

VAJ102: Multimedia Storytelling

(Total teaching hours: 32hrs)

Course Objective: Train students to craft compelling narratives across video, audio, and graphic mediums, and effectively engage audiences using multimedia tools.

Course Outcome: Students will learn how to craft compelling narratives using multiple forms of media, including text, audio, video, and graphics. By course completion, students will be able to create immersive stories that engage audiences across diverse platforms.

Unit 1: Introduction to Multimedia Tools

8 hours

- **1.1 Overview of Multimedia Storytelling:** Definition and significance.
- **1.2 Tools and Technologies:** Introduction to video, audio, and graphic design tools.
- **1.3 Content Management Systems:** Basics of platforms for hosting multimedia content.
- **1.4 Trends in Multimedia:** Current trends and future directions in storytelling.

Unit 2: Narrative Techniques

8 hours

- **2.1 Elements of Storytelling:** Key components of compelling narratives.
- **2.2 Cross-Platform Narratives:** How to tell a story across different media.
- **2.3 Audience Engagement:** Techniques for engaging your audience.
- **2.4 Analyzing Successful Multimedia Stories:** Case studies of impactful storytelling.

Unit 3: Video Production


8 hours

- **3.1 Pre-Production Planning:** Scripting, storyboarding, and location scouting.
- **3.2 Filming Techniques:** Basics of shooting video and audio.
- **3.3 Editing Essentials:** Introduction to editing software and techniques.
- **3.4 Distribution Strategies:** Best practices for sharing video content online.

Unit 4: Podcasting and Audio Storytelling

8 hours

- **4.1 Podcasting Fundamentals:** Overview of the podcasting landscape.
- **4.2 Scripting and Structuring Podcasts:** Techniques for effective audio storytelling.
- **4.3 Recording and Editing Audio:** Tools and tips for quality production.
- **4.4 Promoting Your Podcast:** Strategies for audience growth and engagement.


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