

**ASSUMPTION UNIVERSITY**  
**THEODORE MARIA SCHOOL OF ARTS**  
**ENGLISH-CHINESE FOR DIGITAL COMMUNICATION PROGRAM**  
**COURSE OUTLINE 2/2024**

COURSE	:	ECD3931: Media Storytelling
CREDITS	:	3
STATUS	:	Major Requirement
PREREQUISITE	:	ELE2000: Academic English
LECTURER	:	Dr. Namon Jirasataporn (Office: SR345)

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**COURSE DESCRIPTION:**

Critical comprehension and analysis of various forms of digital media, discussion on visual representations, visual design production in digital communication, and communication through storytelling

**COURSE OBJECTIVES:**

This course aims to provide the following:

1. Understand the principles, elements, and techniques of storytelling
2. Interpret, negotiate and make meaning from patterns and representations of media contents and/or images
3. Improve communication skills in forms of oral presentations and through choices of media
4. Create and present logical, cohesive and coherent visual representations

**COURSE LEARNING OUTCOMES:**

Students will be able to:

1. Apply their storytelling skills and knowledge in practical projects
2. Interpret patterns and visual representations of media contents and/or images
3. Evaluate and tailor storytelling techniques in media to specific target audiences
4. Create visual representations to communicate ideas and information

**MATERIALS:**

ECD3931 Media Storytelling Compiled Handouts

**TEACHING – LEARNING ACTIVITIES:**

1. Lecture
2. Class/Group Discussions
3. Individual/Group Presentations
4. Assignments

**COURSE REQUIREMENT:**

- \* 80% of attendance is required to pass the course. (Maximum absence = 6 times)
- \* The minimum passing grade is **C**.
- \* The last day to withdraw with W is September 19, 2025.

TENTATIVE SCHEDULE

Week	Content	Remarks
1	Course Introduction	
	History of Storytelling – Storytelling around the World	
2	Introduction to Storytelling	
	How Cultures Influence Movies and Storytelling	
3	Ethical Storytelling	
	How to Use Storytelling Effectively – Structure Story	
4	Types of Storytelling	
	Oral Storytelling Oral Storytelling VS Written Storytelling	
5	VDO Storytelling	
	<i>Class Discussion: VDO “How to Be Likeable and Attract People”</i>	
6	Visual Storytelling	
	Print Media	
7	<i>Case Study: Print Ads with Brilliant Design</i>	
	Presentation – <i>Oral Storytelling</i>	<i>10% of mark allocation</i>
8	Presentation – <i>Visual Storytelling</i>	<i>10% of mark allocation</i>
	Presentation – <i>Visual Storytelling &amp; Review</i>	
<b>Mid-Term Examination</b> <b>4/8/2025 (09:00-11:00)</b>		
9	Traditional Media VS Digital Media	
	Digital Media	
10	Digital Storytelling Five Digital Storytelling Tools	
	The Art of Social Media Storytelling 4 Visual Trends on Instagram	
11	Data Storytelling 3 Components of Data Storytelling	
	Case Study – <i>Semmelweis</i>	
12	Telling Effective Data Stories with Data, Narrative, and Visuals	
	Presentation – <i>Data Storytelling</i>	<i>10% of mark allocation</i>
13	Interactive Storytelling	
	Case Study – <i>Pokémon Go</i>	
14	Transmedia Storytelling	
	Case Study – <i>Star Wars</i>	
15	Project Presentation – <i>Digital Storytelling (1)</i>	<i>20% of mark allocation</i>
	Project Presentation – <i>Digital Storytelling (2) &amp; Final Review</i>	
<b>Final Examination</b> <b>7/10/2025 (09:00-12:00)</b>		

**MARK ALLOCATION:**

Class attendance and participation	100 marks
Assignments and projects	500 marks
Midterm examination	200 marks
Final examination	<u>200</u> marks
<b>Total</b>	<b>1000 marks</b>

Grade Range (%)	
A	85-100
A-	82-84
B+	79-81
B	73-78
B-	70-72
C+	67-69
C	60-66
C-	57-59
D	50-56
F	Below 50

**Au VISION 2000**

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

**ENVISIONING Au GRADUATES**

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

**AU MISSION**

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover “Treasure Within” themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

**Au UNIQUENESS**

“An International Catholic University”

**Au IDENTITY**

- Ethics
- English Proficiency
- Entrepreneurial Spirit

**THEODORE MARIA SCHOOL OF ARTS**

([www.arts.au.edu](http://www.arts.au.edu))

**VISION AND MISSION**

**Vision:** An international community of business communicators in Thailand

**Mission:**

Theodore Maria School of Arts will ensure that: the School will...

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

**TAGLINE**

เติมเต็มศิลปภาษา พัฒนาศาสตร์ธุรกิจ

**Language Education, Business Inspiration**

**ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family**

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

**Core Values**

A = Adaptability

R = Responsibility

T = Togetherness

S = Sustainability

**Core Competencies**

Employability

Multiculturalism

Internationalization

**Quality Assurance Process**

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

**Plan:** Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

**Do:** Implement the plans and new processes developed.

**Check:** Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

**Act:** Apply actions necessary for improvement if the results require changes.

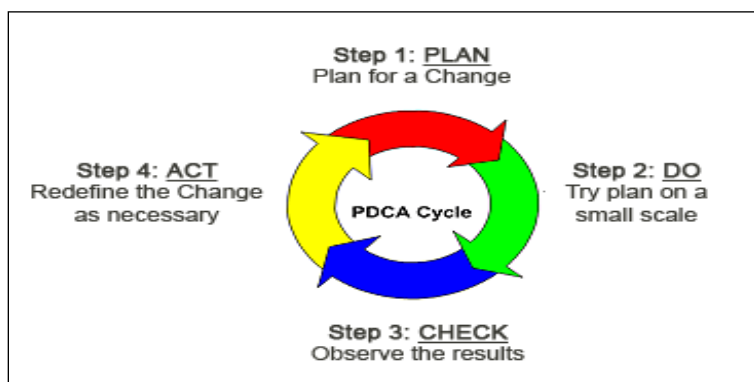


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

**Plagiarism**

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an “F” in the subject to university suspension.