

Course guide

804356 - PTMC - Transmedia Production

Last modified: 22/06/2023

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN MULTIMEDIA STUDIES (Syllabus 2009). (Optional subject).
BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Optional subject).
BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Optional subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Monte Salvador, Carlos

Others:

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

CEM 18.2. Apply new theoretical and practical knowledge related to the creation of content and interactive multimedia applications for use in the areas of: training, health, leisure and entertainment and business and professional activities.
CEM 18.1. Analyse the evolution and state of the art and identify probable and/or desirable future scenarios, based on the application of multimedia technologies to the areas of: training, health, leisure and entertainment and business and professional activities.
CEM 14.7. Apply the concepts and principles of multimedia video game project management.
CEVJ 7. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 10. Identify the process involved in directing and producing different artistic projects in the digital field, the existing methodologies, the roles involved and their functions.
CEAAD 12. Implement and manage design and animation projects, including planning, direction, execution and evaluation.

Transversal:

CT4. EFFECTIVE USE OF INFORMATION RESOURCES: Managing the acquisition, structuring, analysis and display of data and information in the chosen area of specialisation and critically assessing the results obtained.

CT3. TEAMWORK: Being able to work in an interdisciplinary team, whether as a member or as a leader, with the aim of contributing to projects pragmatically and responsibly and making commitments in view of the resources that are available.

CT2. SUSTAINABILITY AND SOCIAL COMMITMENT: Being aware of and understanding the complexity of the economic and social phenomena typical of a welfare society, and being able to relate social welfare to globalisation and sustainability and to use technique, technology, economics and sustainability in a balanced and compatible manner.

CT1b. ENTREPRENEURSHIP AND INNOVATION: Being aware of and understanding the mechanisms on which scientific research is based, as well as the mechanisms and instruments for transferring results among socio-economic agents involved in research, development and innovation processes.

TEACHING METHODOLOGY

The class sessions are generally divided into three activity bands:

1. Resolution of doubts from previous sessions or proposed exercises
2. Descriptive part where teachers make a presentation of new content (50%)
3. Participative part where practices, activities or debates are developed around the specific topic



LEARNING OBJECTIVES OF THE SUBJECT

- Be able to develop an interactive graphical application in real time for any medium, platform and device
- Be able to design a transmedia strategy for existing or newly created products

STUDY LOAD

Type	Hours	Percentage
Hours large group	24,0	16.00
Self study	90,0	60.00
Hours medium group	22,0	14.67
Guided activities	14,0	9.33

Total learning time: 150 h

CONTENTS

1. Introduction to the transmedia world

Description:

- 1.1 Origins of the Transmedia concept and vision
- 1.2 Convergence Culture
- 1.2 Crossmedia, Transmedia, Transmedia Storytelling
- 1.3 Narrative and drama, basic principles
- 1.4 Transmedia universes
- 1.5 Creation of Transmedia narratives (native)
- 1.6 Creation of Transmedia narratives (expanded)

Related activities:

Exercise E1 - Individual

Full-or-part-time: 20h

Practical classes: 6h

Self study : 14h

2. Transmedia projects development

Description:

- 2.1 Languages, forms and formats
- 2.2 Design Thinking applied to transmedia narrative creation processes
- 2.3 Scalability and Sustainability
- 2.4 The Transmedia Bible
- 2.5 Analysis tools
- 2.7 Definition of objectives, metrics and kpis
- 2.8 Transmedia project development process
- 2.9 Organization of equipment, circuits, production and work processes

Related activities:

Assessable practice P1

Assessable practice P2

Full-or-part-time: 40h

Practical classes: 12h

Self study : 28h



3. Fandom and User Experience

Description:

- 3.1 Consumption habits in liquid society
- 3.2 Type of user. Fans and Communities
- 3.3 Transmedia Storytelling according to user profiles
- 3.4 Customer Journey & Content Journey
- 3.5 Street & Guerilla Marketing
- 3.6 User Generated Content
- 3.7 Gamification
- 3.8 User experience design

Related activities:

Assessable practice P3

Full-or-part-time: 12h

Practical classes: 6h

Self study : 6h

4. Transmedia business

Description:

- 4.1 Financial architecture of a transmedia project
- 4.2 Types of financing
- 4.3. Types of consumption (from an economic perspective)

Related activities:

Exercise E2 - in Groups

Full-or-part-time: 12h

Practical classes: 6h

Self study : 6h

5. Technology and Narrative

Description:

- 5.2 Augmented reality
- 5.3 Virtual reality
- 5.4 Mixed reality
- 5.5 A hyper-connected world: Internet of Things and Big Data

Related activities:

Assessable practice P4

Exercise E3 - Individual

Full-or-part-time: 40h

Practical classes: 20h

Self study : 20h



6. Brands and Transmedia Communication

Description:

- 6.1 Brands with meaning / Meaningful Brands
- 6.2 Branded Content
- 6.3 Advergaming
- 6.4. Pitch Elevator
- 6.5. Transmedia for Good

Related activities:

Exercise E4 - in groups
Pitch

Full-or-part-time: 26h

Practical classes: 10h

Self study : 16h

ACTIVITIES

Practice P2

Description:

Practice related to the development of a narrative brainstorming (individual)

Full-or-part-time: 6h

Self study: 6h

Practice P1

Description:

Analysis of an existing transmedia project (group)

Full-or-part-time: 10h

Self study: 10h

Practice P3

Description:

User experience design proposal (individual)

Full-or-part-time: 3h

Self study: 3h

Practice P4

Description:

Layer proposal added to existing project (individual)

Full-or-part-time: 12h

Self study: 12h

GRADING SYSTEM

- 20% Assessment 4 evaluable practices that will be developed in person in class (5% each)
- 20% Partial presentation, final project subject
- 50% Final project presentation (exhibition + work documentation)
- 10% Class participation and learning attitude during classroom activities

The evaluation of the student's participation in the training activities of the subject, and the learning attitude, will be evaluated by monitoring their interventions in class and the proportion of exercises presented. This evaluation corresponds to 10% of the final grade.

EXAMINATION RULES.

Practices:

The practical exercises begin during class time in the designated time slot and, depending on the practice, they will end during the session or a delivery date will be proposed, and will be delivered to the professor on the virtual campus.

Final practical work (partial presentation and final project)

Students will have to dedicate time to autonomous work (after hours) to carry out the final practical work of the subject. To do so, the indications given in the working document will have to be followed. Once the exercise is finished, it will be presented in class in the scheduled sessions and the work will have to be deposited in the virtual campus in the classroom delivery 48 hours before the face-to-face presentation.

The evaluation of the tests does not only imply the resolution of the same, it also implies the defense that is made of the results and the preparation of relevant documents. Any incident that does not allow the exercise to be resolved within the indicated period will have to be previously communicated to the Teacher. After this communication and depending on the causes that motivate the non-presentation of the exercise, if justified, alternatives will be found to complete the evaluation. The causes for the non-presentation of the exercises communicated by the study management will also be considered justified.

BIBLIOGRAPHY

Basic:

- Pratten, Robert. Getting Started with Transmedia Storytelling. 2011, 2015.
- Jenkins, Henry; Ford, Sam. Cultura Transmedia. Gedisa, 2015.
- Scolari, Carlos Alberto. Narrativas transmedia: cuando todos los medios cuentan. Barcelona: Deusto, cop, 2013.

Complementary:

- Evans, Elizabeth. Transmedia television: audiences, new media and daily life. New York: Routledge, 2011.
- Dorst, Doug, J.J.; Abrams. Ship of theseus. Mulholland Books, 2013.
- Duarte, Nancy. Resonancia. Gestión 2000, 2012.
- Cline, Ernest; Estrella, Juanjo. Ready player one. Barcelona: Ediciones B, Grupo Zeta, 2011. ISBN ISBN 9788466649179.
- Catmull, Ed. Creatividad, S.A. Conecta, 2014.
- Phillips, Andrea. A creator's guide to transmedia storytelling. McGraw-Hill, 2012.
- Jenkins, Henry. Convergence culture: la cultura de la convergencia de los medios de comunicación. Barcelona: Paidós, cop, 2008.
- Jenkins, Henry; Hermida Lazcano, Pablo. Fans, bloggers y videojuegos: la cultura de la colaboración. Barcelona: Paidós, 2009.

RESOURCES

Other resources:

Audiovisual material:

- https://www.ted.com/talks/kevin_kelly_how_ai_can_bring_on_a_second_industrial_revolution?language=en />-
- https://www.ted.com/talks/seth_godin_on_the_tribes_we_lead. Godin Seth, The tribes we lead
- https://www.youtube.com/watch?v=AqQIe-4UvRA&index=17&list=PLlLqf9UYQz_vSta8AMj2B28RUGYO_O28g. Extra life (serie documental)
- https://www.ted.com/talks/j_j_abrams_mystery_box?language=es. Mystery box J.J.Abrams
- <https://www.youtube.com/watch?v=y71u6ecF4cI>. Penn, Zak. Atari Game-over (Documental). 2014



- https://www.ted.com/talks/jane_mcgonigal_gaming_can_make_a_better_world. Mgonigal Jane. Gaming can make a better world

Web:

- https://www.kickstarter.com/projects/unmemory/unmemory-a-text-based-game-an-interactive-escape-b?ref=user_menu.

Unmemory Project

- <http://arenainsxsw.com/>. Arena in SXSW / Stolen Manifesto

- <http://www.digitalbuzzblog.com/>. Digital Buzz Blog

- <http://arenatechandtrends.es/>. Arena tech and trends

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<https://www.slideshare.net/eduardoprados/cmo-escribir-una-biblia-transmedia?ref=https://eduardoprados.com/2012/12/30/com/>o-escribir-una-biblia-transmedia/>. Recurso

- <https://www.thinkwithgoogle.com/tools/>. Think with Google Tools

- <http://trendwatching.com/freepublications/>. Trendwathing

- <http://www.meaningful-brands.com/en>. Havas Meaningful Brands

- <http://es.slideshare.net/Altimeter/the-converged-media-imperative>. Altimeter. The converged Media Imperative, 2012

- https://us.mullenlowe.com/wp-content/uploads/2009/06/Mullen_Marketing_Ecosystem.pdf. The new Marketing ecosystem

- <http://www.transmedia-manifest.com/>. The Future Of Storytelling. The transmetia Manifest

- <http://innovacionaudiovisual.com/>. Innovación Audiovisual

- <http://thetartle.tumblr.com/>. Tartle

- <https://mitpress.mit.edu/books/open-strategy> />- <https://www.consumerbarometer.com/en/>. Google Consumer Barometer

- https://www.slideshare.net/arena_es/arena-play-gaming-como-forma-de-vida. Arena Media. Gaming como estilo de vida