TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
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QMS & EMS Certification Management Systems for Energy Management Systems
ISO 9001:2015 Education Organizations
ISO 14001:2015
CAB #118905

Syllabus of Value Added Course

Certificate Course in Online Story Telling

COURSE CODE: CCPSSP	L: 2	T/P: 0	CREDITS: 2	Total Marks: 100

Course overview:

Online Storytelling is a unique way for students to develop an understanding, respect and appreciation for other cultures, and can promote a positive attitude to people from different lands, races and religions. It is the social and cultural activity of sharing stories, sometimes with improvisation, theatrics or embellishment. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.

Course outcomes:

● Learners would be able to understand the basics of Online Storytelling.

● Learners would be able to learn about different tools to create a story.

● Learners would be able to creating and delivering compelling stories.

● Learners would be able to develop Understanding and Engaging the Audience.

Module 1

1. Introduction to Storytelling. (4hrs)
2. Definition and significance of storytelling. (3hrs)
3. Elements of a Good Story. (2hrs)

Module 2

1. Crafting Compelling Narratives. (3hrs)
2. Brainstorming techniques. (2hrs)

Module 3

1. Creating relatable characters. (3hrs)
2. World-building techniques. (4hrs)

Module 4

1. Storytelling Techniques. (3hrs)
2. Techniques for building tension and suspense... (3hrs)
3. Writing prompts and exercises. (3hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
Total	**100**	**10**

References:

1. The Art of Digital Storytelling: Creating Visual Narratives" by Jason Ohler
2. "Storytelling in the Digital Age: A Guide for Nonprofits" by Julia Campbell
3. "The New Digital Storytelling: Creating Narratives with New Media" by Bryan Alexander
4. "Storytelling for User Experience: Crafting Stories for Better Design" by Whitney Quesenbery and Kevin Brooks

i. Approved in the 72nd Meeting of the Departmental Academic Committee held on 18.02.2023

ii. To be effective from the Academic Session 2016-17 onwards