ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
ENGLISH-CHINESE FOR DIGITAL COMMUNICATION PROGRAM
COURSE OUTLINE 2/2026

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

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. Demonstrate moral and ethical characters required for media storytelling practices
3. Interpret, negotiate and make meaning from patterns and representations of media contents and/or images
4. Create and present engaging visual representations

COURSE LEARNING OUTCOMES:
Students will be able to:
1. Apply their storytelling skills and knowledge in practical projects
2. Demonstrate moral integrity and ethical responsibility in media storytelling practices
3. Interpret patterns and visual representations of media contents and/or images
4. Evaluate and tailor storytelling techniques in media to specific target audiences
5. 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 February 17, 2027.

TENTATIVE SCHEDULE

Week	Content	Remarks
1	Course Introduction	
	Introduction to Storytelling	
2	How Cultures Influence Movies and Storytelling	
	Self-introduction	*5% of mark allocation*
3	Storytelling across Cultures	
	Group work	
4	Story Structure	
	Traditional Media VS Digital Media Types of Storytelling	
5	Oral Storytelling Oral Storytelling across Cultures	
	Written Storytelling	
6	Visual Storytelling	
	Visual Storytelling – VDO In-class assignment: *VDO – What is Inclusion?*	
7	Visual Storytelling – Print Ad	
	Instructions for Project 2 – Print Ad	
8	Presentation – *Written + Oral + VDO Storytelling*	*15% of mark allocation*
	Presentation – *Visual Storytelling (Print Ad)*	*5% of mark allocation*
Mid-Term Examination 8/1/2027 (09:00-11:00)		
9	Ethical Storytelling + In-class discussion	
	Digital Media	
10	Digital Storytelling *Instructions for Project 3 – Vlog*	 *5% of mark allocation*
	Instructions for Project 4 – Digital Storytelling	*10% of mark allocation*
11	Data Storytelling + 3 Components of Data Storytelling	
	Case Study – *Semmelweis*	
12	Telling Effective Data Stories with Data, Narrative, and Visuals	
	Instructions for Project 5 – Data Storytelling	*10% of mark allocation*
13	Interactive Storytelling	
	Case Study – *Pokémon Go*	
14	Transmedia Storytelling	
	Case Study – Spider Man	
15	Project Presentation – *Digital Storytelling & Data Storytelling (1)*	
	Project Presentation – *Data Storytelling (2)* & Final Review	
Final Examination 10/3/2027 (09:00-12:00)		

MARK ALLOCATION:

Class attendance and participation	100 marks
Assignments and projects	500 marks
Midterm examination	200 marks
Final examination	200 marks
Total	**1000 marks**

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)
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

เติมเต็มศิลป์ภาษา 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.

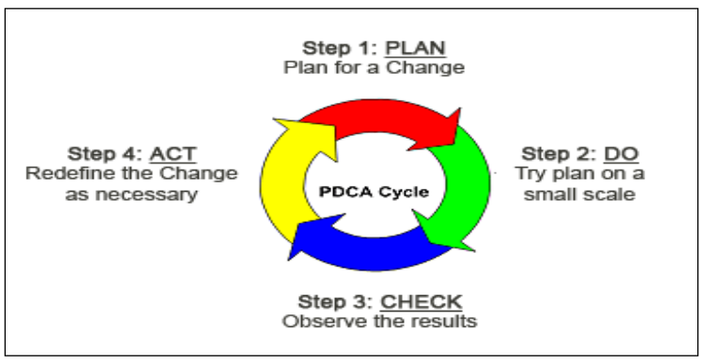


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.