804349 - PTM-A - Transmedia Production

Degree competences to which the subject contributes

Know how to implement the transmedia concept in the professional environment and apply transmedia narrative according to the specific objectives of each project.

Designing transmedia production taking into account the technologies for the manufacturing and distribution process.

Acquire the tools of creativity for the design and development of viable transmedia products in the professional environment.

Integrate business management capabilities with those of audiovisual production transmedia.

Degree competences to which the subject contributes

Specific:
CEAAD 2. (ENG) Representar de forma esquemàtica i visual conceptes, idees i/o dades complexes a partir d’habilitats personals i referències externes, amb l’objectiu de transmetre atractiu, originalitat i creativitat.
CEAAD 3. (ENG) Dominar el gran abanico de herramientas profesionales del sector para la elaboración de contenidos digitales de todo tipo.

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.
05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.
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.
07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

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

Know how to implement the transmedia concept in the professional environment and apply transmedia narrative according to the specific objectives of each project.

Designing transmedia production taking into account the technologies for the manufacturing and distribution process.

Acquire the tools of creativity for the design and development of viable transmedia products in the professional environment.

Integrate business management capabilities with those of audiovisual production transmedia.
<table>
<thead>
<tr>
<th>Study load</th>
<th>Hours large group:</th>
<th>24h</th>
<th>16.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total learning time: 150h</td>
<td>Hours medium group:</td>
<td>22h</td>
<td>14.67%</td>
</tr>
<tr>
<td></td>
<td>Hours small group:</td>
<td>0h</td>
<td>0.00%</td>
</tr>
<tr>
<td></td>
<td>Guided activities:</td>
<td>14h</td>
<td>9.33%</td>
</tr>
<tr>
<td></td>
<td>Self study:</td>
<td>90h</td>
<td>60.00%</td>
</tr>
</tbody>
</table>
# 804349 - PTM-A - Transmedia Production

## Content

<table>
<thead>
<tr>
<th>1. Introduction to the world Transmedia</th>
<th>Learning time: 20h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Practical classes: 6h</td>
</tr>
<tr>
<td>1.1 Origins of the TransMedia concept and vision</td>
<td>Self study: 14h</td>
</tr>
<tr>
<td>1.2 From Crossmedia to the Transmedia</td>
<td><strong>Related activities:</strong></td>
</tr>
<tr>
<td>1.3 Convergence Culture</td>
<td>Exercise E1- Individual</td>
</tr>
<tr>
<td>1.4 From Transmedia Storytelling to Transmedia Storyliving</td>
<td>Submit an example of its own and justification of the choice of a transmedia element of a production relevant to the student.</td>
</tr>
<tr>
<td>1.5 Creation of Transmedia narratives</td>
<td></td>
</tr>
<tr>
<td>1.6 Potentially Transmedia elements of an audiovisual project / video game (music, lore, cinematic, gameplay, trailer, making of, easter eggs ...)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Transmedia project development</th>
<th>Learning time: 40h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Practical classes: 12h</td>
</tr>
<tr>
<td>2.1 Transmedia Toolkit</td>
<td>Self study: 28h</td>
</tr>
<tr>
<td>2.2 Start with why / Purpose of any project</td>
<td><strong>Related activities:</strong></td>
</tr>
<tr>
<td>2.3 Think big, start small, scale fast</td>
<td>Practice evaluable in group P1</td>
</tr>
<tr>
<td>2.4 Ecosystems and worlds Transmission and the definition of immutable principles</td>
<td>Practice related to the development of a narrative brainstorming</td>
</tr>
<tr>
<td>2.5 The Transmedia Bible</td>
<td></td>
</tr>
<tr>
<td>2.6 ICP / Lean / Canvas Models / Market Analysis / Competency identification</td>
<td></td>
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<tr>
<td>2.7 Definition of objectives, metrics and kpis</td>
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<tr>
<td>2.8 Transmission project development process</td>
<td></td>
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<tr>
<td>2.9 Produce thinking about multiplatform</td>
<td></td>
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<tr>
<td>2.10 A liquid and beta world, the importance of the test &amp; learn</td>
<td></td>
</tr>
<tr>
<td>2.11 Organization of equipment, circuits, production and work processes</td>
<td></td>
</tr>
</tbody>
</table>
### 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

**Learning 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

**Learning time:** 12h  
Practical classes: 6h  
Self study: 6h
### 5. The Big 4: Technology / Points of Contact / Content and Date

<table>
<thead>
<tr>
<th>Description:</th>
<th>Learning time: 40h</th>
</tr>
</thead>
</table>
| 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 | Practical classes: 20h  
Self study : 20h |
| 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

### 6. Transmedia business

<table>
<thead>
<tr>
<th>Description:</th>
<th>Learning time: 12h</th>
</tr>
</thead>
</table>
| 6.1 Transmedia Storyselling: Transmedia content that generates income and complementary sales | Practical classes: 6h  
Self study : 6h |
| 6.2 Transmedia Storyliving: Increased and interactive experiences | |

**Related activities:**
- Individual E3 Exercise  
- Propose an augmented / transmedia experience leading to a case of real success
Planning of activities

**Exercise P1**

*Description:*
Practice related to the development of a narrative brainstorming

*Hours:*
- Self study: 10h

**Exercise P2**

*Description:*
Pitch Simulator based on a real case

*Hours:*
- Self study: 6h

**Exercise P3**

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

*Hours:*
- Self study: 3h

**Exercise P4**

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

*Hours:*
- Self study: 3h

Qualification 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.
Regulations for carrying out activities

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:


### Others resources:

#### Hyperlink

**Resource**

- **The new Marketing ecosystem**
  

- **Digital Buzz Blog**
  
  http://www.digitalbuzzblog.com/

- **Tartle**
  
  http://thetartle.tumblr.com/

- **Innovación Audiovisual**
  
  http://innovacionaudiovisual.com/

- **Open Strategy**
  
  http://openstrate.gy/

- **Arena tech and trends**
  
  http://arenavatechandtrends.es/
Trendwathing
http://trendwatching.com/freepublications/

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

Google Consumer Barometer
https://www.consumerbarometer.com/en/

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

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

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

Audiovisual material
Mystery box J J Abrams
https://www.ted.com/talks/j_j_abrams_mystery_box?language=es

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

Godin Seth, The tribus 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_bring_on_a_second_industrial_revolution

Penn, Zak. Atari Game-over (Documental). 2014
https://www.youtube.com/watch?v=y71u6ecF4cl

Extra life (série documental)
https://www.youtube.com/watch?v=AqQIe-4UvRA&index=17&list=PLILqf9UYQz_vSta8AMj2B28RUGYO_Q28g