

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: CMNS 340		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Storytelling for Professional Applications															
Course Short Title:															
Faculty: Faculty of Humanities		Department (or program if no department): Communications													
Calendar Description: Prepares students to apply storytelling and visual communication methods as a means of communicating to influence, motivate, or persuade in a professional context. The focus is on how to combine a great story with a strong visual presentation by incorporating both narrative writing and storytelling techniques, as well as introducing the use of graphic elements to enhance professional communications.															
Prerequisites (or NONE):		One of the following: CMNS 335, CMNS 345/ADED 345, CMNS 445/ADED 445, or (CMNS 235 and 45 university-level credits).													
Corequisites (if applicable, or NONE):		None.													
Pre/corequisites (if applicable, or NONE):		None.													
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Every other year Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>45</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	45									Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	45														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (See bctransferguide.ca.) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: April 30, 2021													
Faculty Council approval		Date of meeting: November 12, 2021													
Undergraduate Education Committee (UEC) approval		Date of meeting: January 28, 2022													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Compare the use of story in different contexts, including Indigenous cultures, theatre, education, and professional workplaces.
2. Identify the basic story forms used in a professional context.
3. Describe the purpose for using a variety of story forms.
4. Employ narrative techniques to build and present a persuasive presentation.
5. Use storyboarding approaches and tactics.
6. Use digital technologies to design visual support materials for specific projects in a professional context (i.e. stories, Power Point presentations, conference presentations, client presentations, meeting introductions, narratives, videos).
7. Analyze different storytelling practices to create a minimum of three different types of stories incorporating visual elements.
8. Use storytelling presentation techniques (i.e. through poster board, oral, video, print publication – student choice).

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	100%	%	%
	%	%	%

Details:

Storyboard Concept and Editing	10%
Visual Presentation Portfolio	25%
Written Story Assignments (three in total)	45%
Story Presentation	10%
Participation – Story listening	10%

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Nossel, M.	Powered by Storytelling: Excavate, Craft, and Present Stories to Transform Business Communication	2017
2. Textbook	Snow, S & Lazauskas, J.	The Storytelling Edge: How to Transform Your Business, Stop Screaming into the Void, and Make People Love You	2018
3. Article	Corntassel, J.	Indigenous Storytelling, Truth-Telling, and Community Approaches to Reconciliation. <i>Association of Canadian College and University Teachers of English</i> , 35 (1). March 2019.	2019

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

PowerPoint

Course Content and Topics

- A) Storytelling: a starting point
- The different types of stories and story contexts: Indigenous cultures, theatre, education, professional workplaces
 - What stories can do that facts cannot
 - How to tell/write a good story
 - The psychology of a story's influence in the workplace
 - Best practices of workplace storytellers
- B) Story planning
- Selecting a story style to fit the context/purpose
 - Crafting a story
 - Creating a story board
 - Collecting stories and resources – when to use an existing story
- C) Visual communications for the non-artist
- Preparation: simplicity and why it matters
 - Presentation design principles
 - Design resources: finding templates, artwork, colour palettes, images
 - Copyright: when to borrow and when to create material.
 - The PowerPoint trap
 - The real power behind PowerPoint
 - Visual communication – more than just PowerPoint

D) Delivery

- Writing narrative
- Using metaphor and analogies
- Print, video or oral – selecting the best format
- Telling someone else's story
- Storytelling, passion, and energy
- Timing: Longer is not always better
- Storytelling: Practice putting it all together