

Module code	FLM408	Level	4
Module title	Visual Storytelling	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Screenwriting and Producing BA (Hons) Film and Screen Production	Teaching Period	Autumn

1. Module description

This module introduces you to the principles of screenwriting through the development of an original film script. You will learn the basics of script layout, formatting and key terms. At the same time, you will develop an understanding of the process of script planning and development, from conception of idea through logline, outline, treatment and scene breakdown to early part-drafting and refinement of the work.

The module examines the arenas of theme, intent and expression, and introduces you to the oral and written pitch and presentation. You will learn about the concept of the Pitch Deck and have an opportunity to visualise, package and create a marketing tool for your original script.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Innovation (MLO 02)

Define and compare effective communication of ideas and visual storytelling in writing and visual imagery

Communication (MLO 05)

Communicate your ideas and creative intention both orally and in writing drawing on a framework of diverse and multicultural source material

Discipline Skills (MLO 08)

Use established theories and practical techniques as well as tools to develop an original script

3. Learning and teaching methods

You will be taught through seminars and workshops in which a range of creative writing exercises will reinforce the knowledge and skills acquired to write and develop an effective, realisable short film.

As you develop your written work you will share your ideas with your peers and group discussions will be encouraged in improving work, brainstorming ideas and getting the most out of your stories.

Tutorials will guide and support the development of the short story from outline to its final form, as well as the development of appropriate skills in story pitching and evaluation.

Learning hours	
Directed learning	72
Workshops/classes and tutorial supervision (the distribution will depend on the needs of the project)	72
Guided/Self-guided learning	128
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1: Other: Short film script

Weight (%): 70

Word Count or Equivalent: 5-10 page screenplay in standard script formatting

This will comprise the fully executed final draft of approximately 5-10 pages in standard script format. Through your work, you will need to demonstrate effective communication of ideas and visual storytelling through defining your work in comparison with professional screenplays.

Assessment 2: Presentation

Weight (%): 30

Word Count or Equivalent: 3-minute oral presentation and accompanying visual presentation document

You will present your short film idea in a verbal pitch which will be accompanied by a visual presentation which may include ideas on setting, storyline, visual style, genre, etc.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module			
Assessment tasks	MLO2	MLO5	MLO8
Short film script	x	x	x
Verbal pitch and Pitch Deck	x	x	

5. Indicative resources

Hughes, Phil and Wilkes, Edward (2023) *Character is Structure: The Insider's Guide to Screenwriting* Bloomsbury BFI (Forthcoming)

McKee, Robert (1997). *Story: Substance, Structure, Style and the Principles of Screenwriting*. HarperCollins.

Seger, L (2010). *Making a Good Script Great*. Silman James Press

Trottier, David (2019) *The Screenwriter's Bible 7th edition: A Complete Guide to Writing, Formatting, and Selling Your Script*. Silman James Press