

COURSE SYLLABUS

Video Production and Visual Storytelling, 7.5 credits

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Course Code:	LVS15	Education Cycle:	First-cycle level
Confirmed:	Dec 03, 2025	Disciplinary domain:	Social sciences (50%) and Technology (50%)
Valid From:	Jan 19, 2026	Subject group:	Media and Communication Studies
		Specialised in:	G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
		Main field of study:	Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and understanding

- describe central theoretical and practical perspectives on video production and visual storytelling
- explain how video production and visual storytelling are utilised in different media and communication contexts

Skills and abilities

- apply theoretical and practical knowledge to tell engaging visual stories
- use established tools and practices to plan, record, edit and publish video productions

Judgement and approach

- critically reflect upon and compare ideas and experiences of video production and visual storytelling
- evaluate the narrative structure, aesthetic, filming techniques, editing and sound use in video productions

Content

- Theoretical and practical perspectives on video production and visual storytelling
- Narrative structure
- Image composition and rhetoric
- Camera technique
- Lighting
- Audio
- Graphics
- Editing

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups.

A learning management system is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course instance to which they were accepted. After that, the right to receive instruction/supervision expires.

Language of instruction is English.

Entry requirements

General requirements and passed 37,5 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades.

The examination is based on the intended learning outcomes.

The forms of examination are seminar, individual presentation and group presentation.

For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided at the beginning of the course.

To pass the course students must receive a passing grade on every examination. The final grade is determined by weighting the grades received on Individual presentation 1, Group presentation and Individual presentation 2.

Registration of examination:

Name of the Test	Value	Grading
Seminar	1 credit	G/U
Individual presentation 1	1.5 credits	A/B/C/D/E/FX/F
Individual presentation 2	3 credits	A/B/C/D/E/FX/F
Group presentation	2 credits	A/B/C/D/E/FX/F

Course evaluation

The instruction is followed up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

Other information

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The examiner has the right to give an adapted examination or let the student carry out the examination in an alternative way provided that the intended learning outcomes can be secured and that there are exceptional reasons for this, including the student's right to targeted study support.

Course literature

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Brown, Blain (2025). *Visual Storytelling for Filmmakers*. Taylor Francis Ltd. 372 p.

Irving, David K. & Rea, Peter W. (2015). *Producing and Directing the Short Film and Video*. Routledge. 468 p.

Owens, Jim (2017). *Video Production Handbook*. Routledge. 327 p.

Articles and other literature of approximately 200 pages may be added.

Citing Sources – How to Create Literature References

<https://ju.se/library/academic-language/reference-management.html>

The Interactive Anti-Plagiarism Guide – Jönköping University

Information about plagiarism at higher education institutions

Available in the learning management system