

INTERNATIONAL MINOR PROGRAMME VISUAL STORYTELLING



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VISUAL STORYTELLING

DO YOU HAVE A CREATIVE MIND AND A PASSION FOR VISUAL COMMUNICATION AND STORYTELLING? ARE YOU INTERESTED IN TRANSLATING CONCEPTS INTO VISUAL PRODUCTS? IN THE VISUAL STORYTELLING MINOR YOU WILL DEVELOP YOUR CREATIVE THINKING AND VISUAL COMMUNICATION SKILLS TO HELP YOU BUILD A UNIQUE CREATIVE CAREER.

Visual Storytelling can be defined as the art of telling a good visual story. In this minor you will develop the skills to communicate stories using visual and digital media such as video, graphic

design, and photography. During this process, we aim to help you develop a personal visual style.

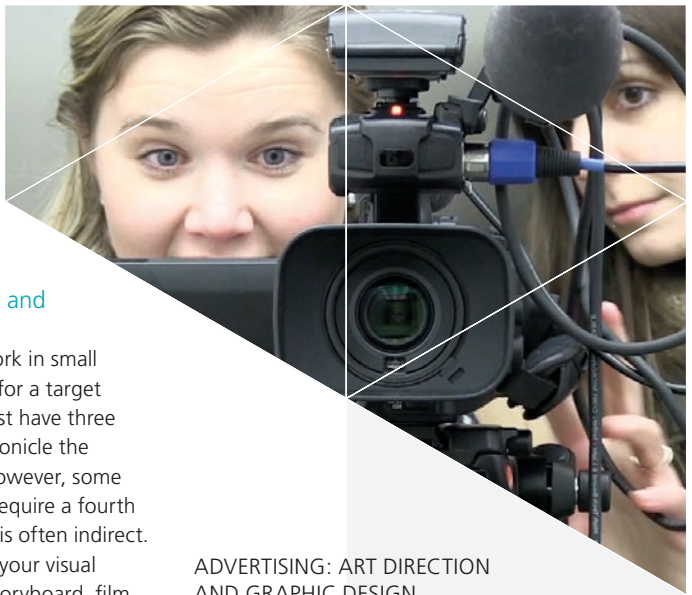
So, if you love good stories and have some experience with film, photography or graphic design, this minor could be the one to choose!

COURSES

Video Storytelling – 4 EC – Exam and Assignments

The art of video storytelling is the capacity to effectively convey a message and captivate an audience on an emotional level. This requires understanding of story structure and creativity. In this course you will learn the essential skills for producing video stories: you will understand story structure and visual language, shoot video and improve your editing techniques.





Film Project – 4 EC – Portfolio and Presentation

In the final ten weeks you will work in small groups and produce a short film for a target audience. A compelling story must have three acts that set up the situation, chronicle the conflict and offer a resolution. However, some stories are unique because they require a fourth element – a call to action, which is often indirect. You will develop the narrative of your visual story, write the script and then storyboard, film and edit your film.

Photographic skills – 3 EC – Exam and Assignments

Photography is a visual language with its own vocabulary and rules. It can tell stories and evoke emotions and imagination without the need for words. This course will enable you to tell better stories through thoughtfully applying the principles of visual language and communication. It will help you get your intended message across to the viewer and create images with impact and feeling. You will have class lectures that will enhance your photographic knowledge of subjects such as visual language and semiotics, and individual assignments to master composition and lighting.

Photographic story project – 5 EC – Portfolio and Presentation

In this course you will build a documentary reportage by covering an editorial story. For this story, you will take a renowned photographer as a source of inspiration for your choice of subject matter and style. Most of all, it will help you discover your own visual language as well as practical and conceptual know how. You will have (practical) assignments with feedback to implement theories learnt in class.

ADVERTISING: ART DIRECTION AND GRAPHIC DESIGN

This course is about persuasive communication and design. You will analyze the strategic and communicative goals of brands and corporations, and develop brand identity concepts and advertising campaigns through transmedia storytelling. In the first part of the semester you will design a **brand identity**, in the second part you will create an **advertising campaign**. See below for both course descriptions.

Brand Identity – 7 EC - Portfolio

In order to form a connection with a brand, you will design visual identities that are authentic, creative and inspirational. You will analyze communication objectives and branding strategies of corporate brands and conceptualize these ideas into an original visual identity (packaging, logo, merchandise).

Advertising Campaign – 7 EC – Portfolio

In teams of two students you will develop an advertising campaign for a client. Following a commercial briefing, you create stories and concepts for an advertising campaign that can be used across all media platforms, both digital and off-line.

In total you can earn 30 EC for the minor. This minor will take place in the fall semester.



The Benno Premselahuus is a monumental building, in which the Department of Communication and the Department of Creative Business are housed.

MORE INFORMATION ABOUT THIS MINOR PROGRAMME CAN BE OBTAINED FROM:

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