

# Core Competencies for Writing & Visual Narrative Concentration

*Writing & Visual Narrative Concentration graduates should demonstrate the following:*

## **1. Knowledge of Materials and Processes and Core Study within the Concentration**

Students demonstrate the ability to use traditional and non-traditional narrative structures to organize content and shape meaning. Students demonstrate the ability to apply an integrative and interdisciplinary approach to narrative creation and create new directions for narrative inquiry. Students learn and implement a variety of media in their narrative work.

## **2. Communications Proficiency**

Students are able to conceive and tell a story effectively through written, oral, and visual forms. Students are able to synthesize and articulate the connection and contrast between different written and visual interpretations of Narrative ideas.

## **3. Historical and Contemporary Awareness of the Medium**

Students have knowledge of the historical and contemporary practitioners and forces of influence that have shaped both written and visual narratives. This includes the study of the media, technologies and theories employed, along with their impact on the culture.

## **4. Contextual Awareness, Analytical Proficiency**

Students are able to demonstrate ability to research, analyze and evaluate a variety of narrative references and resources in their own work and the work of others.

## **5. Professional Business Practice**

Students grasp the challenges of presenting both written and visual narrative structures and a familiarity with the variety of options available for making and sharing narrative works. Students demonstrate an awareness and ability to employ professional standards across media and platforms that pertain to their focus disciplines.