

Micro Degree/Certificate Program Winter 2026

   FAKULTAS HUMANIORA DAN INDUSTRI KREATIF	CRAFTING DIGITAL STORYTELLING FOR SOCIAL CHANGE
Empowering Young Christians to Create Impactful Narratives through Communication, Design, and Faith	
Course Duration: Monday, January 26 to Friday, February 13, 2026; Mondays to Fridays 3 pm to 6 pm Taiwan Standard Time, GMT+8	
Instructors: Dr. Inri Inggrit Indrayani, Maria Nala Damajanti, S.Sn, M.Hum., Mega Ekklesia Putrihadi, S.Sn, M.M.	

Course Description

This course analyzes how storytelling, inspired by Christian values and informed by creative design, can function as a catalyst for positive social transformation.

Rooted in the belief that humans are created in the image of God (*Imago Dei*, Genesis 1:27), each person carries the divine capacity to communicate, create, and connect. Through storytelling, we participate in God's redemptive work—amplifying truth, compassion, and justice in a broken world.

Students will learn to identify meaningful social issues, frame them ethically, and express them through digital stories that reflect hope and restoration. Participants will engage in lectures, workshops, and cross-cultural collaborations to craft narratives that align with the call of Rome 12:2:

“Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God’s will is—his good, pleasing and perfect will.”

This course encourages Generation Z students from ACUCA member institutions to utilize their voices and creative abilities to write stories that move hearts, inspire empathy, and promote the common good.

Course Objectives

By the end of the course, students will be able to:

- * Understand the principles of storytelling as a form of social communication.
- * Apply creative and ethical communication strategies to digital platforms.
- * Design and produce short visual narratives to address social issues.
- * Collaborate cross-culturally in creating digital media for advocacy.
- * Reflect critically on how media and storytelling shape perception and change.

Textbooks / Readings

Buchanan, R., & Wyatt, J. (Eds.). (2013). *Design Thinking for Social Innovation*. Bloomsbury Academic.
<https://www.bloomsbury.com/us/design-thinking-for-social-innovation-9780857856761/>

Furlong, A., & Cartmel, F. (2017). *Young People and Social Change, New Perspectives*. NY: Open University Press.

Lie, R., & Servaes, J. (2015). Disciplines in the Field of Communication for Development and Social Change. *Communication Theory Journal*, 25(2). p.244-258.

https://www.researchgate.net/publication/275773061_Disciplines_in_the_Field_of_Communication_for_Development_and_Social_Change

Miller, C. H. (2019). *Digital storytelling: A creator's guide to interactive entertainment* (Vol. 1, 4th ed.). Burlington, MA: Focal Press.

Malamed, C. (2009). *Visual Language for Designers: Principles for Creating Graphics that People Understand*. Rockport Publishers. ISBN: 978-1-59253-515-6.

Trevisan, F., Vaughan, M., & Vromen, A. (2025). *Story Tech: Power, storytelling, and social change advocacy*. Ann Arbor, MI: University of Michigan Press.

Course Requirements

1. Attendance and participation in discussions
2. Weekly reflection journal
3. Storyboard and visual design exercises
4. Cross-cultural group project: short digital storytelling video or campaign
5. Final showcase and reflective portfolio

Course Outline:

Unit / Week	Topic / Subject	Activity	Instructor
1	Introduction: Why Stories Matter Objective: Understand why storytelling is a fundamental human act and its potential for advocacy.	Icebreaker “My Story Object”; short video & reflection on the power of narratives.	Inri Inggrit
2	The Role of Storytelling in Social Change Objective: Analyze how stories influence values, identity, and social perception.	Lecture + case study: analyzing viral campaigns for social impact.	Inri Inggrit
3	Elements of an Effective Story Objective: Identify key elements—character, conflict, emotion, resolution—and their impact.	Interactive workshop on characters, conflict, and emotional connection.	Inri Inggrit
4	Finding Your Voice: Identifying Social Issues Objective: Explore personal motivations and select a social issue relevant to the local context.	Passion mapping session: students select a personal or local social issue.	Maria Nala

5	Framing and Christian Ethics in Storytelling Objective: Examine how message framing shapes audience understanding; practice ethical storytelling.	Discussion on representation, bias, and ethical messaging.	Inri Inggrit
6	Visual Language and Emotion Objective: Learn how visual design—color, layout, typography—evokes emotion.	DKV-led session: color, composition, and typography in communicating emotion.	Maria Nala
7	From Words to Visuals: Storyboard Creation Objective: Translate narrative scripts into visual sequences for clarity and impact.	Workshop on translating written narratives into visual storyboards.	Maria Nala
8	Digital Tools for Storytelling Objective: Practice using simple digital tools for video and content creation.	Practice session using Canva, CapCut, or Adobe Express for visual production.	Mega
9	Cross-Cultural Collaboration Kick-off Objective: Build intercultural communication skills through collaborative project teams.	Team matching across countries; pitching ideas for group projects.	Maria Nala
10	Designing Messages for Global Audiences Objective:	Cross-cultural analysis of symbols and tone; feedback from peers.	Mega

	Adapt content for different cultural audiences; practice inclusive communication.		
11	Empathy and Representation Objective: Understand empathy as the foundation of human-centered storytelling.	Guest talk: human-centered storytelling; group empathy reflection. Brainstorming for cross-cultural projects	Mega
12	Production Lab I Objective: Begin collaborative production process; apply narrative and design principles.	Teamwork on video/campaign development with faculty guidance.	Inri Inggrit, Maria Nala, Mega
13	Production Lab II Objective: Strengthen editing, flow, and message clarity in team projects.	Peer review & revision session; applying feedback for the final cut.	Inri Inggrit, Marai Nala, Mega
14	Online Showcase: "Stories of Change Across Asia" Objective: Present and celebrate students' collaborative digital stories.	Virtual exhibition of student works + public interaction.	Inri Inggrit, Maria Nala, Mega
15	Reflection and Future Impact Objective: Reflect on personal growth and explore the potential to utilize storytelling for advocacy.	Final sharing circle and submission of reflective portfolio.	Inri Inggrit, Maria Nala, Mega

Assessment

Component	Description	Weight
Participation & Weekly Reflections	Active contribution in discussion forums and journals	20%
Storyboard & Creative Exercises	Development of narrative and visual concept	25%
Cross-Cultural Project	Collaborative digital storytelling video/campaign	40%
Final Reflection Portfolio	Summary of learning and self-assessment	15%

Tools and Platforms

Zoom / Google Meet: synchronous lectures and discussions

Canva / CapCut / Adobe Express: digital story creation

Padlet / Miro: brainstorming and collaboration

YouTube / Instagram: public showcase platform

Expected Outcomes

- * Strengthened creative and ethical communication skills among Gen Z students.
- * Cross-cultural understanding through storytelling collaboration.
- * A collection of digital stories addressing regional social issues.
- * An online platform showcasing students' works and voices across ACUCA institutions.