



Course Name – Interactive Storytelling and Experience Design

Course Code – J-ET-0167

Credits - 3

Faculty Name – Namit Hans

Faculty Biography -

Namit Hans is an Assistant Professor at the Jindal School of Journalism & Communication. He is pursuing his PhD in the area of social media discourse and has worked as a learning experience designer with various organizations in the past.

Course Description-

How can you make a serious story come alive? What are the ways to make an idea stick? In this course, students will explore how interactive stories, learning games, and new forms of media can be used to communicate effectively and educate the audiences. The course will focus on the principles of learning experience design, game design, and interactive storytelling to explain how narrative and play/flow come together in creating impactful audience experiences.

The course draws from the concepts of design thinking, systems thinking, creative media practices, learning psychology, etc., with the aim of building the capability to think beyond traditional storytelling formats and experimenting with new ways of engagement. Through familiarization with industry-standard tools and AI-integrated practices, the course will help the students to conceptualize engaging learning experiences, serious games, and interactive story ideas. By the end of it, students should be able to create functional prototypes and provide feedback to each other.

In conclusion, the course aims to equip the students with foundational knowledge of designing audience-centred experiences and using interactive media to educate, inform, and create impact.

Prerequisites- None

Scheme of Evaluation and Grading - TBD