USC Iovine and Young Academy
Arts, Technology and the Business of Innovation

IDSN 560 Narrative and Storytelling
Units: 4.0
Spring 2023—Tuesdays—5:30pm-7:20pm PT
Location: Online

Instructor: Lisa Krohn
Office: Virtual
Office Hours: By Appointment
Contact: lkrohn@usc.edu

IT Help:
https://uscedu.sharepoint.com/sites/IYAStudent/SitePages/IT-Resources.aspx
Hours of Service: 9 a.m. – 6 p.m.
Contact Info: iyahelp@usc.edu

2U Digital Campus Online Technical Support
Contact Info: 1-855-487-3504,
techsupport@digitalcampus.2U.com

USC Technology Support Links
Zoom information for students
Software available to USC Campus

Course Description

The ability to share one's creative vision, thoughts, or products in a manner that is resonant to those within a target audience is critical in an array of situations. The resonant story is one that communicates to listeners, readers, or viewers in a manner that reflects a nuanced understanding of how one thinks, feels, reacts, and behaves. It is through depth of insight and effective communication that innovations diffuse, art is championed, content is consumed, services are rendered, and products are purchased or adopted. This course explores the various written, spoken, and visual ways in which stories can be envisioned, assembled, and shared – both historically and in contemporary contexts across audiences and for different purposes, using existing or creating new multimedia methods and tools. Accompanying this exploration is instruction in communication theory and the narrative structures and content most effective at evoking a powerful and meaningful audience response.

Learning Objectives and Outcomes

Students in this course will learn how to build and communicate ideas, concepts and solutions using universal storytelling techniques. Upon completing this course, students will be able to:
- Understand the foundational and generalizable components of stories, including semiotic syntax, user viewpoints, and cultural perspectives.
- Differentiate between story types, form, context, and content.
- Create independent narratives for effective use in an array of personal and organizational settings (e.g., design agency, engineering firm, startup venture).
- Understand public speaking best practices and use of supporting material to best effect.

Prerequisite(s):
IDSN 510 Integrative Practices Residential; IDSN 540 Processes and Perspectives

Course Notes
This course will be conducted online, using a combination of synchronous and asynchronous methods. Students are responsible for all additional assigned material, including video lectures, interviews, and reading materials offered by the instructors throughout the course.

Technological Proficiency and Hardware/Software Required
Students must provide their own laptop. The laptop specifications take into consideration that students will be creating, streaming, and downloading audio and video; communicating using video conferencing applications; and creating and storing large multimedia files.

USC Technology Rental Program
The university realizes that attending classes online and completing coursework remotely requires access to technology that not all students possess. If you need resources to successfully participate in your classes, such as a laptop or internet hotspot, you may be eligible for the university's equipment rental program. Submit an application to USC Technology Rental Program.

HOW TO PURCHASE SOFTWARE AT THE DISCOUNTED ACADEMY RATE

For classes that require them, the following software are available for purchase online through the USC Iovine and Young software catalog at the Academy discounted rate:

Software	IYA Short-Term License at USC Bookstore
Adobe Creative Cloud	$70 2022–2023 annual license
Apple Logic Pro	$35 semester licenses
Solidworks	$35 semester license
Apple Final Cut Pro	$35 semester license

To purchase:
- Visit: https://commerce.cashnet.com/IOVINE
- Select the software license(s) you would like to purchase by clicking "View Details" or the software title, and make your purchase
- You will receive an order confirmation receipt at the email address you provided
- You will be notified by email when the software license has been activated

If you have any questions about this process, please do not hesitate to contact Academy IT Support at iyahelp@usc.edu.

Required Readings and Supplementary Materials
Required content and readings may be assigned by faculty at any point during the semester. In addition, the following book will used in the first module (four weeks of class):

- *The Medium is the Massage: An Inventory of Effects* (M. McLuhan and Q. Fiore)

Description and Assessment of Assignments

Below are brief overviews of each assignment and deliverable across the four modules in the course: Medium is the Message; Performance; Professional Storytelling; and Thinking Long-Term. Unless specified otherwise, all assignments will be submitted within the 2U Learning Management System (LMS). If you experience technical difficulties submitting assignments, email the course instructor directly and utilize 2U student support for assistance. Additional assignment details will be provided separately.

1.1 – Pick A Spread, Any Spread
Obtain or borrow a physical copy of *The Medium is the Massage*. Familiarize yourself with the book and select a spread (book open flat) based any methods. Upload a PDF of your selection.

1.2 – The Medium Is the Message, Part 01
Recreate the spread you selected, using one of the following media discussed in the asynchronous content: Film, VR, Gaming, Comics/The Graphic Novel, Social Media. The recreation should not be a literal reproduction, but instead a reinterpretation of the spread based on your own perception of its meaning as well as the unique strengths of the medium you select.

1.3 – The Medium Is the Message, Part 02
Recreate the spread you selected again, this time using one of the following media discussed in the asynchronous content: Poetry, Short Story, Essay, Environmental Graphics, Photography. The recreation should not be a literal reproduction, but instead a reinterpretation of the spread based on your own perception of its meaning as well as the unique strengths of the medium you select.

1.4 – The Medium Is the Message, Part 03
Create a 3-slide pitch for a site-specific installation, exhibition, or platform that recreates your spread by combining at least three of the following mediums into one experience: Film, VR, Gaming, Comics/The Graphic Novel, Social Media, Poetry, Short Story, Essay, Environmental Graphics, Photography. Be prepared to share the pitch in the live session.

2.1 – PechaKucha, Part 01
Create an initial draft of your PechaKucha talk. As this initial upload is intended to serve as a draft, your deliverable can be as detailed regarding final design as you find necessary to communicate the narrative of your talk. The talk must utilize 20 slides and can be about anything of genuine interest to you (it does not have to be serious).

2.2 – Pecha Kucha, Part 02
Finalize your PechaKucha talk and slide deck. Take time to practice your talk and be prepared to deliver your PechaKucha talk in the live session.

3.1 – Goals and Strategies
Work in teams to select a product, service, or business that you will focus on throughout the "Professional Storytelling" chapter of the course. Create a Goal (overall vision for the purpose of the campaign) and define a Strategy (specification of the specific stakeholders/personas you hope to reach) for the product, service, or business you selected, using the methodology covered in Unit 9. Be prepared to share in the live session.

3.2 – Objectives and Tactics
Work in teams to set Objectives (accountability/success metrics) and explore Tactics (specific marketing activities/campaign output) for a new marketing campaign for the product, service, or business you selected, using the methodology covered in Unit 10. Be prepared to share your progress in the live session.

3.3 – Professional Storytelling Strategy Deck
Finalize your project by creating one cohesive Professional Storytelling Strategy Deck (10 slides maximum) that serves as a "pitch" of your concepts and strategy to the product, service, or business you selected. Be prepared to share in the live session.

4.1 – Signals, Emerging Issues, Trends
Collect 2 signals, 2 emerging issues, and 2 trends relevant to the future of storytelling. Include an image and brief description for each. Be prepared to share in the live session.

4.2 – Scenarios
Write 4 scenarios on the future of storytelling using the alternative futures/archetypes of the future framework (Growth, Constraint/Discipline, Collapse, Transformation). Each scenario should be a maximum of 300 words. You can write in any style or perspective you would like. Scenarios must be written only (no visual aids or supplements are allowed in this assignment). Be prepared to share in the live session.

4.3 – Diegetic Object
Create a diegetic object to accompany a selected scenario from exercise 4.2. This object can be any visual artifact that helps to bring your scenario to life. For example: A physical object, a digital product, a drawing, an advertisement, a film, etcetera. Build a two-slide presentation to submit and share in the live session, where slide one is your diegetic object and slide two is a summary of your scenario.

Assignment Rubrics
The instructor will provide evaluation and grading criteria for assignments throughout the course.

Grading Breakdown

Assignment	Points	% of Grade
Participation	100	10%
1.1 Pick a Spread, Any Spread	0	0%
1.2 The Medium is the Message, Part 1	50	5%
1.3 The Medium is the Message, Part 2	50	5%
1.4 The Medium is the Message, Part 3	100	10%
2.1 PechaKucha, Part 1	50	5%

2.2 PechaKucha, Part 2	100	10%
3.1 Goals and Strategies (Team)	100	10%
3.2 Objectives and Tactics (Team)	100	10%
3.3 Professional Storytelling Strategy Deck (Team)	100	10%
4.1 Signals, Emerging Issues, Trends	50	5%
4.2 Scenarios	100	10%
4.3 Diegetic Object	100	10%
Total	**1000**	**100%**

Grading Scale
Final course grades will be determined using the following scale:

Letter Grade	Numerical Score
A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy
All assignments must be delivered by the date and time (Pacific Time) that deliverable is listed as due per instructor guidelines. Please make an effort to keep assignment submissions under 30MB and ideally submit as a PDF (unless it is a video). Please submit to the LMS as well as to the shared

class Google Drive folder for that assignment. Please include your first name and the assignment number in the file name. The instructor(s) will provide due dates for all assignments and deliverables during the first week of the course. Late assignments will be subject to the late submission policy indicated below. **All assignments must be completed to pass this class.**

Late Submissions

Assignments will be accepted after the deadline with the following grade penalties. Do not ask for extensions; the extensions are noted below.

Submission in the 24 hours after the deadline	10% deduction
Submission between 24 hours and 3 days after the deadline	50% deduction
Submission after 3 days after the deadline	100% deduction

Academy Attendance Policy

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by ⅓ of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. Additionally, students who need accommodations for religious observations should provide advanced notice to instructors and student athletes should provide Travel Request Letters. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Fall 2022 addendum:
- Unless students provide an accommodation letter from USC's Office of Student Accessibility Services (OSAS) or a letter from IYA Student Services detailing visa or travel restrictions, attendance and active participation is expected in the classroom. Any student with such accommodations should submit their accommodation document to the instructor as soon as possible to discuss appropriate accommodations. Either classroom recordings or live remote access to the class via Zoom will be provided.

- Students who are experiencing illness should not attend class in person. Please inform the instructor in advance of any class sessions that you can't attend for medical reasons, and accommodations will be arranged to view recorded lectures and submit alternatives to any missed class participation. Students will not be penalized for not attending class in person under these circumstances.
- If you find yourself experiencing COVID-19 related symptoms, in keeping with university recommendations, you should Stay home! This is the best way to prevent spreading COVID-19 as supported by scientific evidence; Please do not come to an in-person class if you are feeling ill, particularly if you are experiencing symptoms of COVID-19.

Course Schedule: A Weekly Breakdown

Unit	Topic	Assignments
Module 1: The Medium is the Message		
Week 1 1/10	**Welcome to Narrative and Storytelling** ● Course Introduction ● Professor Introduction ● What Makes A Good Story?	Assignment 1.1
Week 2 1/18	**History, Examples, Use-Cases, And Value of The Medium** ● Film, Virtual Reality, Gaming, Comics and The Graphic Novel, Social Media	Assignment 1.2
Week 3 1/24	**History, Examples, Use-Cases, And Value Of The Medium** ● Poetry, Short Story, The Essay, Environmental Graphics, Photography	Assignment 1.3
Week 4 1/31	**Perspectives On Storytelling Across Industries** ● Storytelling In Film ● Storytelling In Art/Illustration ● Storytelling In Writing ● Understanding The Audience	Assignment 1.4
Module 2: Performance		
Week 5 2/7	**Introduction To Public Speaking and The Pecha Kucha** ● Overview Of Forms of Public Speaking	
Week 6 2/14	**Best Practices and Common Mistakes** ● Best Practices for Public Speaking ● Designing Good Slides ● Common Mistakes in Public Speaking	Assignment 2.1

Week 7 2/21	**Listening As a Practice** ● What Is Listening? Perspectives From the Field	Assignment 2.2
	Module 3: Professional Storytelling	
Week 8 2/28	**Career Pathways and Opportunities** ● Introduction To Career Pathways in Storytelling ● Industry Experts About Their Career Path	
Week 9 3/7	**Creating Goals and Defining Strategies** ● Professional Case Study Part 01 ● Deep Dive: Creating Goals ● Deep Dive: Defining A Strategy	Assignment 3.1
Week 10 3/21	**Setting Objectives and Exploring Tactics** ● Professional Case Study Part 02 ● Deep Dive: Setting Objectives ● Deep Dive: Exploring Tactics	Assignment 3.2
Week 11 3/28	**Creating Goals and Defining Strategies** ● Professional Case Study Part 03 ● Deep Dive: Measuring Success ● Additional Case Studies	Assignment 3.3
	Module 4: Thinking Long-Term	
Week 12 4/4	**Introduction To Strategic Foresight** ● Introduction To Strategic Foresight ● What Does a Futurist Do? ● Signals, Trends, Emerging Issues	Assignment 4.1
Week 13 4/11	**Strategic Foresight Methodologies** ● Alternative Futures ● 3 Horizons ● Futures Triangle	
Week 14 4/18	**Projects & Perspectives** ● Designing The Future ● Perspectives On Design's Role in Strategic Foresight	Assignment 4.2
Week 15 4/25	**Diegetic Objects** ● Creating Artifacts Of The Future ● Final Review and Course Conclusion	Assignment 4.3

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on Research and Scholarship Misconduct.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health *- (213) 740-9355 – 24/7 on call*
studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline *- 1 (800) 273-8255 – 24/7 on call*
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services *(RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call*
Studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) *- (213) 740-5086*
eeotix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment *- (213) 740-5086 or (213) 821-8298*
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) *- (213) 740-0776*
osas.usc.edu
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention *- (213) 821-4710*
campussupport.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion *- (213) 740-2101*
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: *(213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC*: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*
dps.usc.edu
Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)
ombuds.usc.edu
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice *- (323) 442-33*40 or otfp@med.usc.edu
chan.usc.edu/otfp
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.