



**ATEC 3346**  
**Storytelling for New Media I**  
**Spring 2017**  
**Course Syllabus**

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**Instructor Information**

Dr. Derek Royal  
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Class website and assignment submission: eLearning

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**Course Description**

Introduction to theory, principles and practice of narrative across multiple media and forms. Course examines linear, nonlinear, and experimental storytelling techniques, with a focus on narratives created primarily for digital distribution.

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**Course Prerequisites**

- ATEC 2320 or ATEC 2325 or ATEC 2326 or instructor consent
- Proficiency in English grammar and basic college-level writing skills
- Interest in various digital technologies and story delivery platforms
- Willingness to explore and engage with narrative across media.

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**Student Learning Objectives/Outcomes**

To succeed in this class, you will

- Recognize and analyze the defining characteristics of narrative
- Understand and apply narrative theory from both creative and rhetorical perspectives
- Explore the potential for storytelling in a variety of new media platforms
- Demonstrate a mastery of key narrative concepts and terminology
- Comprehend storytelling strategies in both linear and nonlinear forms
- Employ interdisciplinary storytelling techniques, individually and collaboratively, and
- Perform as a professional to meet deadlines and submit quality work.

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## Required Textbooks and Materials

You will need access to the required textbooks, either hardcopy or digital.

### Required Texts

- Abbott, H. Porter. *The Cambridge Introduction to Narrative*. 2<sup>nd</sup> ed. Cambridge: Cambridge UP, 2008.
- Page, Ruth, and Bronwen Thomas, eds. *New Narratives: Stories and Storytelling in the Digital Age*. Lincoln, NE: U of Nebraska P, 2011. (Available online in library)
- Pierce, Todd James, and Ryan G. Van Cleave. *Visual Storytelling: An Illustrated Reader*. New York: Oxford UP, 2016.

### Required Social Media

- WordPress account

### Recommended Texts and Resources

- Dictionary (Merriam Webster)
- Grammar Girl's Blog and Podcasts
- Purdue Online Writing Lab (OWL)

***We will use MLA style to format citations and bibliographies in this class.***

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## Assignment Values

This semester, students will complete the following assignments:

Assignment	Submission Instructions	Value
Critical Summary	Submit via eLearning	150 pts
Group Story Analysis Exercises (x7)	Submit via eLearning	350 pts
Blog on Storytelling	Publish on WordPress	150 pts
Final Creative Project Proposal	Submit via eLearning	100 pts
Final Creative Project	Submit via eLearning	150 pts
In-Class Activities, Attendance, and Participation	No formal submission	100 pts
<b>Total</b>		<b>1000 pts</b>

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## Grading Criteria

Course assignments together are worth 1000 points, and students receive grades according to the following (standard UTD) scale:

930–1000	= A
900–929	= A-
870–899	= B+
830–869	= B
800–829	= B-
770–799	= C+
730–769	= C
700–729	= C-
670–699	= D+
630–669	= D
600–629	= D-
0–599	= F

*Grades will not be rounded up.*

- A** – The student’s work shows excellence and meets all objectives with strength, originality, and creativity.
- B** – The student’s work is satisfactorily but does not reflect excellence. This work is strong but contains minor issues that detract from your message.
- C** – The student’s work fulfills course requirements but does not satisfy the audience’s needs and contains issues that decrease the effectiveness of the document.
- D** – The student’s work contains numerous issues and therefore does not fulfill the audience’s needs or address the rhetorical situation.
- F** – The student’s work is unacceptable (L. Bell, personal communication, August 2008).

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## University Policies and Resources

UTD students are responsible to know and follow university policies. You can find these at <http://go.utdallas.edu/syllabus-policies>.

### Comet Creed

This creed was voted on by the UTD student body in 2014. This is a standard that Comets choose to live by and encourage others to do the same.

*“As a Comet, I pledge honesty, integrity, and service in all that I do.”*

### Campus Resources

On-campus and distanced students at UTD have a variety of resources, including online library resources through UTD’s McDermott Library. Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library’s electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check

out materials at the McDermott Library. For more information on library resources go to <http://www.utdallas.edu/distancelearning/students/libraries.html>

You also can schedule time at the GEMS Writing Center to work with a writing tutor. (The tutors will not proofread documents but will work individually with you to improve your writing. The services are free to UTD students, and you can find more information at <http://www.utdallas.edu/GEMS/writing/index.html>.)

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## Course and Professor Policies

ATEC 3346 will require you to submit coursework both in the classroom and online. As a result, you need to manage your time wisely and communicate with the instructor if you have questions or concerns. And very important: ***show up for class.***

For this course, you are being asked to function as a critical and creative thinker, approaching storytelling from both theoretical and creative perspectives. This requires significant time on your part. If you are studying consistently more than 9 hours a week, please document your activities and communicate immediately with the instructor. Prepare for class each day, per the course calendar, and come ready to participate in the discussion.

### Preparation for Class

UTD students study 2–3 hours per credit hour each week preparing for a 15-week class. Therefore, for this 3-hour course, you should work 6-9 hours a week (some weeks more and some less).

### Make-up and Late Work

You are scholars as well as professionals in training. Professionals who miss deadlines present a poor work ethic and damage their reputations as well as lose contracts, increase costs, delay results, decrease profits, and lose their jobs. ***For these reasons, you may not submit late or incomplete work or makeup exams unless you are hospitalized and provide a valid physician excuse.***

Missed work results in a zero (0) on the assignment. You may not request an incomplete in this class unless you meet the university's criteria for an incomplete.

### Accessibility Issues

If you are registered with the Office of Student AccessAbility, you need to inform your instructors so they can effectively teach and meet each student's needs. If you are registered with the OSA, please meet with me at the beginning of the semester during my office hours.

### Extra Credit

Do not ask if you can earn extra credit. Instead, strive for excellence in the assigned work.

## **References, Copyright, and Plagiarism**

UTD has a no-tolerance policy for plagiarism, copyright infringement, or scholastic dishonesty (including missing citations).

I support and enforce that policy in my classes. If you do not cite your sources with in-text and end-of-text citations or if you publish copyrighted work without permission, you will receive a referral to the UTD Office of Judicial Affairs.

We will use MLA style to cite all sources unless otherwise indicated.

## **Attendance**

If you arrive on time and participate in class activities, you are present. If you arrive more than 10 minutes late or attend class but conduct nonrelated work, you will be considered absent.

You may miss one class without penalty; after one absence, you will lose 100 points of your 1000-point grade for each absence.

Treat this class as you would a job: attend class and be punctual. Also, your work schedule is not an excused reason to miss class.

UTD excuses absences for religious holidays; however, the student is responsible to inform the instructor *before* the holiday and to submit missed work before the absence.

## **Classroom Citizenship**

You will receive a grade for participation. You should prepare for class; attend and participate; communicate professionally; and cooperate, listen, and respect others' opinions. Please leave profanity and other threatening language and behavior outside the classroom.

Turn off your cell phones and other electronic equipment during class, and use your laptop for class work only. ***Any classroom disruption resulting from your inappropriate use of mobile/electronic equipment will tangibly affect your activities/attendance/ participation grade.***

## **Email**

*All official email correspondence must go to and come from official UTD emails.* I will not answer emails that come through addresses from other providers (per UTD policy).

## **Communication outside the Classroom**

You should communicate with the instructor and your classmates outside the classroom. Communication is part of coursework and therefore you should

- Identify yourself in all communication (e.g., email, texts, phone calls);
- Use correct mechanics and style in correspondence;
- Communicate clearly, respectfully, and professionally; and

- Please communicate about all issues with your instructor throughout the semester.

For emails, apply professionalism. Consider your audience's needs and expectations and address those in your content. For example, use a unique subject line for each new email. Always include text in your email: to personalize your correspondence and to ask your recipient to act. Start each email with a respectful salutation and end with a professional signature.

For texts, identify who you are and what class you are taking. Keep messages concise (call if you have more than one question) and use correct mechanics and style.

When contacting your instructor, respect that this is your instructor's profession, but he has other commitments, as do you. Please allow 48 hours for a response to email during weekdays.

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## Schedule

Assignment due dates are in bold type. Due dates for critical summary will vary.

### Week 1, January 10

Introduction to class  
Getting acquainted with your small group  
Setting up your storytelling blog

### Week 2, January 17

**PART 1 – THE ELEMENTS OF STORY**  
Readings on plot, character, setting  
*Visual Storytelling*, "Identity"  
**Group Story Analyses**  
**Storytelling Blog**

### Week 3, January 24

Readings on point of view and symbolism  
*Visual Storytelling*, "Men and Women"  
**Group Story Analyses**

### Week 4, January 31

Readings on theme, style, tone, and irony  
*Visual Storytelling*, "Young Adulthood"  
**Group Story Analyses**

**Week 5, February 7**

**PART II - NARRATOLOGY**

*Cambridge Introduction to Narrative*, Chaps. 1-4

*Visual Storytelling*, "Trauma"

**Group Story Analyses**

**Week 6, February 14**

*Cambridge Introduction to Narrative*, Chaps. 5-6

*Visual Storytelling*, "History"

**Group Story Analyses**

**Week 7, February 21**

*Cambridge Introduction to Narrative*, Chaps. 7-8

*Visual Storytelling*, "Politics"

**Group Story Analyses**

**Week 8, February 28**

*Cambridge Introduction to Narrative*, Chaps. 9-10

*Visual Storytelling*, "The Arts"

**Group Story Analyses**

**Week 9, March 7**

*Cambridge Introduction to Narrative*, Chaps. 11-12

**Final Creative Project Proposals**

**Week 10, March 14**

**Spring Break – No Classes**

**Week 11, March 21**

*Cambridge Introduction to Narrative*, Chaps. 13-14

**Week 12, March 28**

**PART III – STORY AND NEW MEDIA**

*New Narrative*, "From Synesthesia to Multimedia" & "The Interactive Onion"

**Week 13, April 4**

*New Narrative*, “Ontological Boundaries and Methodological Leaps” & “Curveship”

**Week 14, April 11**

*New Narrative*, “Songlines in the Streets” & “Narrative Supplements”

**Week 15, April 18**

*New Narrative*, “All Together Now” & “Update Soon!”

**Week 16, April 25**

*New Narrative*, “Blogging on the Body”  
Wrapping up and assessment of course

**Final Exam**

**Final Creative Project**

***This syllabus is subject to change at the discretion of the professor.***