

# VISUAL STORYTELLING

THROUGH CHARACTERS TOYS



## ABOUT THE WORKSHOP

The concept of 'Storytelling' is the interactive art of using words and actions to reveal elements and visuals of a story while encouraging the listener's imagination.

Through toys of iconic characters from the MINT Museum of Toys' 'Characters' level, this workshop teaches learners how to creatively craft and convey a relatable and engaging story, execute stories visually as well as effectively apply storyboarding techniques.

## WHAT YOU WILL LEARN

- Identify factors that resulted in design flaws and failures.
- Access design process, critical functionality or aesthetic appeal.
- Propose and review aesthetic, semiotics and sensory appeal design performance.
- Develop new design aesthetics and form.

## DURATION

**2 Days**

**AM Session:** 9am - 12pm

**PM Session:** 1pm - 6pm

**E-learning Hours:** 2 hours

**Assessment Hours:** 2 hours

## WORKSHOP OUTLINE

### Day 1 (AM Session)

- Introduction
- Lecture on Storytelling
- Prime importance of visuals in human cognition

### Day 2 (AM Session)

- Sketching Practices & Objectives
- Sketching Exercise & Feedback

### Day 1 (PM Session)

- Toys explanation and extrapolation to imaginative story
- Exercise on critique or appraisal of chosen toys
- Sketching Exercise

### Day 2 (PM Session)

- Outline & Colouring Practices & Objectives
- Outline & Colouring Exercise & Feedback

## WORKSHOP FEES

**BEFORE SUBSIDY: \$1016.50 (GST INCLUSIVE)**

**SME SPONSORED**

**S'POREANS & PR  
AGED > 40**

**MNC SPONSORED**

**SINGAPOREANS  
AGED 21 - 39 & PRS**

**90% SUBSIDY**

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**\$15  
PER HR SUBSIDY**

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**NETT: \$161.50**

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**NETT: \$731.50**

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**Absentee Payroll:** Claimable at \$7.50 per hour of training.

**All nett fees are claimable via:** SkillsFuture Credit and PSEA funding.

**Certification:** Graduates from the programme will receive a SkillsFuture Statement of Attainment.

**VSM-01 as of 31st May 2021. Training conducted by First Media Design School (FMDS).**

UEN: 53054764C (MMOT)

UEN: 200517638C (FMDS)