

ASSIGNMENTS AND MARK SCHEMES

STORY TELLING

Story Telling is a unit all about how businesses create powerful stories that relate to their target audience – in a way that customers can engage with emotionally or morally. This unit should give students the skills to plan and create powerful stories that capture a brands identity.

ASSIGNMENTS

WEEK 1

INTRODUCTION TO STORY TELLING

An introduction on storytelling, how they can be told, how they engage an audience and why they're powerful tools for marketing.

NO SUBMISSION

WEEK 2

CHOOSING THE RIGHT STORY FOR YOUR AUDIENCE

Choosing the right story for your audience looking at different storytelling techniques.

NO SUBMISSION

WEEK 3

STRUCTURING A NARRATIVE

How to structure your story as a narrative arc. Watch the video included in the lesson plan.

NO SUBMISSION

WEEK 4

CHARACTER CREATION

Creating a believable character – mirroring your chosen demographic. Create a character to advertise a breakfast cereal, thinking about the type of cereal and advertisement.

Please submit a PDF of an outline for your character including photographs/drawings of features.

WEEK 5

CREATING ATTENTION-GRABBING SCENES

How to make scenes visually eye-catching to the audience.

NO SUBMISSION

WEEK 6

WORKING WITH WORDS AND IMAGERY

Investigating how words and images can hook an audience into your story, using power words suggested in the lesson into their own.

NO SUBMISSION

WEEK 7

ENGAGING THE AUDIENCE

Looking at how to keep the reader engaged with the story once hooked. Watch the adverts and TED talks included in the lesson

NO SUBMISSION

WEEK 8

THE MEDIUM OF THE STORY

Determining which media is most suitable to deliver a story. Revisit your template from lesson two to determine which media will attract your ideal customer.

NO SUBMISSION

WEEK 9

PUTTING THE STORY TOGETHER / FINAL EDIT

Using the narrative arc to check off the story has all the important components. Read both assignment task and **please submit EITHER:**

- **A story about you as a graphic designer, your narrative arc, your storyboard and your unique story.**
- **A story aimed at 3–12-year-olds with a character for a breakfast cereal named Sunny Honey. The story must appeal to busy parents. Include your final story, narrative arc and story board.**

MARK SCHEMES

WEEK 1

N/A

WEEK 2

N/A

WEEK 3

N/A

WEEK 4

A - Excellent

- Extensive analysis of their design journey showing sketches / photographs of their character with detailed annotations
- All parts of the task completed
- High attention to detail and very good analytical skills
- A strong concept that is thought through and connects their design and research

B – Good

- A good amount of analysis of their design journey showing sketches / photographs of their character

- Have communicated this research clearly
- Good use of analytical skills along with good use of detail
- A good concept connected to their design and research

C – Satisfactory

- Some analysis of design journey but not all parts of the task completed of their character
- Have communicated some understanding of character design
- Not much attention to detail
- Some steps towards finalising a concept but more evidence needs to be shown

D – Marginal Pass

- Very little understanding of their design journey with little or no character features
- No clear communication or analysis of their design and research
- Very little attention to detail
- No clear research into character design

F – Inadequate

- Lack of character design with little to no features

- No clear presentation of character design
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 5

N/A

WEEK 6

N/A

WEEK 7

N/A

WEEK 8

N/A

WEEK 9

A - Excellent

- Excellent demonstration of storytelling
- All parts of the task completed.
- High attention to detail
- A strong concept that is thought through, connecting with design journey and brief

B – Good

- A good demonstration of storytelling
- Have communicated this story clearly
- Good attention to detail
- A good concept connected with design journey and brief

C – Satisfactory

- Some good attributes to the demonstration of storytelling
- Have communicated some understanding of storytelling
- Not much attention to detail
- Some steps taken to communicate concept connected with design journey and brief

D – Marginal Pass

- Very little demonstration of storytelling
- No clear communication of story
- Very little attention to detail
- No clear understanding of concept connected with design journey and brief

F – Inadequate

- Lack of storytelling
- No use of communication
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept