



# International Minor Module **Impact Storytelling**

Spring semester



CO+  
CB+

The logo consists of two overlapping triangles pointing to the right. The top triangle is orange and the bottom one is blue. To the right of these triangles is a black arrow pointing to the right containing the text 'CO+' and 'CB+' stacked vertically.

# International Minor Module

# Impact Storytelling

Spring semester



**Are you ready to use your creativity and voice to have a positive impact on the world?**

**In times of change, transformation and innovation, storytelling has been used throughout history to connect, create change, educate, inspire, lead, heal and move us.**

**The stories we tell, create the world we live in. We need to define and change the stories that prevent us from moving forward personally and systemically. If we want to challenge current status quo, we have to change the stories that perpetuate it. By telling new stories we can build a new world.**



This 15 EC minor will take you on a personal journey to find and explore your voice when it comes to people and planet. And to use this voice to create new narratives and stories that can catalyze and support the change and action needed for social impact. Thereby becoming a conscious storyteller.

You will work on real issues connected to the Sustainable Development Goals (SDGs) as a framework to create focus in the topics. You will learn about narratives, cognitive psychology and ethical storytelling, and learn to collaborate with students from other disciplines, cultures and countries.

Together you will create impact narratives which tackle societal issues that you will showcase at the Impact Expo to our partners, lecturers and researchers. Be the change you want to see in the world and join us!

This is a 15 EC minor and is offered over 10-weeks (including a 1-week recess), in both halves of the spring semester. You can choose to follow the minor in the first half (Feb – Apr) or second half (Apr – Jul) of the semester. You can follow this minor as a single module of 15 EC. In case you require a full minor programme of 30 EC we recommend you to combine this Minor module with the Minor module Ethical making for a transition to a sustainable future (15 EC).

### **Learning outcomes**

- You will (further) develop knowledge and insight in to societal issues, master narratives and the Sustainable Development Goals (SDG's).
- You will (further) develop your own voice on societal issues using the SDG's as a framework.



- You will (further) develop your knowledge in cognitive psychology, narratives, impact evaluation and ethical storytelling.
- You will (further) learn to combine your voice and knowledge to shape your creative process towards the making of narrative and stories.
- You will (further) develop your skills in collaborating with students from other disciplines (educational programs), cultures and countries, thereby developing your skill to work, act and contribute in multi-disciplinary teams.

### **Courses**

In total you can earn 15 EC for this minor module.

The minor is organized around project-based learning. Students will work in teams on a professional product that aims to support or further the transition to a sustainable future. In order to make sure the minor can capture the input of all the disciplines the students possess, we have deliberately chosen not specified the professional product / artefact too strictly and will refer to it as a narrative.

Central question:

How can narratives and stories have a positive impact on complex societal issues?  
Below you will find an overview of the subjects in the minor.

## Knowledge & skills

The subjects within the minor will be offered as a series of online and in-person learning activities including readings, seminars, workshops, web-lectures and selfassessment where you will learn about:

- Theory on narratives, narrativity and storytelling
- Cognitive psychology
- Culture & narrative
- Trends & innovation in storytelling
- Ethical storytelling
- Impact mapping
- Impact evaluation

## Creative workshops

To translate your voice and narrative to a medium we will facilitate a series of creative workshops.

Here you will learn:

- How to develop a creative concept
- Choose a channel / medium
- Technical skills to develop creative concept into a medium

The theory, skills and creative workshops will be assessed on a formative basis. You will not receive a formal grade for your work here as your learning will be assessed based on your work on the team project (Impact storytelling project).

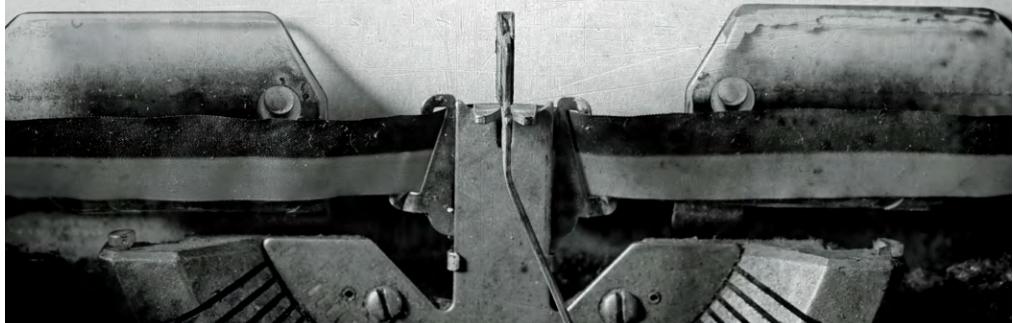
## Impact Storytelling Project

The project is a team work effort where you will work with a team of three fellow students to put your knowledge, skills and creativity into creating a narrative that has a positive impact on a chosen societal issue. Together you will create the narrative, that you will then individually translate into a medium, impact strategy and evaluation.

You and your team will be supported via twice weekly coaching and workshops throughout the project.



# Turn ideas into reality



## Assessment

The minor will be assessed as one unit offering 15 EC based on an integrated individual portfolio assessment. The products and process will be presented in an individual portfolio. The portfolio will be assessed by a group of lecturers that have coached your team during the minor. With a grade of 5.5 or higher you will be granted the 15 EC.

## Student profile

The minor wants to create a place where students can develop their voice on societal issues. Through learning about voice, narrative, cognitive psychology, ethical storytelling, impact making and creative development, they will be facilitated and challenged to use their voice to create new narratives and stories that are able to have a positive impact on society.

We are looking for students from different disciplines that want to use their creativity and voice to make narratives and stories that have a positive impact on societal issues. Are you keen on having a true added value in countering master narratives that prevent us from changing the society and systems towards more desirable futures? Students should be willing to read about topics, discuss them and form ideas to move forward on the topics through narratives and

stories. This can only be done if everybody involved feels safe, free and valued. An open-mind and growth mindset are very important.

## Admission criteria

The minor is open to 3rd year students interested in sustainability and storytelling and working on ways to improve our world in future. Students from other Dutch universities of applied science and to exchange-students from our international partner institutes with similar goals and interests are very welcome to join us. The minor will be given in English so you should speak and write good English, and be able to read and comprehend university level English texts quickly and thoroughly.

## Estimated weekly study load

Contact: approx. 14 hours per week:

- Instructional workshops – average 5 hours per week
- Seminars – average 4 hours per week
- Team project coaching – average 4 hours per week
- Individual coaching – average 30 mins perweek

Unsupervised work: approx. 24 hours per week:

- Project – average 16 hours per week
- Reading, web-lectures and self-study – average 8 hours per week



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



**International students should contact the International Office:**  
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**More information about this minor module can be obtained from:**

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