

COURSE OUTLINE		
TERM: Fall 2027	COURSE NO: DIGI 237	
INSTRUCTOR:	COURSE TITLE: The Art of Visual Storytelling	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Sk̓wx̓wú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səliwətał (Tseil-Waututh), shíshálh (Sechelt), Sk̓wx̓wú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

COURSE FORMAT

4 lecture hours per week for 15 weeks.

COURSE PREREQUISITES/CO-REQUISITES

None

CALENDAR DESCRIPTION

In this course students will be introduced to the art of storyboarding and how it is used to visually communicate the emotional impact and pacing of a story. Students will explore and apply storytelling and artistic techniques that are used by studios in the creation of storyboards and animatics. Students will plan and present their final term animation project through the creation of original story ideas and concepts.

REQUIRED TEXTS AND/OR RESOURCES

E Books: Links to required reading material will be provided on eLearn in the form of pdfs and ebooks.

Viewing: You will be asked to watch films as part of this class. You can search our channel data base and access films and tv using your Cap Logon through the library:

(<https://libguides.capilanou.ca/az.php?t=1355>)

You will also be asked to watch video tutorials on LINKED IN LEARNING. They can be accessed here:

<https://www.capilanou.ca/mycapu/> - Click on your 'myCapU Account'

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- define the role of a storyboard artist in an animated production;
- analyze and break down existing films for study;

- explore and create original story ideas for animated projects;
- create clear, concise and entertaining visual narratives;
- present work clearly to a group for review;
- produce storyboards and an animatic for the final term portfolio project.

COURSE CONTENT

This content will be delivered in the form of lectures, screenings and in class exercises as well as assignments. All course materials will be on elearn and the content will be delivered in-person.

WEEK	TOPICS	READINGS and ACTIVITIES
Week 1	Mind Map <ul style="list-style-type: none"> • Intro and expectations • Course overview and objectives • Reflective research 	Assignment 1 - Mind Map Reading: Intro to the Art of Storytelling
Week 2	Composition – Setting the scene <ul style="list-style-type: none"> • Visual narrative and its place in production • Language of cinema 	Assignment 2 - Composition - Visual Analysis, Camera and Composition - Applying the principles of our analysis Reading: Anatomy of a Pixar Shot - Story Visualization
Week 3	Lighting – Setting the mood <ul style="list-style-type: none"> • Lighting for visual narrative 	Assignment 3 - Lighting - 3D Lighting Set Up - Applying the principles of our analysis
Week 4	Script to Storyboard – Visualizing Story <ul style="list-style-type: none"> • Drawing tips for storyboarding • The 180 Rule 	Assignment 4 - Given Script Storyboard - Create a drawn storyboard based on a given script Reading: Story Structure, Linked In Learning - Creating a short film 08 Editing
Week 5	Creating an Animatic – Planning Your Shot <ul style="list-style-type: none"> • Previs and the role of the animatic • Camera move terms • Review, previs, layout and editing 	Assignment 5 - Animatic - Show Reel Animatic/Story Animatic – Pick Your Own Screening: Camera Movement Screening: Spielberg Oner/Kurosawa Movement
Week 6	Week 6 – Peer Review – Animatic Assignment <ul style="list-style-type: none"> • Animatics, editing and the 180 rule 	Peer Review: Animatic Assignment In Class: Peer Review Feedback Notes
Week 7	GUEST SPEAKER <ul style="list-style-type: none"> • Layout and composition 	
Week 8	Project Pitch Stage One- Understanding Story <ul style="list-style-type: none"> • What is it? • Who would want to see it or play it? • Planning and communicating your idea • Developing written materials 	Assignment 6 - Pitch Project - Synopsis/Visual Treatment/Target Audience
Week 9	Project Pitch Stage Two - Creative Development <ul style="list-style-type: none"> • Examining the importance of narrative in demo reels and portfolios 	Assignment 6 - Pitch Project - The Story of Your Reel
Week 10	Project Pitch Final - Pulling it All Together <ul style="list-style-type: none"> • Peer Review: Storyboard Dialogue Assignment • Articulating responses 	In Class: Review Feedback Notes
Week 11	Pitch Party – In class Presentation	In Class: Peer Review and Feedback

	<ul style="list-style-type: none"> • 15 minute film, game or TV show pitches 	
Week 12	Cinematic Staging Dialogue <ul style="list-style-type: none"> • Examining pit falls of storyboarding dialogue 	In Class Exercise: Storyboarding Dialogue Reading: Linked In Learning - Non Verbal Communication
Week 13	Narrative in Design Examining the importance of narrative in demo reels and portfolios	In Class Exercise: The Story of Your Reel/Concept Review
Week 14	Decolonization in Visual Narrative- Understanding Culture Sensitivity <ul style="list-style-type: none"> • Examining racial stereotypes • Cultural sensitivity in visual narrative 	Peer Discussion and Review: Stereotype Research Viewing: Moana Side By Side with Pocahontas
Week 15	One on One End of Term Review – The Road Ahead <ul style="list-style-type: none"> • Discussion on layout and previs in the industry • One on one review of show reel planning 	

EVALUATION PROFILE

Participation	10%
Assignment 1 Mind Map	5%
Assignment 2 Composition	15%
Assignment 3 Lighting	15%
Assignment 4 Given Script Storyboard	15%
Assignment 5 Animatic	20%
<u>Assignment 6 Pitch Project</u>	<u>20%</u>
Total:	100%

Assignment Descriptions

All assessments will be completed and/or submitted online.

- Assignments – MS Teams
- Final Assignments – copy to class folder on the Bosanas
- Work in progress – upload your video files to SyncSketch for weekly feedback and/or drawovers

All assignments will be included in the calculation of your final grade. Failure to submit assignments may result in failing the course.

Participation

Participation is evaluated based on regular attendance in classes and labs, active engagement in discussions and projects, demonstrated understanding of assigned readings and coursework, and the frequency and quality of relevant comments, questions, and observations.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

All assignments must be delivered at the place and time specified by the instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Missed Exams/Quizzes/Labs etc.

If you anticipate missing an exam/quiz/or lab, please consult with your instructor prior to the scheduled date, so that alternate arrangements can be considered. Accommodation can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities. Attendance is taken at the start of each class. Students who miss more than 20% of the course will not receive credit. Students are responsible for all material and assignments, even if absent. If circumstances affect attendance or coursework, email the instructor in advance to discuss possible adjustments. Instructors are not required to repeat missed material.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use personal electronic devices during class for note taking only.

On-line Communication

Please be sure to check your official Capilano University email regularly as all official communication will be sent via this email address only. Additionally, you should be logging on to eLearn/teams 3 to 4 times per week for class updates and/or to engage in learning activities.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

Capilano University Security: download the [CapU Safe Alert App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence Policy and B.401.1 Sexual Violence Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

Continuation Policy

Students must successfully complete the required and elected 2D Animation (ANIM), 3D Animation (DIGI) or VFX course credits in one term before continuing to the next term.

Punctuality

Punctuality is essential. Students more than 15 minutes late for class will be marked absent.

Professional Behaviour

Students must demonstrate a professional attitude and behaviour toward work, other students, guests, and instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in this course. Students must show respect for equipment and facilities.

Class Recordings

Class sessions may be recorded for use within this course only. Recordings may not be shared, reproduced, or uploaded outside the class. If recordings are to be used for any other purpose, students who are identifiable will be notified and their consent requested in advance.

Online Community and Communication Tools

All class content will be available through the course on <https://elearn.capu.ca>. All direct student communication will be done via Capilano email/teams.

Software	Link
eLearn	https://elearn.capu.ca/
myCapU	www.capilanou.ca/mycapu/
Zoom	www.zoom.com/
Microsoft Teams	teams.microsoft.com