Overview

Transmedia storytelling is the practice of designing, sharing, and participating in a cohesive story experience across multiple traditional and digital delivery platforms - for entertainment, advertising and marketing, or social change.

Have you ever read a book, seen a movie, watched a television show, or played a game that centred around different aspects of a larger story or universe? You may be familiar with popular examples of such universes like Star Wars, Marvel, and The Walking Dead (to name a few). How do the professionals develop such expansive narratives? How do they ensure that each element stays true to the original story? How do they innovatively use different technologies to share the stories, grow audiences and create an active and involved community of fans?

This intensive face-to-face studio is an extension of the 'Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences' Coursera Massive Open Online Course (MOOC), and is only open to students who have previously passed this course. Students may enrol in the MOOC for free at any time prior to undertaking this course http://bit.ly/2cOy1hq.

In this studio, you will refine your strategy for developing and telling your own transmedia story that you began to develop in the MOOC. You will learn how to shape your ideas into compelling and well structured narratives and complex storyworlds; identify, understand, and engage different audiences in your stories; create cohesive user experiences across different platforms; and evaluate existing and emerging technologies to share your story with the world, and help your audience participate in the larger storyworld you create. The course culminates you prototyping and testing the transmedia storytelling experiences that you have designed.
Faculty
Faculty of Art & Design

School
School of Art & Design

Study Level
Postgraduate

Indicative contact hours
4

Timetable
Visit timetable website for details
Course Outline

To access course outline, please visit:

ADAD0600 Course Outline
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

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Authorised by Deputy Vice-Chancellor (Academic)
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