

A NORTH PRODUCTION

# STORYTELLING COURSE

Syllabus

# COURSE OVERVIEW



## video tutorials

WATCH AN INSTRUCTOR  
DEMONSTRATE STORY  
TECHNIQUES



## learn at your own pace

FINISH THE COURSE  
AT YOUR  
CONVENIENCE



## access industry resources

DOWNLOAD TEMPLATES  
AND DOCUMENTS FOR  
YOUR PERSONAL USE



## get certified

COMPLETE ALL  
LESSONS AND EARN A  
CERTIFICATE TO  
LEVEL UP IN YOUR  
CAREER

# PROGRAM BREAKDOWN

## **Welcome**

WELCOME: INTRODUCTION TO THE COURSE

The primary aim of this course is to equip participants with a deep understanding and practical skills in the art of storytelling. By the end of the course, learners should be able to craft compelling and engaging narratives for various mediums and purposes.

## **Module One**

THE ART OF STORYTELLING

Examine the transition from oral to written storytelling, including the development of various writing systems and the impact of the printing press. Discuss the impact of including of history and culture in your script.

## **Module Two**

ELEMENTS OF A GOOD STORY

Techniques for crafting multi-dimensional and relatable characters. Understand the distinction and balance between character-driven narratives and plot-driven narratives.

# PROGRAM BREAKDOWN

## **Module Three**

### CRAFTING YOUR STORY

Strategies for overcoming common obstacles that hinder the creative process. Introduction to various writing styles like descriptive, expository, persuasive, and narrative, and when to use each.

## **Module Four**

### STORYTELLING TECHNIQUES AND TOOLS

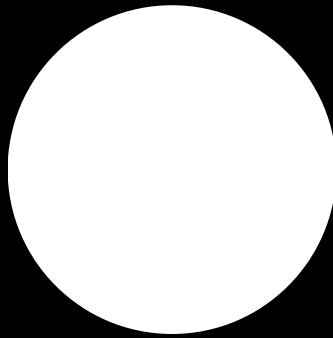
Explore how the choice of words, sentence structure, and language style can set the tone, mood, and pace of a story. Guidance on selecting the most effective narrative technique based on the story's requirements and desired impact.

## **Module Five**

### PRACTICAL APPLICATIONS OF STORYTELLING

Understand how storytelling shapes a brand's identity and helps in establishing a connection with the audience. Learn techniques for crafting stories that evoke emotions, leading to stronger customer relationships and brand loyalty.

# MEET THE INSTRUCTOR



## SHARON ANGEL, B.A., M.F.A.

Starting at the age of 10, Sharon Angel recorded over 10 seasons of television programs that aired on many national networks. She went on to study media full time and earn her bachelor's in Broadcast Communication and later graduate with a master's degree in Cinema-television with a focus in production. Sharon launched her Youtube series "Random Thoughts" in 2013 where she writes, hosts, produces and edits her own content for over two million viewers. During covid-19 lockdown, she also hosted, directed and produced a 52 episode half-hour weekly program for a television network. Her vast experience in video production enabled her to empower women in 21 countries, teaching the basics of video production and social media fundamentals by conducting webinars, training sessions and short courses. Today, Sharon runs a video production company in California and hosts a podcast series, "The Courage to Identify".

# FAQ

## DO ANY OF THE COURSES REQUIRE PRIOR KNOWLEDGE OR EXPERIENCE?

This storytelling course does not need prior learning experience as basic terminology is used to explain setups, processes and ideas. However, some exposure to film or tv production and previous certification in Intro to [video production from A North Production](#) are a plus.

## HOW LONG IS EACH LESSON? CAN I TAKE BREAKS DURING THE TEACHING?

Each lesson takes between 5-15minutes. Downloadable resources are available for students to complete. Sessions can be taken at your pace but remember to mark each session as complete and take the test to add towards final certificate.

## WHAT ARE THE REQUISITES TO RECEIVE A CERTIFICATE?

- Complete all lessons within six months of enrollment date
- Take all tests and pass with 70% within six months of enrollment date

## WHAT EQUIPMENT DO I NEED TO TAKE THE COURSE?

You will need a working laptop or computer with updated Mac or Windows OS, stable internet and an email address that you check frequently. PDF and MS word or Pages is a plus.

# OTHER COURSES

Video Production 101

Studio Setup

Advanced Cinematography

Advanced Lighting and Audio

Advanced Editing

Outdoor Production

Licensing and Logistics

Visit [www.anorthproduction.com](http://www.anorthproduction.com) for  
full details