



蘇州大學
Soochow University

FIL 405 Transmedia Storytelling

Fall 2023

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

Transmedia storytelling combines audio, video, text, and other media platforms to create a narrative that unfold over time. This course explores the possibilities of transmedia, or cross-platform storytelling in a variety of genres, from advertising/marketing/branding, social marketing, blockbuster and indie media, to documentary and social change campaigns. We' ll explore the subject in depth and our seminars will focus on key topics in digital content creation. Students will be expected to do research on related topics, participate in all discussions, and write comprehensive responses.

Upon Completion of this Course, students will be able to:

1. Know the main characteristics of a transmedia narrative in fiction and nonfiction;
2. Know the evolution and current trends in the production and research of transmedia narratives;
3. Examine representative cinematic texts to understand how meaning is produced and culturally situated;
4. Develop strategies for applying the analytical, communication, and critical thinking skills honed in this classroom to their future courses as well as their personal and professional lives.

PREREQUISITES

None



GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
5 Workshops	25 Points
3 Assignments	30 Points
Group Project and Presentation	20 Points
Final Project and Presentation	25 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Andrea Phillips. (2012) *A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms*. McGraw Hill.

Recommended (Optional) Texts or Other Materials:

1. Hassler-Forest, Dan. *Star Wars and the History of Transmedia Storytelling*. Amsterdam University Press, 2017.
2. Laura A. Wankel, Patrick Blessinger, and Charles Wankel. *Increasing Student Engagement and Retention Using Multimedia Technologies: Video Annotation, Multimedia Applications, Videoconferencing and Transmedia Storytelling*. Emerald Publishing Limited, 2013.

COURSE TOPICS

MODULE	TASKS
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Module 1	<p>Topics: Topic 1: What is Transmedia Storytelling? Topic 2: Creative Ideas Generation - Building a Storyworld Topic 3: Understanding a Transmedia Audience Topic 4: The Transmedia User Experience Assessments: Workshop #1 Assignment #1</p>
Module 2	<p>Topics: Topic 5: The 7 Principles of Transmedia Storytelling Topic 6: Transmedia Cultures : Convergence Culture Topic 7: Transmedia, Advertising and Brand Storytelling Topic 8: The Narrative Structure of Transmedia Storytelling Assessments: Workshop #2 Assignment #2</p>
Module 3	<p>Topics: Topic 9: Art Cinema Narration and Alternative Plot Structures Topic 10: Documentary and Nonfiction Narration Topic 11: Television Series and Serials Topic 12: Sitcoms and Reality Television Assessments: Workshop #3 Group Project and Presentation</p>
Module 4	<p>Topics: Topic 13: Transmedia and Journalism I: Transmedia, Cross-media and Multiplatform Journalism Topic 14: Transmedia and Journalism II: Interactive Documentaries and News Games Topic 15: Podcasting Topic 16: Video Games Assessments: Workshop #4 Assignment #3</p>
Module 5	<p>Topics: Topic 17: Designing the Intersection of Storylines Topic 18: Activism Topic 19: Platforms and User Journeys Topic 20: Work on Final Project - Project Feedback Session Assessments: Workshop #5 Final Project and Presentation</p>



ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

1) Late assignments are not acceptable and are subjected to grade deductions.

2) Assignments submitted in the wrong format will be counted as not submitted.

3) Failure to submit or fulfill any required course component results in failure of the class.

4) Make-up for midterm and final exams only with valid excuses, as defined by the University.

5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).



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ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.