Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2026

Digital Storytelling: Experiential Media Narratives
Prof. Seok Kang, Ph.D., The University of Texas at San Antonio

COURSE DESCRIPTION

Theory and application of digital production formats, such as web animation, digital video, and website to digital storytelling. May be repeated once for credit when topics vary. This course fulfills the University of Texas at San Antonio College of Liberal and Fine Arts Signature Experience.

Credit Hours: 3
Course Modality: Class will be taught in an online asynchronous format. Class will meet online via Canvas. Four live sessions (once a week) are scheduled for Q&A and discussions.

Learning Goals
This course is a production-centric course covering interactive multimedia, also called "digital experiential storytelling." This course deals with practical philosophy and techniques about multimedia production through Generative Artificial Intelligence, Photoshop®, Illustrator®, Premiere Pro®, Animate CC®, and Content Management System (WordPress®). The course will provide students with an opportunity to develop specific skills, competencies, and points of view needed by professionals in the field most closely related to multimedia, including animation, digitization, web coding, and video production. It expects students to acquire skill sets applied to storytelling production. Students develop creative capacities through designing and creating multimedia products. Students will be given assignments on electronic media practices, such as interviews, audio, video, and other needed written assignments, as scheduled in the course. Students are also required to complete digital storytelling projects about experiences in South Korea.

At the end of the course, you will be able to:
1. Master basic concepts and tools used for storytelling website development.
2. Analyze the current storytelling website content of a field and diagnose drawbacks to improve.
3. Evaluate the analysis and seek a better storytelling website that can communicate with clients effectively.
4. Apply the concepts and tools to build a storytelling website with multimedia components, including text, video, audio, and animation.
5. Create a website that entails multimedia components and improves the shortcomings. Eventually, students will be able to integrate the concepts and practices covered in class into real-life situations-digital storytelling.

READING MATERIALS

Class materials will be posted in Learning Modules in Canvas®.
The online class consists of video lectures and assignment submissions. Students are required to watch instructional videos, Adobe Express Slides, and complete the required assignment for the week.

ACTIVITY AND GRADING

Activity	Number of Activities	Points Each	Points Total	Percentage
Website Project	1	100	100	30%
Module Assignments	3	100	300	30%
Exam	1	100	100	30%
Attendance	4	100	100	10%
Total			600	**100%**

GRADE DISTRIBUTION AND LETTER GRADE

SKKU ISS uses a Pass/Fail grading system with a corresponding percentage scale. Students who acquire a grade/score beyond the minimum criteria set by a professor will be given a "Pass". Grading is at the professor's discretion.

Academic Evaluation

- Pass (P): grade of 60% or above
- Fail (F): grade below 60%

Attendance

- Pass (P): attendance of 80% or above
- Fail (F): attendance below 80%

Summary of Grading	Percentage	Scale	
Exam	30%	Pass	60% or above
Website Project	30%	Fail	<60%
Assignments	30%		
Attendance	10%		
Total	100%		

Exam (30%)

There will be one exam during the semester. It will be in the form of multiple-choice and true/false questions and cover one or more units of the class materials. The exam will be administered online. **The exam is an online test available in Canvas. It has a time limit for the entire exam (60 minutes). Keep in mind that the use of mobile devices to discuss with classmates or to seek clues during the test is a violation of academic honesty. Misconduct can be detected and put under investigation. Once you start the exam, you must finish it at once. There is no option to return and retake it.**

Website Project (30%)-Individual

Digital Storytelling Development: A detailed explanation will be posted in Canvas. This website project consists of storytelling about a burning topic in today's society and community. Your personal interest is also welcome. A video story, less than 1 minute, needs to be included on the website representing

the topic.

Assignments (30%)-Individual
Students are required to complete and turn in assignments of class material learning and production exercises. Each assignment will be graded and posted in Canvas.

Attendance (10%)
This class checks attendance for four live sessions. Professor will record student attendance in each session. Class attendance below 80% may result in a failing grade.

GENERATIVE ARTIFICIAL INTELLIGENCE USE GUIDANCE

During some class sessions, we may leverage generative AI tools to support your learning, provide you with an opportunity to explore how they can be used, and/or better understand their benefits and limitations. Learning how to use AI is an emerging skill, and we will work through the implications of these evolving systems together, during class sessions. However, use of generative AI will be limited to exercises during class sessions. I will always indicate when and where use of AI tools during class sessions is appropriate (and not). Examples of use during ungraded classroom exercises or take-home assignments might include:

- brainstorming new ideas,
- developing example outlines or approaches to your work, and/or
- generating different ways to talk about a problem.

In media production, students may include AI-generated images but cite them in the ending credit. AI creation should be only part of the production. A video production with AI should not be the complete substitute for the original work.

In contrast, you may not use AI tools to generate work for an assignment to be submitted for a grade, as this cannot be considered a substitute for developing the fundamental skills and expertise represented by the learning objectives of this course. Please note that generative AI tools rely on predictive models to generate content that may appear correct, but has been shown to sometimes be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research and you should complete all graded assignments without any assistance from AI tools. You are ultimately responsible for the content of the information you submit and may not attempt to pass off any work generated by an AI program as your own.

Adapted from Harvard University

INSTRUCTOR CONTACT INFORMATION

Instructor Name: Seok Kang, Ph.D., Pronouns: He/Him/His
Department and College: Communication and Liberal and Fine Arts, The University of Texas at San Antonio (UT San Antonio)
Office Location: MH 4.01.48, UTSA, San Antonio, TX, USA
Student hours: My regular office hours are Mondays (June 29, July 6, 13, and 20), 10-11 a.m. KST. Please click on the Zoom link to join the meeting during the hours (https://utsa.zoom.us/j/98203160236).

Additionally, if you want to meet with me by appointment, please select the title 'Office Hours' in

Canvas to access my virtual office hours on Zoom. This Zoom room will be open by appointment only. Please email me at seok.kang@utsa.edu to set up an appointment.
Phone Number: 210-863-3384
Email Address: seok.kang@utsa.edu

COMMUNICATION PLAN

My preferred method of communication is:

- Email, you may email me at seok.kang@utsa.edu. You may also use the 'Send Email' tool in Canvas.
- Course Messages tool in Canvas, in case you need to send me a private message, for example, about a grade. This communication stays in Canvas and is the only secure way to discuss your grade. You must log in to Canvas to send and receive a course message.
- Post questions in the Course Q&A forum in Canvas. This is a public forum provided for content and course-related questions. I encourage you to participate in this forum to get involved with your class.
- I will respond to all messages within 24 hours.

About Me

I am excited to be part of your academic journey this semester. I have been teaching for 20 years and have been at UTSA since 2007. As part of my training, I am a certified web development teacher and received a certificate in WordPress, Quality Matters, and Adobe CS.

My Teaching Philosophy

After many years of teaching, I believe that students learn best when given parameters for a project and then allowed to explore and learn on their own. Through deep reflection, I have determined that grades will be decided by demonstrated and documented labor put into thoughtful written and creative works rather than traditional exams or quizzes. Similarly, I commit to being readily available to answer a question or chat about your work within a mutually agreed-upon time. I believe these strategies will lead to deeper learning of the content for you, your classmates, and me.

My Inclusivity Statement

The University of Texas at San Antonio (UTSA), a Hispanic-Serving Institution situated in a global city that has been a crossroads of peoples and cultures for centuries, values diversity and inclusion in all aspects of university life. As an institution expressly founded to advance the education of Mexican Americans and other underserved communities, our university is committed to ending generations of discrimination and inequity. UTSA, a premier public research 1 (R1) university with a medical school, fosters academic excellence through a community of dialogue, discovery, and innovation that embraces the uniqueness of each voice.

I am an educator who has been at the center of inclusivity efforts. I know how welcoming it is when the professor treats everyone as a respected individual, regardless of any personal background. This means that my students can fully demonstrate their capability when they feel comfortable with the class, the professor, and learning. Such a feeling of belongingness maximizes students' productivity. I have observed such positive outcomes throughout my teaching career when inclusivity is respected. I always appreciate every student's inquiries, requests, and comments. I do not feel shame when my students disagree with my views. I always treat you equally in class. Therefore, the focus is not on your personal background but on your willingness to learn, energy to achieve academic goals, and deliverables from the class. I believe that when you realize that you are valued and respected, you can focus on learning and dreaming of a successful future.

COURSE SCHEDULE

Module	Date	Topics	Readings and Activities	Assignments/ Assessments	Due Date/Time
Week 1 – 1	Monday (June 29) - Tuesday (June 30)	Design trends, CMS	Synchronous class: Monday, June 29, 3:30-4:20 p.m. KST (Zoom) https://utsa.zoom.us/j/98203160236 • Trends, Intercultural, Disruptive Storytelling • CMS Reading (Adobe Express Page in Canvas **Introduction to Term Project**	• **A1: Course Orientation Quiz**	July 5th at 11:59 PM
Week 1 – 2	Wednesday (July 1) - Thursday (July 2)	Design Principles, CMS Dashboard	• Design Theory, Writing Style, Web Publishing • CMS Reading (Adobe Express Page in Canvas)	• A2: Blog Assignment (submit in Canvas)	July 5th at 11:59 PM
Week 2 – 1	Monday (July 6) - Tuesday (July 7)	Color Theory, WordPress Themes	Live session: Mon. July 6, 3:30-4:20 p.m. KST. (Zoom) https://utsa.zoom.us/j/98203160236 • Color Theory & Designer Guide Reading (Adobe Express Page in Canvas) • CMS Readings (Adobe Express Page in Canvas)		
Week 2 – 2	Wednesday (July 8) - Thursday (July 9)	Search Engine Optimization, WordPress Plugins, Website Engagement	• Logo Design, SEO, Engagement (Adobe Express Page in Canvas)	• **A3: Storytelling proposal, July 12th, 11:59 p.m.**	July 12th at 11:59 PM

Week 3 – 1	Monday (July 13)-Tuesday (July 14)	Mobile Application, Interactivity, Video Pre-Production	Live session: Mon. July 13, 3:30-4:20 p.m. KST. (Zoom) https://utsa.zoom.us/j/98203160236 • HTML5 Reading (Adobe Express Page in Canvas) • Mobile App Creation Reading (Adobe Express Page in Canvas) • Video Production Reading (Adobe Express Page in Canvas)		
Week 3 – 2	Wednesday (July 15-Thursday (July 16)	Digital Storytelling, Mediatization, Storyboard, Video Slide Show	• Digital Video Storytelling Reading (Adobe Express Page in Canvas) • Digital Video Trend Reading (Adobe Express Page in Canvas)	• **Exam (submit in Canvas). July 19th, 11:59 p.m.**	July 19th at 11:59 PM
Week 4 – 1	Monday (July 20)-Tuesday (July 21)	Video Production Trends, Post-Production, Audience-Centered Storyline	Live class: Mon. July 20, 3:30-4:20 p.m. KST. (Zoom) https://utsa.zoom.us/j/98203160236 • Video Storytelling Reading (Adobe Express Page in Canvas)		
Week 4 - 2	Wednesday (July 22)	Responsive Website Development, Multimedia Component Integration	• Keeping up with Digital Storytelling (External Reading linked in Canvas)	• **Website Project (submit in Canvas), July 22nd, 11:59 p.m.**	July 22nd at 11:59 PM