/workshop	6
External Visits	12
Guided independent study	225

Indicative list of resources

Reading List

BARTHES, R. 2009. *Mythologies*. London: Vintage Books

BERGER, J. 2008. *Ways of Seeing*. London: Penguin Books

BERGSTROM, B. 2008. ***Essentials of Visual Communication***. London: Laurence King

HODGE, S. 2015. ***How to Look at Art***. Tate Publishing

KATZ, S. 1991. ***Film Directing Shot by Shot***. Studio City: Michael Wiese Productions

SANDLER, M. 2018. **Visual Storytelling: How to Speak to Your Audience Without Saying a Word**. Michael Wiese Productions.

VAN SIJLL, J. 2nd Ed. 2005. ***Cinematic Storytelling***. Studio City: Michael Wiese Productions

Refer to the Module Guide for a range of up-to-date resources e.g. films, scripts, journal articles, websites and podcasts.

Named Awards

Course
BAACFSSFU01 BA(Hons) Acting for Screen
BAACFSIFU01 BA(Hons) Acting for Screen with Integrated Foundation Year
BAPVFXSFU01 BA(Hons) Post-Production & VFX (CFS)
BAPVFXSIU01 BA(Hons) Post-Production & VFX with Integrated Foundation Year (CFS)
BAPFMASFU01 BA(Hons) Practical Filmmaking (2 year) - CFS
BAPFMISFU01 BA(Hons) Practical Filmmaking with Integrated Foundation Year (3 years) - CFS
BASCWASFU01 BA(Hons) Screenwriting (2 year) - CFS
BASCWISFU01 BA(Hons) Screenwriting with Integrated Foundation Year (3 years) - CFS