



Communication Design Course

Storytelling by Design

ICCD 233

Undergraduate Program

Mahidol University International College

Fine and Applied Arts

TQF 3 Course Specifications

Section 1 General Information

1. Course code and course title

ICCD การเล่าเรื่องในงานออกแบบ

ICCD Storytelling by Design

2. Number of credits 4 (4-0-8)

3. Program and type of subject

3.1 Program Communication Design Program

3.2 Type of Subject Minor

4. Course Coordinator and Course Lecturer

4.1 Course Coordinator Alisa Limpai boon

4.2 Course Lecturers Alisa Limpai boon, Thammaruja Dharmasaroja

5. Trimester/ Year of Study

5.1 Trimester

All trimesters (including summer session) / for all students in all International College

Undergraduate Programs

5.2 Course Capacity Approximately 40 Students

6. Pre-requisite N/A

7. Co-requisites N/A

8. Venue of Study MUIC Aditayathorn Building

Section 2 Goals and Objectives

1. Course Goals

Learn the structure and craft language of storytelling. Analyze texts using acquired knowledge of story craft. Apply learned skills in research, writing and critical thinking to a



collaborative creative work. Present and discuss craft approach and various methodologies incorporated into the final product.

2. Objectives of Course Development/Revision

2.1 Course Objectives

Explore the process and craft practice of storytelling. Examine story as a social construct in relation to culture, society and authorial intent. Apply skills in research, writing and critical thinking to a collaborative, creative work. Present and communicate your craft approach.

2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)

1. CLO 1 Learn the theories and craft language of effective storytelling.
2. CLO 2 Apply critical thinking skills that engage research as an essential component of creative writing.
3. CLO 3 Demonstrate the creative application of writing theory in an original creative work.
4. CLO 4 Apply various approaches to express opinions and ideas that engage your practice-led craft approach.



Section 3 Course Management

1. Course Description

Fundamental of storytelling, the art of storytelling, elements and structure of a story, narrative re-techniques, story development in multiple film and animation media platforms and/or design outcomes. He course may include features, shorts, television series, design products, adverts, new, online, media, vlogs, projection mapping, VR, 360, graphic novels, etc.

ความเข้าใจพื้นฐาน การปฏิบัติ เทคนิค วิธีการ และการประยุกต์ศิลปะในการออกแบบและพัฒนาการเล่าเรื่องในสื่อต่างๆ ในการออกแบบ รวมถึง สื่อภาพเคลื่อนไหว สื่อออนไลน์ สื่อโต้ตอบ สื่อเสมือนจริงในงานโฆษณา ประชาสัมพันธ์สินค้าและหรือบริการ

2. Credit hours per trimester

Lecture (Hour(s))	Studio (Hour(s))	Self-study (Hour(s))
48	0	96

3. Number of hours that the lecturer provides individual counselling and guidance.

4 Hours/Week; 48 Hours/ Trimester

Section 4 Development of Students' Learning Outcome

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

By the end of the course, students will be able to

1. CLO 1 Learn the theories and craft language of effective storytelling.



2. CLO 2 Apply critical thinking skills that engage research as an essential component of creative writing.
3. CLO3 Demonstrate the creative application of writing theory in an original creative work.
4. CLO4 Apply various approaches to express opinions and ideas that engage your practice-led craft approach

2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course Code	Teaching and learning experience management	Learning outcome measurements
CLO1	<ul style="list-style-type: none">• Lecture• Discussion• Demonstration	In-class research/discussion End-of-week essays
CLO2	<ul style="list-style-type: none">• Lecture• Discussion• Demonstration• Research	Midterm argumentative essay with citations
CLO3	<ul style="list-style-type: none">• Discussion• Creative Product• Research	Final Creative work
CLO4	<ul style="list-style-type: none">• Discussion• Demonstration• Research	Final Presentation



Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Number of Hours		Teaching Activities/ Media	Lecturer
		Lecture Hours	Lab/Field Trip/Internship Hours		
1	- Introduction to the course - Storytelling theory - Basic narrative structure	4		Lecture Discussion	TBA
2	- Various types of mediums - How mediums shape messages	4		Lecture Research and Presentation Discussion	TBA
3	- Basic tools and techniques for visual storytelling - Shot-by-shot analysis	4		Lecture Discussion In-class exercise	TBA
4	- Understanding your audiences - Interpretations	4		Lecture Discussion Research In-class exercise	TBA
5	- Personal expressions - Cultural influences - How to tell other people's stories	4		Lecture Discussion Research In-class exercise	TBA
6	- Midterm essay consultation	4		Feedback One-on-one consultation	TBA
7	- Exploring ideas through craft and research - Basic scriptwriting and character in storytelling.	4		Lecture Discussion Critique Feedback	TBA



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	- What is constructive criticism				
8	- How to pitch an idea - Pitch practice	4		Lecture Discussion Critique Feedback	TBA
9	- Presenting research development of ideas and influences - How to expand the potential of your story	4		Lecture Discussion Critique Feedback	TBA
10	- Individual project development - Experience working with Hollywood film studios. How do film studios tell stories?	4		Lecture Discussion Critique Feedback	TBA
11	- Project development and progress - Strengthening and furthering ideas - How to bring about your strength in storytelling	4		Lecture Discussion Critique Feedback	TBA
12	- Presenting rough work for feedback and discussion	4		Lecture Discussion Critique Feedback	TBA
13	- Final pitch and presentation of creative works			Lecture Discussion Critique Feedback	
	Total	48	-		

2. Plan for Assessing Course Learning Outcomes



2.1 Assessing and Evaluating Learning Achievement

a. Formative Assessment

- Targeted questions
- In Class Discussion
- Essays
- Worksheets
- Individual Feedback on homework
- Revision

b. Summative Assessment

(1) Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO 1 Learn the theories and craft language of effective storytelling.	1 Presentations 3 Short Essays	20	20%
CLO 2 Apply critical thinking skills that engage research as an essential component of creative writing.	Midterm Essay	25	25%
CLO 3 Demonstrate the creative application of writing theory in an original creative work.	Creative Work	35	35%



CLO 4 Apply various approaches to express opinions and ideas that engage your practice-led craft approach.	Final Presentation	20	20%
Total			100

(2) Grading System (Rubric)

Letter grades A-F according to MU/MUIC standards

Process Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Effort	Excellent effort extended on assigned task	Good effort extended on assigned task	Fair effort extended on assigned task	Poor effort extended on assigned task	Lack of effort extended on assigned task
Research	Excellent effort in investigation of references and sources, organization of information, analyzation and implementation	Good effort in investigation of references and sources, organization of information, analyzation, and implementation	Fair effort in investigation of references and sources, organization of information, analyzation, and implementation	Poor effort in investigation of references and sources, organization of information, analyzation, and implementation	Lack of effort in investigation of references and sources, organization of information, analyzation, and implementation
Creativity	Excellent effort in the creation of design solutions and executions	Good effort in the creation of design solutions and executions	Fair effort in the creation of design solutions and executions	Poor effort in the creation of design solutions and executions	Lack of effort in the creation of design solutions and executions



Concept Development	Excellent effort in concept development	Good effort in concept development	Fair effort in concept development	Poor effort in concept development	Lack of effort in concept development
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Critique Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Participation	Highly engaged throughout the critique session	Engaged throughout the critique session	Moderately engaged throughout the critique session	Disengaged throughout the critique session	Lack of engagement throughout the critique session
Communication	Excellent communication skills and articulation of information/ concept /message	Good communication skills and articulation of information/ concept /message	Average communication skills and articulation of information/ concept /message	Poor communication skills and articulation of information/ concept /message	Lacking communication skills and articulation of information/ concept /message
Insight	Generation of various innovative ideas, thoughtful suggestions for possible solutions	Generation of some innovative ideas, thoughtful suggestions for possible solutions	Generation of few innovative ideas, thoughtful suggestions for possible solutions	Limited generation of innovative ideas, thoughtful suggestions for possible solutions	No innovative ideas or thoughtful suggestions for possible solutions



Comprehension	Synthesis of information for creative solutions/executions	Partial ability to synthesize information for creative solutions/executions	Moderate ability to synthesize information for creative solutions/executions	Minimal ability to synthesize information for creative solutions/executions	Lack of ability to synthesize information for creative solutions/executions
Professionalism	Keen ability to partake in critique session in a competent and objective manner	Good ability to partake in critique session in a competent and objective manner	Fair ability to partake in critique session in a competent and objective manner	Minimal ability to partake in critique session in a competent and objective manner	Inability to partake in critique session in a competent and objective manner

Presentation Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Communication / Overall Delivery	Exceptionally clear explanation of work	Clear explanation of work	Explanation of work could be clearer	Very unclear explanation of work	Failure to explain the work
Articulation of ideas / Content	Intelligible commentary on the work	Good commentary on the work	Fair commentary on the work	Poor commentary on the work	Lack of commentary on the work
Persuasiveness	Very impactful approach in promoting and defending the work	Effective approach in promoting and defending the work	Moderately effective approach in promoting and defending the work	Not very effective in promoting and defending the work	Not effective at all in promoting and defending the work



Visuals	Outstanding use of images / text / graphics to support the presentation	Good use of images / text / graphics to support the presentation	Average use of images / text / graphics to support the presentation	Poor use of images / text / graphics to support the presentation	Very little to no use of images / text / graphics to support the presentation
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Research Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
Exploration	Outstanding investigation of reference materials including generation of many sources	Good investigation of reference materials including generation of many sources	Fair investigation of reference materials including generation of many sources	Poor investigation of reference materials including generation of many sources	Lack of investigation of reference materials including generation of many sources
Data/Information organization	Excellent organization of data / references / source materials	Good organization of Data / references / source materials	Fair organization of data / references / source materials	Poor organization of data / references / source materials	Completely disorganized data / references / source materials
Analyze	Excellent organization of data / sources gathered, including editing of information	Good organization of data / sources gathered, including editing of information	Moderate organization of data / sources gathered, including editing of information	Very little organization of data / sources gathered, including editing of information	Lack of organization of data / sources gathered, including editing of information
Apply	Very appropriate and effective application of data / sources applied to design work	Appropriate application of data / sources applied to design work	Fair application of data / sources applied to design work	Poor application of data / sources applied to design work	Little to no application of data / sources applied to design work
Ethics	Well-referenced data / sources adapted in original ways	Referenced data / sources adapted in somewhat original ways	Some data / sources not referenced or adapted in original ways	Most data / sources not referenced or adapted in original ways	Complete lack of referencing of data / sources, as well as plagiarism



Class Participation Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
	Often answered questions, made insightful observations, and involved in class discussions	Sometimes answered questions and involved in class discussions when called	Occasionally involved in class discussions	Rarely involved in class discussions, and sometimes disengaged in class	Never involved in class discussions and disengaged in many class sessions

Attendance Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Poor (D to D+)	Fail (F)
	Attended all classes	Attended 90% of classes (missed 2)	Attended 85% of classes (missed 4)	Attended 80% of classes (missed 5)	Attended less than 80% of classes (more than 5)

(3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

3. Student Appeals

Student may appeal according to MUIC policy.



1. Textbooks and/or other documents/materials

2. Recommended textbooks and/or other documents/materials
N/A

3. Other Resources (If any)
Blu-ray/DVD

Section 7 Evaluation and Improvement of Course Management

1. Strategies for evaluating course effectiveness by students
 - Informal discussion and feedback
 - Formal student evaluations

2. Strategies for evaluating teaching methods
 - Peer observation
 - Talking to and sharing with peers teaching methods

3. Improvement of teaching methods
 - Collating exemplar work for reference
 - Feedbacks from students
 - Dialogue with peers
 - Updating teaching methods through attending conferences or seminars

4. Verification process for evaluating students' standard achievement outcomes in the course.
 - Comments from students on learning outcomes and evaluation criteria
 - Formative feedbacks to students' project and papers are clearly explained and commuted to students
 - Comments from students on feedbacks



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5. Review and plan for improving the effectiveness of the course

- Dialogue with peers and people in the industry of their opinion on the outcome.
- Dialogue with student who had finished studying their opinion on the outcome.



Appendix

Alignment between Courses and Program Learning Outcomes

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

Storytelling by Design	Program Learning Outcomes (PLOs)									
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
ICCD/ ICFA 233	I,R	R	I,R	I,R	R	R	R			

I = PLO is Introduced and Assessed

R = PLO is Reinforced and Assessed

P = PLO is Practiced and Assessed

M = Level of Mastery is Assessed

Table 2 The relationship between CLOs and PLOs (Number in table = Sub LOs)

ICCD/ ICFA 233	Learning Outcomes									
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO 1 Learn the theories and craft language of effective storytelling.				4.3			7.1			
CLO 2 Apply critical thinking skills that engage research as an essential component of creative writing.	1.2	2.2, 2.3		4.3						



CLO 3 Demonstrate the creative application of writing theory in an original creative work			3.1	4.1, 4.3		7.1				
CLO 4 Apply various approaches to express opinions and ideas that engage your practice-led craft approach.		2.1, 2.2			5.1	6.1				

Table 3 Program Learning Outcomes (PLOs)

PLO1 Classify the design problem in order to set the scope of work	<p>1.1 Identify the practical design problem and define the appropriate target group to be able to search for a design solution</p> <p>1.2 Develop potential visual research and analyze accurate information</p>
PLO2 Create and develop solutions for design problems	<p>2.1 Generate initial ideas effectively responding to the complex design problem</p> <p>2.2 Apply design theories and principles in developing the concept, and create various executions and solutions with the appropriate techniques, technology, and media choices</p> <p>2.3 Assemble the final work, as well as present, critique, and revise the design</p>



<p>PLO3 Exercise autonomy and Self-motivation</p>	<p>3.1 Demonstrate leadership skills, including taking initiative, displaying self-confidence, and making impactful decisions</p>
<p>PLO4 Solve design problems with an innovative approach</p>	<p>4.1 Develop original and innovative design solutions with a unique approach using creativity enhancing exercises</p> <p>4.2 Transform raw information from research into new insights</p> <p>4.3 Apply critical thinking skills in preparing the design solution</p> <p>4.4 Demonstrate and adapt use of appropriate technology in the design solution</p>
<p>PLO5 Demonstrate professionalism in Communication Design, including ethical and responsible conduct</p>	<p>5.1 Show respect for the profession with a positive approach to co-workers and clients</p> <p>5.2 Conduct proficient competency with industry standards</p> <p>5.3 Demonstrate an understanding of copyright and intellectual property laws including guidelines of ethical practice in design</p>
<p>PLO6 Develop management and organizational skills</p>	<p>6.1 Demonstrate collaborative skills, individually and within teams, including delegating responsibilities</p> <p>6.2 Utilize effective communication skills, including consulting and negotiation</p> <p>6.3 Applying logic to complex organizational challenges</p> <p>6.4 Demonstrate ability to deliver quality work on time and within budget</p>



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PLO7 Value cultural differences	7.1 Recognize the concept of cultural diversity including valuing a variety of audiences 7.2 Build awareness of global trends and contemporary issues in design and society
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