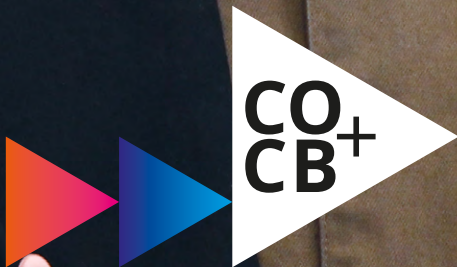




International  
Minor Programme  
**Visual  
Storytelling**

Fall semester



# International Minor Programme

## Visual Storytelling

Fall semester



**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**

In total you can earn 30 EC for this minor programme.



## **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.

## **Photo Story Project**

– 5 EC – Portfolio and Presentation

This program aims to help you become better at what photographers should be doing: making the right images for the right story. Photography is a visual language with its own vocabulary and rules. It can tell stories and evoke emotions and imagination. How can we move beyond strong single images and start to tell compelling visual stories? In this module you will develop your own photo essay. We will explore and explain the many facets of photographic storytelling that need to come together – research, planning, visual approach, skills, and more.

## **Photo Skills**

– 3 EC – Exam and Assignments

Technical knowledge is necessary if you want to get your photographic message across to the viewer and create images with impact and feeling. Knowing 'how' frees you to concentrate on 'what' and 'why' (the photograph's content and meaning).

From focusing and composition to white balance and lighting, this module will cement your basic photography skills, rid you of bad habits and leave you to concentrate on getting better images.

## **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.



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 programme can be obtained from:**

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