

## COURSE CONTENT

<b>Course Code</b>	DA5008
<b>Course Title</b>	Incubating Ideas: Image Making and Storytelling
<b>Pre-requisites</b>	NIL
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours studio contact

### **Course Aims**

The course aims to facilitate a process for the students to discover, investigate and hatch their ideas for writing stories and making images, whether it be for novels, children's books, animation or graphic novels, fiction, or non-fiction. The emphasis will be on conceptualization, incubation, unleashing imagination, and self-expression as a means to discover ideas for writing stories and making images as individuals and group collaborations. Once ideas are hatched, a range of craft elements will be developed from visual elements and narrative essentials into full stories of the artists choice of genre. The course is especially suited for capturing unique voices.

### **Intended Learning Outcomes (ILO)**

Upon successful completion of the course the student will be able to:

1. Identify how a story is constructed in relation to a visual image and visa versa.
2. Demonstrate the creative process through the evolution of an idea, incubation, illumination, exploration, reflection, evaluation, revising until a final form of a written story and image.
3. Demonstrate the understanding of color strategies to build a compelling visual story.
4. Develop practical writing skills though experience in structuring plot, constructing vivid settings and creating complex characters.
5. Evaluate and critique works of written story in relation to visual images through in class activities/presentations/critique sessions, while using art terminology

### **Course Content**

The course is conducted in a studio/classroom. Each class will consist of progressive design/art or writing lesson/lecture and imagination activities that plunge into stories, from text first where image come out of textual stories or image first and stories coming out of images. Students work in shared interactive collaboration in a space designed for interaction. Therefore, the work is critiqued and discussed as it is being made or in progress. Specific time is made to view the work as a group and critique from this view.

Course content includes:

Introduction to the Principals of Design:

Identifying design elements: Emphasis, Harmony,  
Unity, Opposition, Balance, Variety, Depth, Repetition,  
over lapping, importance of negative space  
Dominance, Sequential hierarchy in design.

Shaping Narrative

How to Build a compelling Narrative Arc  
Clarify the Scope of the Narrative  
The Building Blocks: Key Scenes  
Fleshing out the Narrative Arc

Introduction to Color Theory

Color Harmonies and Color Schemes  
Color wheel, Joseph Albers, Matisse  
Creating space/depth with color  
Atmospheric perspective, cool and warm colors  
The relationship between color, light and emotion

#### Scenes

Scene Structure  
Pacing: Compressing time  
Details

#### Time Travel

The Use of Flashbacks: The Backstory, timing flashbacks  
Foreshadowing and Suspense