Course guide
804140 - BETMA9-M - Specialization Block in Applied Multimedia Technologies IX

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).
Academic year: 2022  ECTS Credits: 6.0  Languages: Catalan, Spanish

LECTURER
Coordinating lecturer: Pueyo Sobrevia, David
Others: Delgado García, Abel

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.
12.1. Apply the knowledge and skills necessary to act as an art director in interactive advertising projects.
12.2. Apply the knowledge and skills necessary to determine the possibilities for the application of interactive language in advertising.
CEM 21.1. Appropriately apply and reinforce the skills acquired in the studies of Multimedia Graduate to the Degree Final Project, and acquire new specific skills related to the field of work. Related to CETS depending on the content of the work.
CEM 5.6. Identify the importance and social commitment of guidelines and guides, and especially those related to accessibility, and apply them appropriately to each type of interactive multimedia application and the process of creating it.
CEM 14.7. Apply the concepts and principles of multimedia project management.

Transversal:
04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.
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01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.
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02 SCS. SUSTAINABILITY AND SOCIAL COMMITMENT. Being aware of and understanding the complexity of social and economic phenomena that characterize the welfare society. Having the ability to relate welfare to globalization and sustainability. Being able to make a balanced use of techniques, technology, the economy and sustainability.
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06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.
TEACHING METHODOLOGY

Class sessions are divided, in general, into three areas of activity:
1. Resolution of doubts from the previous sessions or exercises proposed
2. Descriptive part where the professors make a presentation of new contents (50%)
3. Participatory part where practices, activities or discussions around the specific topic are developed

LEARNING OBJECTIVES OF THE SUBJECT

- Be able to develop an interactive graphical application in real time for any medium, platform and device

STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours large group</td>
<td>30,0</td>
<td>20.00</td>
</tr>
<tr>
<td>Hours small group</td>
<td>30,0</td>
<td>20.00</td>
</tr>
<tr>
<td>Self study</td>
<td>90.0</td>
<td>60.00</td>
</tr>
</tbody>
</table>

Total learning time: 150 h

CONTENTS

1. Introduction to the world Transmedia

Description:
1.1 Origins of the TransMedia concept and vision
1.2 From Crossmedia to the Transmedia
1.3 Convergence Culture
1.4 From Transmedia Storytelling to Transmedia Storyliving
1.5 Creation of Transmedia narratives
1.6 Potentially Transmedia elements of an audiovisual project / video game (music, lore, cinematic, gameplay, trailer, making of, easter eggs ...)

Related activities:
Exercise E1- Individual
Submit an example of its own and justification of the choice of a transmedia element of a production relevant to the student.

Full-or-part-time: 20h
Practical classes: 6h
Self study : 14h
## 2. Transmedia project development

**Description:**
- 2.1 Transmedia Toolkit
- 2.2 Start with why / Purpose of any project
- 2.3 Think big, start small, scale fast
- 2.4 Ecosystems and worlds Transmission and the definition of immutable principles
- 2.5 The Transmedia Bible
- 2.6 ICP / Lean / Canvas Models / Market Analysis / Competency identification
- 2.7 Definition of objectives, metrics and kpis
- 2.8 Transmission project development process
- 2.9 Produce thinking about multiplatform
- 2.10 A liquid and beta world, the importance of the test & learn
- 2.11 Organization of equipment, circuits, production and work processes

**Related activities:**
- Practice evaluable in group P1
- Practice related to the development of a narrative brainstorming

**Full-or-part-time:** 40h
- Practical classes: 12h
- Self study: 28h

## 3. Transmedia brands

**Description:**
- 3.1 Construction of brands with meaning / Meaningful Brands
- 3.2 Branded Content
- 3.3 Advergaming
- 3.4 Pitch Elevator

**Related activities:**
- P2 evaluable practice in a group
- Pitch Simulator based on a real case

**Full-or-part-time:** 26h
- Practical classes: 10h
- Self study: 16h
4. Identification and creation of audiences

Description:
4.1 Understanding and trends of audience behavior
4.2 Society and digital culture. Consumption habits in a multitasking context - 24/7
4.3 The war for attention
4.4 Concept of Addressability
4.5 Consumer Journey & Content Journey
4.6 Tools to identify and understand our audiences
4.7 Real time Mk and plan z (when everything fails, what to do?)
4.8 Fandoms
4.9 User Generated Content
4.10 Gamification

Related activities:
* Practice evaluable 3 P3 Consumer Journey in group: Analysis of a project audience’s journey
* Practice evaluable 4 P4 Practice Rebrief in group: Expansion and transmedia amplification of an old case study with potential

Full-or-part-time: 12h
Practical classes: 6h
Self study: 6h

5. The Big 4: Technology / Points of Contact / Content and Date

Description:
5.1 Technology at the service of ideas: Hype Cycle / Beacons? geofencing and proximity tools, RFID, Wi-Fi, nfc...) / Virtual Reality, augmented and mixed / Artificial intelligence + Chatbots / IOT + internet of everything / Wearables
5.2 Points of Concurrency and means: The importance of the distribution and circulation of the content / Tools to develop a communication and capture campaign / strategies push & pull / Shared, owned, earned & paid media / Platforms, distribution networks and formats / Media and platforms Social / Second Screen and Social Tv / Mobile gaming
5.3 Contents: Meaningful content Manifesto / Content production / Contents Streaming and on-demand
5.4 Date: Tools and measurement / use of the big data and the smart data / sensitive datab / human data / data driven content powered.

Related activities:
Exercise 2
Development of media plan and contact points of a project

Full-or-part-time: 40h
Practical classes: 20h
Self study: 20h

6. Transmedia business

Description:
6.1 Transmedia Storyselling: Transmedia content that generates income and complementary sales
6.2 Transmedia Storyliving: Increased and interactive experiences

Related activities:
Ejercicio E3 individual
Proponer una experiencia aumentada / transmedia living sobre un caso de éxito real

Full-or-part-time: 12h
Practical classes: 6h
Self study: 6h
ACTIVITIES

Exercise P01

Description:
Practice related to the development of a narrative brainstorming

Full-or-part-time: 10h
Self study: 10h

Exercise P02

Description:
Pitch Simulator based on a real case

Full-or-part-time: 6h
Self study: 6h

Exercise P03

Description:
Consumer Journey in a group: Analysis of a project audience's journey

Full-or-part-time: 3h
Self study: 3h

Exercise P04

Description:
Rebrief in group: Expansion and transmedia amplification of an old case study with potential

Full-or-part-time: 3h
Self study: 3h

GRADING SYSTEM

20% Assessment 4 evaluable practices that will be developed in person in class (5% each)
20% Test type / partial exam
20% Partial presentation, final project subject
30% Final presentation project (exhibition + documentation work)
10% Participation in class and attitude of learning during classroom activities

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

Practices:
The practice exercises begin during the class hours in the target group and according to the practice they will be finished during the session or a delivery date will be presented, being delivered to the teacher on the virtual campus. The evaluation of the practices does not only involve the resolution of the proposed exercises, but also the defense of the results when the group of students present it. The causes of non-presentation of exercises that are communicated to the professors by the Head of Studies will also be considered justified.

Review:
The partial exam will be done to the laboratory with computers by electronic document that the student has to complete. The questions and problems proposed in the exams refer both to the theoretical content of the subject and to the exercises resolved in the different practices. Apart from each question or problem, the point contribution is to the total grade of the exam. Revisions and/or claims regarding exams will be made exclusively on the dates and times established in the Academic Calendar.

Final practical work (partial and final project presentation)
Students will have to dedicate autonomous working hours (out of hours) to carry out the final practical work of the subject. To do this, you will have to follow the instructions given in the working document. The exercise once finalized will be presented in class in the sessions planned and will have to deposit the work in the virtual campus in the delivery of the classroom 48h before the presentation in person.

The evaluation of the exercises does not imply only the resolution of the exercises, it also implies the defense of the results and the carrying out of relevant documents. Any incident that does not allow to solve the exercise within the term indicated will have to be communicated previously to the / Professor. After this communication and based on the causes that motivate the failure to submit the exercise if justified, alternatives will be found to complete the evaluation. The causes of the non-presentation of the exercises communicated by the management of studies will also be considered justified.

BIBLIOGRAPHY

Basic:

Complementary:

RESOURCES

Audiovisual material:
- Penn, Zak. Atari Game-over (Documental). 2014. https://www.youtube.com/watch?v=y71u6ecF4cI
- Godin Seth, The tribes we lead. https://www.ted.com/talks/seth_godin_on_the_tribes_we_lead
- Kevin, Kelley. How ai can bring on a second industrial revolution. https://www.ted.com/talks/kevin_kelly_how_ai_can_bringer_on_a_second_industrial_revolution
- Extra life (serie documental). https://www.youtube.com/watch?v=AqQ1e-4UVRA&index=17&list=PLlLqf9UYQz_vSta8AMj2B28RUGYO_O28g
- Mgonigal Jane. Gaming can make a better world. https://www.ted.com/talks/jane_mgonigal_gaming_can_make_a_better_world
Hyperlink:
- Nom recurs. https://www.slideshare.net/eduardopradanos/cmo-escribir-una-bibliatransmedia?
  ref=https://eduardopradanos.com/2012/12/30/cmo-escribir-una-bibliatransmedia/