

COURSE TITLE	Interactive Narrative & Transmedia Storytelling Course Syllabus
INSTRUCTOR	Kelli M. Anderson sojournals@gmail.com
DEPARTMENT	Literary Media & Communication
MEETING TIMES	TBD

COURSE DESCRIPTION

To quote [Henry Jenkins](#), Transmedia storytelling “...represents a process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience. Ideally, each medium makes its own unique contribution to the unfolding of the story.”

This course explores the cultural and commercial context of transmedia (or “crossmedia”) storytelling as a form of writer’s craft and learn about the skills and knowledge required to create it. Students will view and analyze examples of transmedia (genres/styles), learn about core components (form) and use a workshop approach to produce a short transmedia ‘treatment’ of an existing text/world. Students will identify and articulate effective, engaging and creative transmedia storytelling techniques in their own work and evaluate their approaches against professional expectations and competencies.

COURSE GOALS & OBJECTIVES

The expectations in this course are organized into the following strands:

- A. Investigating Writing/storytelling (**research/analysis**)
- B. Practicing Writing/storytelling (**concept development/production**)
- C. Reflecting on Practice (**reflexivity/communication**)

INVESTIGATING WRITING:

Demonstrate an understanding of cross platform storytelling as an art and career as you explore the work and insights of leading figures in transmedia storytelling and production.

PRACTICING WRITING:

- **Exploring transmedia forms and conventions:** generate and experiment with the conventions of transmedia to realize an original treatment of a story in an

interactive platform.

•**Drafting, organizing and production:** organize, draft, and revise writing, employing forms and stylistic elements appropriate for different purposes and audiences according to specifications and tight deadlines.

•**Being part of a creative team:** Understand the dynamics of collaborative creative production, discuss and critique story approaches with peers and story communities. Role-play aspects of professionalism in communication with clients and project stakeholders.

REFLECTING ON PRACTICE:

•**Professional Growth and Reflection:** Identify areas of strength and growth (creativity, productivity, professionalism) against industry standards and core competencies of professional writers of transmedia.

REQUIRED MATERIALS

- Gmail email address
- Notebook
- Pens

Required Textbook

There is no required textbook for this class. All materials are available online.

GRADES & SCORING

Every course assignment will have a total amount of points possible to earn, of which the student will earn some percentage. It is possible to earn over 100% on some assignments, however, the course average can be no more than 100%. Receiving a final average lower than 59% is considered a "fail" for this course.

Grade Breakdown:

Comments, Participation- 20%

Response questions- 20%

Quizzes - 20%

Exams - 20%

Projects- 20%

QUIZZES, TESTS & EXAMS

There will be one major exam per semester covering everything learned from the beginning of the course to that point in time. Exams are scheduled during the school wide exam period.

There will be tests on every unit of the syllabus. Tests will be pre-announced. All tests are worth a minimum of 100 points.

Quizzes may or may not be pre-announced. They will be small in the scope of material that they cover. All quizzes are worth 20 points.

PROJECTS & WRITING

Writing -20pts

In our class we will be writing in a few genres. Whatever the genre or platform, the writing in our class will clearly communicate analytical ideas. The goals of the writing assignments are twofold. First, they are to prompt critical thinking and writing regarding the course materials. Second, they are to be constructive and useful.

Reading Questions - 20pt

These questions are a way for me to make sure you understand the readings and a chance for you to tell me what is confusing in the material or what I need to go back and spend more time on. At times, I may ask you to read or summarize your answer aloud in class or share them with a partner/small group.

Core Project - 20pts

FRANCHISE DEVELOPMENT PROJECT: Students will be organized into teams, which for the purpose of this exercise will function as transmedia companies. You should select a media property (a film, television series, comic book, novel, etc.) that you feel has the potential to become a successful transmedia franchise. In most cases, you will be looking for a property that has not yet added media extensions, though you could also look at a property that you feel has been mishandled in the past. By the end of the term, your team will be "pitching" this property. The pitch should include a briefing book that describes:

- the core defining properties of the property
- a description of the intended audience(s)
- a discussion of the specific plans for each media platform you are going to deploy
- an overall description for how you will seek to integrate the different media platforms to create a coherent world
- a business plan which includes likely costs and revenue and the time table for rolling out the various media elements
- parallel examples of other properties which have deployed the strategies being described

ATTENDANCE & TARDINESS POLICY

In order to pass the course, students are required to attend 70% of the classes throughout the school year. Only extreme (as deemed by the instructor) cases with documented proof will be exempt from this rule.

If a student arrives more than halfway into the class, they are considered absent for the entire period.

AREAS OF STUDY

1. Digital Narrative
2. Electronic Literacies
3. Seven Core Principles of Transmedia Storytelling
4. Develop Comprehension and Fluency With Audio Texts
5. Exploring Character Development
6. Critical Thinking Skills
7. Participatory Culture
8. Fan Fiction

LMC Code of Conduct Policy

In the Literary Media & Communications Department we believe in holding our students to a very high standard of conduct. It is our belief that an early understanding of how you are expected to carry yourself in the working world will instill a valuable set of tools; soft skills that will serve you well for years to come.

In light of this we have created a simple code of conduct and grievance procedure that will enable both faculty and students alike to maintain a professional learning environment.

We expect students, faculty and guests:

- To be respectful of one another, and to carry themselves with both intelligence and humility.

We expect students:

To dress appropriately.

To hand in completed assignments on time. Late and incomplete work is unacceptable.

Absence and tardiness will not be tolerated.

Disruptive behavior will not be tolerated.

Poor participation will not be tolerated.

To respect the individual classroom rules of all teachers, both arts and academics (For example, no food and drink around the computer equipment in the lab).

Students who fail to comply with the above will be subject to a penalty scoring system:

Five-Point Penalty System

There will be two soft warning before a student accumulates their first penalty point.

1pt: Mediation and possible detention.

2pts: Parent contacted.

3pts: Parent/Teacher conference with Chair.

4pts: Student placed on probation list, consultation with Father Payne.

5pts: Student is placed on Transfer list.

LMC Grievance Procedure

We believe that students are entitled to a voice and want to give them that space to air any concerns they might have. However we believe it's important that students express their grievances in the correct manner, to ensure that there is no conflict and that their complaints are both heard and handled appropriately.

We believe that this formal procedure will help create a healthy environment in which to learn, as well as eliminate any potential conflict and miscommunication.

Complaint with Member of Staff

If a student believes they have a concern or complaint with a member of staff, we ask that students not confront that person but rather, in the first instance, seek out another member of staff in the department. That member of staff will act as a mediator to resolve any dispute.

If they feel as if their grievance has not been resolved at that first stage, students have the recourse to then put their complaint into writing and discuss the issue with the department Chair.

We do believe we can resolve most disputes internally in a professional manner and will work hard to achieve this, however if students still feel as if the matter has not been tackled to their satisfaction, it is within their right to:

- Request a parent / teacher conference with Chair present
- Put their concerns into writing to the Dean of Arts / Dean of Students
- Put their concerns into writing to the Principal.

Complaint with Fellow Student

If a student believes they have a concern or complaint with a fellow student, again, we ask that you do not confront that student. You should seek out a member of staff who will in the first instance attempt to mediate on your behalf. If the complaint cannot be resolved at this stage, students have the right to follow the same steps they would take with a staff grievance.