

CNS – Narrative building and storytelling

Study area: 1 - Management and communication tools

Character: Theoretical, applied, technological and procedural training.

Type: Compulsory

ECTS credits: 3

Year: First

Semester: First

Language of instruction: Catalan, Spanish and English

Prerequisites: -

Presentation

Design creates elements of communication, using different media and surfaces, which contribute to the creation of multiple stories. When we refer to 'story' in design, we usually associate it, on the one hand, with the *storytelling* of a brand or entity. In other words, with the narrative that revolves around its foundation, highlighting its values and linking them with contemporaneity. On the other hand, the role attributed to design is usually one of expressing this *storytelling* through various visual elements. From the perspective of this subject, design is understood as the strategic tool that facilitates and contributes decisively to the construction of these narratives through user participation.

In short, the subject "Narrative building and storytelling" provides a conceptual reflection as well as practical tools and strategies to understand the role of narratives in the context of design. All this from the perspective of creation and of the cocreation and participatory distribution of these narratives.

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Contents: 1st semester Compulsory ECTS: 3

- I. Basics of design and infographic process.
- II. Main resources and tools for data processing and visualization.
- III. Infographic practices.
- IV. Examples of infographic applications of service and social design.