

Creative Narrative and Media

As an avid reader, my interest in stories only grew with age. From books to photographs that detail a single moment of the novel that is a memory. To the lit-up screen of the cinema where main characters dance through what is a glimpse of their romanticized lives. Most of all, it has been my love for the stories of strangers on the street that has blossomed so undeniably and sparked my passion for creative narration. The itch to turn and talk to the man gripping the subway handle beside mine or the waitress reaching for yet another plate to pile atop the already towering stack she's balancing has led me to stumble upon an innumerable amount of unexpected narratives. I once quickly discovered that a friendly regular of my gym was an opera singer who had traveled the world for his profession and now found himself torn when faced with the decision of where to settle down. The man I served coffee for each day at seven A.M. eventually introduced himself to me as a diplomat and joked that the lack of cappuccinos in South Africa made his time there difficult, but the zip line experiences made up for it. Each narrative was its own, completely unforeseeable, yet discoverable by making more conversation than the simple "How are you?" As I thumb through the pages of publications, gazing at a breathtaking photograph and skimming the adjacent article, it is these stories that come to mind. For, in my eyes, those previously unknown stories of someone no longer a stranger could appear just as polished when coupled with the right layout, photograph, and write up. I flip, gaze and read analyzing each element in hopes of someday being able to wield the skills necessary to narrate a story, any story with similar artistic comprehensibility.

Within my proposed Custom Design Major, I look to study the full skill set required of a Creative Director in their effort to best tell the comprehensive story of a person, product or brand. Creative Directors within a team must oversee each component pertaining to the final

depiction of a story, from the layout to the imagery to the script in order to manifest a cohesive digital and print installation. It is the job of a Creative Director to choose, modify and direct those below them during each step of the creative process to construct the most visually appealing and impactful narration of a piece. There is a message behind each subject presented to a Creative Director that must be adhered to and expressed consistently throughout all visual elements. The process of developing a brand image operates similarly as each brand forms around the concept of a mission. It is this need for the story behind a brand to dictate the presentation of said brand's content that requires a Creative Director to have an in-depth understanding of the creative process behind print and digital design, as well as social and digital brand development. Similar to a Creative Director, not only must a Creative Narrator have an understanding of the process that takes place in front of and behind the camera, but they must also understand how the results should be displayed and described to a desired audience in order to best express the story at hand. A Creative Narrator's focus is not the snapping of each shot in a photoshoot, the sharpening of each detail in a video, or the hidden grammatical errors of a written work, but the delivery of the final narration as a whole. It is the assembly of each component into an eventual completed work that highlights each shot, detail or word. Therefore, my education in both the visual and written art of narrative will aid me in developing an accurate depiction of what is appropriate for each profile, product, or campaign. With the art of Creative Narrative and Media mastered, the act of creatively displaying and describing a story will feel accomplishable no matter the subject approached. The configuration of Creative Narrative and Media as a major would delve into the how-to of effectively intertwining graphic design and photography to portray a subject in a visually captivating manner that complements the written expression.

The courses I have selected to fulfill these necessities combine the core teachings of Graphic Design and Photography accompanied by relevant courses in writing, and communication. Courses I have selected pertaining to Graphic Design involve topics such as visual communication, web graphics and production as each will further enhance my understanding of how to best correspond the appearance of a work with the content it details in a visually pleasing manner. Additionally, the prominence of websites within a business requires me to gain familiarity with computer graphics so that I can translate print to pixel and vice-versa. The importance of Photography within Creative Narration is also emphasized throughout my course selection as I have opted to enroll in both Digital and Studio photography, each increasing in difficulty as my time at Drexel progresses. The ability Custom Design Major brings to capitalize on said core photography courses allows me to plan for my eventual enrollment in crucial electives such as photojournalism during my later years. The skills I would be strengthening in each of the described classes are vital in my desired field as the involvement of digital imagery is inescapable when compiling a comprehensive depiction of a subject. A story without an element of visual appeal will be flipped or clicked past in lieu of the next alluring article or brand. To supplement Graphic Design and Photography in the visual aspects of my interests, I will also be taking relevant classes in the fields of Design & Merchandising that will better acquaint me with the potential specializations of storytelling. Finally, I will be enrolled in a mixture of Communications and Writing courses, to improve my understanding of the writing style involved in the literary expression of a subject. Such courses will include Digital Publishing, Introduction to Journalism, etc. as I look to familiarize myself with the highly sought after and technical style of journalism across a broad set of mediums. Writing for the web in comparison to a print publication differ greatly but are built upon the common base of journalism, in which I

have therefore designed my major to be highly concentrated. As much as the visual representation of the personality of a subject can speak volumes about the content represented, it is the content itself that screams the loudest. A piece beautifully displayed amounts to nothing if the story it depicts is written to be dry, disjointed or unimpactful. Whether the subject be human, an event or a message taken on by a brand, the written description must be just as engaging if not more than its outer appearance. However, it is only with the combination of all the above topics that I can achieve the education necessary to equip me with both the required visual and written skills of a comprehensive creative narrator.

No longer in a time when text is all that is accessible, the craft of storytelling is continually evolving to now encompass modern mediums. Photography, videography, even typography have all become crucial parts of the storytelling process as each aid in the formation of an accurately stylized portrayal. Therefore, the melding abilities of a custom-designed major are required as such would allow me to explore not only the techniques of writing, photographing, and illustrating but also strengthen my understanding of the relationship between each. If such interests were to be pursued by the means of a traditional major, the credit count would be unrealistic and unbearable. The involvement of each component in the process of creative narration would not be fully explored and said studies would yield only a brief understanding of the basic techniques. A Creative Narrator is responsible for many tasks similar to those of an editor, photographer, videographer etc. It is the overall combination of these tasks that differentiates a Creative Narrator. It is for these reasons that a Creative Narrator's education must not be niche, but novel and requires the freedom a Custom-Designed Major grants. With admission into the Custom Designed Major Program, the opportunity arises to master not only the base level of each field but participate in the advancement of knowledge that results from

taking upper-level courses. That additional ability to gain experience in the extremities of my desired subject, such as digital journalism's involvement within the fashion industry, can only further my preparedness for an eventual career in my pursued profession.

Although my heart, will always adore the stories of the gym-junkie opera singers and the early-morning diplomats, my desire to creatively story tell is one robustly aflame, unrestrictive and uncontainable. Whether it be a person, product or brand who's story I will be narrating, my desire to describe and depict a stunning portrayal across all means is undeniable. It is this combining of the written word with my adoration of design throughout a variety of mediums that creates my ideal plan of study as I actively attempt to take full advantage of the resources available at Drexel. To enter the Custom Design Program, excel and graduate equipped with the skills required to craft a subject's tailor-fit publication, its own curated depiction, its own creative narrative is an opportunity practically indescribable.

Plan-of-Study

Class Status: Freshman

Term: FALL 2019

Name	Course ID	Pre-Requisites	Credits
Introduction to the Fashion Industry	DSMR 103	N/A	3.0
Composition Rhetoric II	ENGL 102	ENGL 101	3.0
Environmental Science	ENVS 260	N/A	3.0
Introduction to Honors Program	HNRS 200	N/A	1.0
The Drexel Experience	UNIV A101	N/A	1.0
Design I	VSST 101	N/A	4.0
Introductory Drawing	VSST 110	N/A	3.0
			TOTAL: 17

Class Status: Freshman

Term: WINTER 2020

Name	Course ID	Pre-Requisites	Credits
Computer Imaging I	DSMR 100	N/A	3.0
Textiles for Design and Merchandising	DSMR 230	N/A	3.0
Natural Disasters	GEO 111	N/A	3.0
Photography	PHTO 110	N/A	3.0
The Drexel Experience	UNIV A101	N/A	1.0
Design II	VSST 102	VSST 101	4.0
			TOTAL: 17

Class Status: Freshman

Term: SPRING 2020

Name	Course ID	Pre-Requisites	Credits
Composition Rhetoric III	ENGL 103	ENGL 102	3.0
Mathematical Foundations for Design	MATH 119	N/A	4.0
Intermediate Photography	PHTO 210	PHTO 110	3.0
Design III	VSST 103	VSST 102	4.0
Techniques of Speaking	COM 230	ENGL 102	3.0
			TOTAL: 17

Class Status: Freshman

Term: SUMMER 2020

Name	Course ID	Pre-Requisites	Credits
NO CLASS			

Class Status: Sophomore

Term: FALL 2020

Name	Course ID	Pre-Requisites	Credits
Introduction to Multi-Disciplinary Methods	CSDN 101	N/A	1.0
Computer Design for Design and Merchandising	DSMR 211	DSMR 100	3.0
Visual Communication I	VSCM 230	VSST 102	4.0
Typography I	VSCM 240	VSST 101	3.0
Digital Photography	PHTO 140	PHTO 110	4.0
Global Climate Change	ENVS 275	N/A	3.0
			TOTAL: 18

Class Status: Sophomore

Term: WINTER 2021

Name	Course ID	Pre-Requisites	Credits
Knowledge by Design Seminar	CSDN 102	N/A	1.0
Entertainment Storytelling Fundamentals	SCRP 150	N/A	3.0
Visual Communication II	VSCM 231	VSCM 230	4.0
Typography II	VSCM 242	VSCM 240	3.0
Digital Photography II	PHTO 240	PHTO 210	4.0
Digital Design Tools	DIGM 100	N/A	3.0
			TOTAL: 18

Class Status: Sophomore

Term: SPRING 2021

Name	Course ID	Pre-Requisites	Credits
Visual Communication III	VSCM 232	VSCM 231	4.0
Color Photography	PHTO 230	PHTO 210	3.0
Studio Photography	PHTO 234	PHTO 110	4.0
Desktop Publishing	COM 340	ENGL 102	3.0
Presentation Techniques Design and Merchandising	DSMR 210	VSST 102 DSMR 100 DSMR 211 COM 230	3.0
Career Management/Professional Development	COOP 101	N/A	0.0
Honors	HNRS T480	N/A	1.0
			TOTAL: 18

Class Status: Sophomore / **Study Abroad LCF**

Term: SUMMER 2021

Name	Course ID	Pre-Requisites	Credits
Fashion Business & Product Development	DSMR T380	N/A	2.0
Historical & Fashion Research Studies	FASH T380	N/A	2.0
Fashion Media	DSMR T380	N/A	2.0
Fashion Entrepreneurship & Marketing	DSMR T380	N/A	2.0
Styling	DSMR T380	N/A	2.0
Visuals for Fashion	DSMR T380	N/A	2.0
			TOTAL: 12

Class Status: Junior

Term: FALL 2021

Name	Course ID	Pre-Requisites	Credits
Co-op	COOP 201		
			TOTAL:

Class Status: Junior

Term: WINTER 2022

Name	Course ID	Pre-Requisites	Credits
Co-op	COOP 201		
Innovative Problem Solving	CSDN 210	N/A	4.0
			TOTAL: 4.0

Class Status: Junior

Term: SPRING 2022

Name	Course ID	Pre-Requisites	Credits
Multimodal Research	CSDN 220	N/A	4.0
Visual Communication IV	VSCM 332	VSCM 232	4.0
Production	VSCM 241	VSCM 240	3.0
Advanced Studio Photography	PHTO 334	PHTO 234	4.0
Visual Storytelling	FMTV 100	N/A	3.0
			TOTAL: 18

Class Status: Junior

Term: SUMMER 2022

Name	Course ID	Pre-Requisites	Credits
Photojournalism	PHTO 236	PHTO 210	4.0
Digital Storytelling	DIGM 350 [HNRS]	N/A	3.0
Digital Publishing	COM 335	ENGL 102	3.0
Queer Theory	WGST 308	N/A	3.0
Honors	HNRS	N/A	3.0
			TOTAL: 16

Class Status: Senior

Term: FALL 2022

Name	Course ID	Pre-Requisites	Credits
Senior Capstone	CSDN 304	N/A	3.0
Retail Intersection: Social & Cultural Issues	WGST 324	N/A	3.0
Media Merchandising I	DSMR 315	VSST 103 DSMR 210 DSMR 211 ENGL 103	3.0
Creative Concept Design	DIGM 223	N/A	3.0
Style and the Media	FASH 467	N/A	3.0
Introduction to Journalism	COM 160	N/A	3.0
			TOTAL: 18

Class Status: Senior

Term: WINTER 2023

Name	Course ID	Pre-Requisites	Credits
Senior Capstone	CSDN 305	N/A	3.0
Custom-Designed Major Seminar	CSDN 203	N/A	1.0
Web Graphics I	WMGD 220	N/A	4.0
Media Merchandising I	DSMR 316	DSMR 315	3.0
Writing for Target Audiences [Honors]	WRIT 312 [HNRS]	ENGL 103	3.0
Copy Editing for the Media	COM 266	COM 160	3.0
			TOTAL: 17

Class Status: Senior

Term: SPRING 2023

Name	Course ID	Pre-Requisites	Credits
Senior Capstone	CSDN 306	N/A	3.0
Fashion Photography	PHTO 456	PHTO 334	3.0
Web Graphics II	WMGD 330	WMGD 220	4.0
Honors	HNRS	N/A	3.0
Masculinities	WGST 320	N/A	3.0
			TOTAL: 16

TRANSFER/AP Credits (If applicable)

Institution Name: Advanced Math and Science Academy Charter School

Years Attended: 6

Name	Course ID	Credits
Composition and Rhetoric I	ENGL 101	3.0
Calculus I	MATH 121	4.0