



Course and Examination Fact Sheet: Spring Semester 2023

8,642: Kreativität/Creativity: Creative Storytelling

ECTS credits: 3

Overview examination/s

(binding regulations see below)

Decentral - examination paper written at home (individual) (50%)

Examination time: term time

Decentral - Presentation (in groups - all given the same grades) (50%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[8.642.1.00 Kreativität/Creativity: Creative Storytelling](#) -- Englisch -- [Kernbach Sebastian](#)

Course information

Course prerequisites

None. Everyone is welcome to join this course. You do not have to consider yourself as being creative. We will see that with an understanding of certain elements everyone can tell engaging and memorable stories.

Learning objectives

Know (Knowledge)

- ... the core components and strategies of storytelling
- ... the different forms of storytelling
- ... the steps for crafting stories using design thinking and visual thinking
- ... creativity techniques to develop and deliver stories

Be able to (Skills)

- ... apply the core components, strategies, and forms of storytelling to personal and corporate storytelling
- ... apply design thinking and visual thinking to create stories in various forms
- ... analyze and evaluate the stories of other participants by providing productive feedback
- ... create own storytelling projects (assignments) based on the course content

Having developed an attitude of (Attitude)

- ... valuing the creative process of rapid prototyping and iteration
- ... valuing failure/mistakes as healthy part of the creative process
- ... creating stories to make something complex more clear with a focus on the "why" of the audience
- ... thinking creatively and using stories when approaching future problems and challenges

Course content

In this course, we will look into what it takes to craft and deliver great stories. We start off by looking into the history of storytelling understanding its core components from fairy tales over Hollywood movies to YouTube adverts. We will explore and create stories using the four key strategies of storytelling.

With the understanding of the core components and key strategies, we will explore various forms of storytelling such as visual storytelling, sketches, videos, infographics, virtual and augmented reality. We will even see how classical PowerPoint slides can not only be constraining but effectively used for storytelling through new formats such as PechaKucha, elevator pitches and lightning talks. We will learn from storytelling experts such as TED, Steve Jobs and Pixar/Disney what it takes to develop and deliver great stories, e.g. making the complex clear, using the right balance of information and emotion and understanding the



importance of "why".

We are going to apply the before described elements of storytelling to the context of personal storytelling and corporate storytelling with a strong emphasis on personal storytelling. Within personal storytelling we will look into intra-personal storytelling, the stories we tell ourselves, by doing exercises from positive psychology and positive leadership. The instructor is going to share experiences with interventions such as "Cover Story You" and "Best Possible Self". We will also look into interpersonal storytelling which are ways for participants to tell stories about themselves to particular audiences such as for job applications or portfolio presentations. Within corporate storytelling we will look into internal communication such as training and leadership as well as external communication such as branding and marketing. The instructor is going to share his experiences with storytelling working with organizations such as the African Doctoral Academy, Hilti, Central University of Beijing, European Central Bank and others.

The course is characterized by providing an atmosphere of experimentation in which after input sessions participants will have time to develop and deliver different kinds of stories for personal and corporate contexts. For the creative process of crafting stories we will apply a design thinking process and mindset which is accompanied by using visual tools and techniques with a particular focus on the attitude of prototyping and iterating. We will apply creativity techniques such as flip flop, brain writing and the Visual Storytelling Canvas that was developed by the instructor to help organizations and individuals to engage and connect their content to the audience. Participants will work by themselves, in teams of two (dyads) as well as in small groups learning and applying the process of giving productive feedback using rules from Hollywood screen writers.

Course structure and indications of the learning and teaching design

- Key elements of storytelling (core components, strategies and forms)
- Showcasing the key elements through examples
- Learning from the best: TED, Steve Jobs, and Pixar
- Application of key elements through exercises to personal and corporate storytelling
- Storytelling Lab: Development and delivery of own storytelling projects (assignments)

Contextual Studies are considered part of **Contact Learning**; thus, taking part properly implies **regular attendance**. It is the students' own responsibility to ensure that there is **no timetable clash** between the courses they have chosen. A detailed course outline and all relevant documents will be made available on **Studynet**. Only the current timetable as published on Stundenplan online does apply.

Course literature

- Anderson, C. (2017). TED Talks: The official TED guide to public speaking
- Choy, E. (2017). Let the story do the work: The art of storytelling for business success. Amacom: New York. Amacom: New York.
- Duarte, N. (2010). Resonate: Present visual stories that transform audiences. Wiley: New Jersey.
- Heath, C., & Heath, D. (2007). Made to stick: Why some ideas survive and others die. Random House: New York.
- Kernbach, S., Bresciani, S., & Eppler, M. J. (2015). Slip-sliding-away: A review of the literature on the constraining qualities of PowerPoint. Business and Professional Communication Quarterly, 78(3), 292-313.
- Kernbach, S., Eppler, M. J., & Bresciani, S. (2015). The use of visualization in the communication of business strategies: An experimental evaluation. International Journal of Business Communication, 52(2), 164-187.
- Roam, D. (2014). Show and Tell: How everybody can make extraordinary presentations. Penguin: London.
- Smith, P. (2012). Lead with a story: A guide to crafting business narratives that captivate, convince and inspire. Amacom: New York.

Additional course information

Prof. Dr. Sebastian **Kernbach** is founder and head of the Life Design Lab and he is a Visiting Fellow at Stanford University collaborating with the teams of "Research as Design" and the "Life Design Lab" at Stanford d.school. He was trained at Stanford in 'Designing your life' and has set up a "Life Design Team" in Zurich. His topics of interest are designing your life, visual thinking, storytelling, creativity, collaboration and design thinking. He has worked with and advised organizations such as the United Nations, Nike, Art Basel, ABB, Hilti, European Central Bank, Interbrand, and Ikea. He has written books on visualization and management and has developed management tools such as the Visual Storytelling Canvas and the Pitching Research Canvas. His book on cultivating creative practice and is published with Cambridge University Press.



Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - examination paper written at home (individual) (50%)

Examination time: term time

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Nature of examination

analog

Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (50%)

Examination time: term time

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Nature of examination

analog

Examination languages

Question language: English

Answer language: English

Examination content

For the **individual assignment (50%)**, you are asked to document your personal learning journey throughout the course. You have to integrate the interventions applied inside and outside the classroom. This includes feedback from peers and insights derived



from interventions as well as your own reflections. (Original text of 12'000-18'000 characters including spaces.)

For the **group assignment (50%)**, you are asked to work in teams (3-4 people) and produce a video of 3-5 minutes summarizing your experiences with life design interviews and potential prototypes and relate it to the key content of the course which YOU found most relevant. It should include references to concepts and frameworks discussed in class.

Examination relevant literature

See course literature.

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 26 January 2023);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 20 March 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 15 (Monday, 10 April 2023).