University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Historical and Emerging Concepts in Storytelling		
Module Code	UALAWH-30-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Lens and Moving Image
Department	Film and Journalism		
Contributes towards	MA Virtual Reality (compulsory)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	Not applicable		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
This module provides a historical perspective of storytelling and how our perceptions of storytelling change in light of emerging technologies, immersive stories, and audience agency. Students will be introduced to traditional and experimental forms of storytelling – from cave art to immersive theatre to film - with the goal of understanding and critically examining the key characteristics of the fundamentals of storytelling, and how we might expand the notion of what "story" is with new technologies. Furthermore, students will be introduced to and use qualitative research methods and emerging design methodologies to consider the role and impact of presence, simulation, agency, and immersion in regards to the role of new technologies used for immersive storytelling

Indicative content:
- Historical media forms such as art, literature, theatre/immersive theatre, film, television, video games, interactive media and stereoscopy as well as virtual and augmented reality, and the affordances of each from a storytelling perspective
- How old and new technologies have transformed both the telling of and reception of stories as a way of understanding how we push the boundaries of storytelling
- How interactive media and user agency has changed the ways in which we conceptualize, tell, and confront stories and interactive experiences.
- The emerging field of virtual, augmented, and mixed reality to critically think about the impact of new forms of story and interactive experiences that are increasingly immersive, engaging, and empathetic.
- Perception, presence, simulation sickness, psychology and spatial awareness in relation to storytelling design.

This module is delivered via lectures and seminars. Students generate a series of story ideas across a number of themes or styles and think about the affordances of agency, immersion, presence, and "experience" within each context. All projects will be play tested in the class, and critical feedback will be given by an industry panel. These

exercises will prepare students for up-coming VR Story Lab module.

Part 3: Assessment

Assessment Strategy

The principle of 'learning through making' is core to the learning strategies in the programme and the module engages students in creative practice by challenging them to design and prototype new forms of immersive story. The assessment type has been chosen to enable such outcomes as well as to provide flexibility in selecting appropriate and specific outputs and enables the student to demonstrate achievement across all the learning outcomes of the module. Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students.

Students will be assessed using the following broad criteria, details of which will be developed in the Module Handbook and mapped against the module learning outcomes:

- Critical enquiry
- Research and development
- Audience engagement and storytelling
- Practical outputs
- Professional practice

Formative assessment

Students participate in the evaluation of presented work (their own and others') throughout the module. All students will be expected to contribute to the critical evaluation of fellow students' work. Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Summative Assessment

Component A1: Portfolio (100%)

Detailed guidance for the assessment will be provided in the Module Handbook and assignment briefs. Examples of Portfolio contents are:

- Projects: scripts, storyboards, and experience design documents for creative immersive story concepts for three emerging platforms – VR, AR, and MR
- Essay: a critical analysis of the proposed projects in the context of historical and emerging concepts of storytelling
- Pitch: for an immersive storytelling experience

Identify final timetabled piece of assessment (component and element)	Component A1	
	A:	**B**:
	100%	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Individually Negotiated Portfolio	100%

Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will be able to: 1. Explain and critically evaluate historical contexts of storytelling; 2. Define a set research questions and methodologies to investigate the implications of emerging technologies and their impact on the art of storytelling; 3. Deconstruct and critically analyse the interplay of the affordances of the tradition of story and technology within historical modes; 4. Critically evaluate the impact on the nature of storytelling via the view of the active participant; 5. Explain how stories are designed; 6. Design a series of creative immersive story concepts by developing, defining, and utilizing a set of best practices 7. Communicate clearly verbally, visually and in writing. All assessed through Component A1.
Key Information Sets Information (KIS) Contact Hours	**Key Information Set - Module data** | *Number of credits for this module*				30	| | Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
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300	72	228	0	300	✅	 The table below indicates as a percentage the total assessment of the module which constitutes a; **Written Exam**: Unseen or open book written exam **Coursework**: Written assignment or essay, report, dissertation, portfolio, project or in class test **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)
Total Assessment	Total assessment of the module: 	Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%	
Reading List	The following list is indicative and will up-dated for publication as a reading list on *http://readinglists.uwe.ac.uk* and in the Module Handbook and as an on-line list on Blackboard. **Further Reading** Bolter, J. D., Grusin, R., & Grusin, R. A. (2000). *Remediation: Understanding new media*. Cambridge, MA: MIT Press. Borges, J.L. 'Garden of Forking Paths', in Wardrip-Fruin, X. and Montfort, X. (2013) *The*

New Media Reader HAR/CDR edition. Cambridge, MA: MIT Press.
Haven, K. F. (2007). *Story proof: The science behind the startling power of story*. XX: Greenwood Publishing Group.
Manovich, L. (2002) *The Language of New Media.* Cambridge, MA: MIT Press.
McCloud, S. (1994) *Understanding Comics: The Invisible Art.* New York: Harper Paperbacks.
Murray, J. (1997) *Hamlet on the Holodeck.* Cambridge, MA: MIT Press.
Rose, F. (2012) *The art of immersion: How the digital generation is remaking Hollywood, Madison Avenue, and the way we tell stories.* XX: WW Norton & Company.
Ryan, M-L. (XXXX) *Immersion vs Interactivity, VR and Literary Theory* http://faculty.humanities.uci.edu/poster/syllabi/readings/ryan.html
Turkle, S. (1984) *The Second Self: Computer and the Human Spirit.* Cambridge, MA: MIT Press.

On-line resources
The Language of VR https://medium.com/the-language-of-vr
Narrative as Virtual Reality 2 https://jhupbooks.press.jhu.edu/content/narrative-virtual-reality-2
The Ultimate Beginners Guide to Virtual Reality Storytelling http://uploadvr.com/ultimate-guide-vr/

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