



**MERCER**  
COUNTY COMMUNITY COLLEGE

# COURSE OUTLINE

**Course Number**  
**DMA 135**

**Course Title**  
**Digital Narrative**

**Credits**  
**3**

**Hours:**  
**Lecture/Lab/Other**  
1 / 4 / 0

**Co- or Pre-requisite**  
DMA 115

**Implementation**  
Spring 2022

### **Catalog description:**

This course explores narrative art, its structure, and approaches as it applies to time-based graphics. Students investigate narrative in a variety of formats -- from storyboarding to animation to film editing. The focus of this course is to learn the principles of digital storytelling using professional tools for storyboarding, 2-D animation, and video editing.

**General Education Category:**  
**Not GenEd**

**Course coordinator:**  
**Mauro Zamora ext. 3340 zamoram@mccc.edu**

### **Required texts & Other materials:**

64 - 200GB removable storage device  
Texts provided by the instructor

### **Suggested Reading:** *[Available at the school library]*

The Writer's Journey: Mythic Structures for Writers, 4th Edition  
by Christopher Vogler  
ISBN: 9781615933150

The Tools of Screenwriting: A Writer's Guide to the Craft and Elements of a Screenplay  
by David Howard and Edward Mabley  
ISBN: 978-0-312-11908-9

Writing the Script: A Practical Guide for Films and Television  
by Wells Root  
ISBN: 0-8050-0237-5

### **Course Student Learning Outcomes (SLO):**

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

1. Understand historical perspectives on narrative creation both before and after the digital revolution. [Supports ILG # 6,7; PLO #]
2. Understand basic narrative structure and techniques. [Supports ILG # 1,6,7; PLO # 1,2]
3. Demonstrate how to plan and execute a time-based media project. [Supports ILG #1, 4; PLO # 1,2,3,4,5,6]
4. Implement storyboarding techniques as a planning tool in the design of time-based narratives. [Supports ILG #4; PLO #1,2,5]
5. Apply basic design principles, visual storytelling, and cinematography techniques to create a digital

- narrative work of art. [Supports ILG #4; PLO #1,2,4,5,6]
6. Demonstrate usage of formal animation techniques such as, sequencing, staging, and timing. [Supports ILG #1,4; PLO #2,3,4,5]
  7. Apply industry standard software tools as they relate to the production of animation, motion graphics and video editing. [Supports ILG #4; PLO #3,4,6,7]

### **Course-specific Institutional Learning Goals (ILG):**

**Institutional Learning Goal 1. Written and Oral Communication in English.** Students will communicate effectively in both speech and writing.

**Institutional Learning Goal 4. Technology.** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

**Institutional Learning Goal 6. Humanities.** Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

**Institutional Learning Goal 7. History.** Students will understand historical events and movements in World, Western, non-Western, or American societies and assess their subsequent significance.

**Institutional Learning Goal 11. Critical Thinking:** Students will use critical thinking skills understand, analyze, or apply information or solve problems.

### **Program Learning Outcomes for Digital Media Arts (PLO)**

1. Understand the pre-production process, for applied design in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
2. Understand and apply storytelling principles applicable in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
3. Produce and manage digital assets for various production scenarios including animation, multi-media, web design.
4. Produce and manage two-dimensional and three-dimensional digital assets containing change over time and throughout pagination using professional software.
5. Use professional 3-D modeling, animation, prototyping, and text editor software applications.
6. Develop and present ideas in both written and oral formats.
7. Use professional software applications to design websites with accessible design and content.
8. Use design principles to develop websites that communicate effectively.
9. Create a professional portfolio to serve in the pursuit of further education or employment.

### **Units of study in detail – Unit Student Learning Outcomes:**

#### **Unit I** **Digital Narrative Theory** [Supports Course SLO # 1,2,4,5]

##### **Learning Objectives**

##### ***The student will be able to:***

- Create an effective written treatment for a digital narrative, including cinematic direction
- Describe the principles of animation
- Understand the fundamental principles of visual storytelling and cinematic construction
- Understand historical perspectives on narrative creation both before and after the digital revolution
- Apply a common lexicon to digital narrative concepts

**Unit II** 2D Animation [Supports Course SLO # 1,2,3,4,5,6,7]

**Learning Objectives**

***The student will be able to...***

- Create a written narrative treatment for an animation, including direction
- Create storyboards that represent primary action and narrative direction
- Create static design compositions to define look and feel of animation project
- Document the design process and development of the animation
- Develop rough animations
- Refine elements into a final animation
- Incorporate acquired sound files into a digital animation
- Engage elements and principles of design to create motion graphics
- Engage individual creative process
- Engage in critical assessment of students' work
- Use standard industry tools in 2D animation and editing
- Conduct research to define a narrative context for a digital film

**Unit III** Short Film [Supports Course SLO # 2,3,4,5,6,7]

**Learning Objectives**

***The student will be able to...***

- Construct an effective narrative film project
- Create storyboards to define key cinematic moments in the digital film
- Document the design process and development of the digital film
- Incorporate acquired media elements for film narrative: photography, audio, public domain video footage, scanned images, etc.
- Create a rough-cut digital film
- Refine edit into a final cut of the digital film
- Engage individual creative process
- Engage in critical assessment of students' work
- Use standard industry software programs to edit digital audio and video files
- Engage elements and principles of design to create design compositions

**Unit IV** Motion Graphics [Supports Course SLO #2,3,4,5,6,7]

**Learning Objectives**

***The student will be able to...***

- Conduct research to define a narrative context for a motion graphics project
- Create storyboards to define key cinematic moments in the digital film
- Document the design process and development of the project
- Engage elements and principles of design to create design compositions
- Incorporate acquired media elements into motion graphic film: photography, audio, public domain video footage, scanned images, etc.
- Composite multiple media into a final digital cut of a digital film
- Engage individual creative processes
- Engage in critical assessment of students' work
- Use standard industry software programs to edit digital audio and video files

## **Evaluation of student learning:**

### **Attendance & Participation – 20% of grade**

Since the course is largely experienced-based, attendance is critical for student success. Students are expected to put in at least 4 - 6 hours per week of lab outside of class and to contribute to lectures, lab practices, discussions, and critiques in class.

### **Projects & Assignments – 80% of grade**

Instructional modes used: Tutorial-based assignments, lectures and laboratory instruction, project - based assignments with specifications and limitations set by the instructor, demonstrations by the instructor of professional software and systems, and discussions and critiques of student and professional work.

Unit 1: Digital Narrative Theory	20%
Unit 2: 2D Animation	20%
Unit 3: Short Film	20%
Unit 4: Motion Graphics	20%