Minor regulations - 2020-2021

1. Name minor: Transmedia Design for Creative Industries

2. English name: Transmedia Design for Creative Industries

3. Content of minor

In our digital age, driven by the social web, the customer's attention can no longer be asked for, it needs to be deserved. Attention needs to be deserved by tapping into their emotions and desires. Transmedia provides a way to achieve this goal. It drags the customer "down the rabbit hole" of a central story, dispersing it among all kinds of different media platforms.

The minor focuses on the research and design of transmedia productions, both in the world of entertainment and branding in general. Transmedia design means creating interactive stories and story worlds that unfold across various channels and platforms, engaging the audience deeply and encouraging them to participate.

In the entertainment industry the story ís the product: designing transmedia here means expanding that story by expanding the story world on multiple platforms and with that allowing participation and user agency. In other industries, transmedia design/storytelling can be applied as a marketing tool, involving the design of interactive content to fit the core values of a brand. It is focused on getting the right message to the right target group using multiple platforms and storytelling techniques. A brand, then, can be a company but also a person or an NGO, using transmedia strategy as a tool to raise awareness on societal issues.

The main focus of the minor is on designing a real transmedia production as a teamwork effort for an actual client or as a self-contained production. The production will be designed but also (sometimes partly, sometimes completely) executed: putting your work out there, seeing how it circulates, measuring and evaluating in order to learn from it, is an important part of the minor.

The minor is taught in English. The setting is an international classroom with a mix of Dutch and Exchange students. [1]

4. Education components (see article 16 general section of the TER)

Classes:

STORYTELLING & NARRATOLOGY
At the heart of a good transmedia production lies a good story. Narrative design includes knowledge of narratological theories and scenography. Campbell's "Hero's journey" and Vogler's "Writers Journey", among other narratological theorists, serve as a basis for this class.

Involves: theory and practices of making stories
Literature: Christopher Vogler "The Writers Journey" (book)
            Robert Pratten: "Getting started in transmedia storytelling, second edition"
            Books, articles, lectures, slides, and handouts

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[1] All individual assignments need to be made in English, the transmedia production can be executed in English or Dutch, depending on students' own choice in picking a client to work for. Naturally there will always be sufficient English-speaking productions/clients.

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TRANSMEDIA THEORY & DESIGN

Creating a transmedia production requires specific skills. In a transmedia project various disciplines merge, like making use of a variety of media platforms, having them intertwine and letting them develop each in their own way, allowing audience interaction and participation. In this theory class various transmedia models and frameworks will be discussed.

Involves: Theory classes & exercises
Literature: Henry Jenkins: "Convergence culture" (recommended)
Robert Pratten: "Getting started in transmedia storytelling, 2nd edition"
Books, articles, lectures, slides, and handouts
M. Freeman, R. Rampazzo Gambarrato:The Routledge Companion to Transmedia Studies.

MULTIPLATFORM MARKETING& BUSINESS

Online community building, online and social media marketing, spreadability of media, multiplatform strategies and analytics are all topics included in the marketing classes

Involves: theory classes & exercises
Literature: Anne Zeiser: Transmedia Marketing
Nuno Bernardo: Transmedia 2.0: How to Create an Entertainment Brand Using a Transmedial Approach to Storytelling
Books, articles, lectures, slides, and handouts

TOOLS

One day a week is scheduled as toolday. During this day students are able to work on their own learning goals when it comes to Design tools: Adobe Suite (Photoshop, Première, After Effects, Unity). Web tools: website design (Wordpress, WIX). A coach will be available to help, and optionally some workshops will be offered depending on the needs and skill levels of the individual student:
Showing progress, offering, and receiving feedback, as well as improving the work are an important aspect of these classes.

Involves: 1st period mainly practical classes & exercises, 2nd period projectbased feedback and assistance
Literature: None. Tutorials on various programs are offered and Adobe CC installed on your own computer or laptop is recommended. Fontys ACI has the regulation 'bring your own device'.

PROJECT MANAGEMENT & COACHING.

Transmedia design calls for firm project management that allows iterations. Scrum techniques, agile project management, and co-working within a professional network is touched upon, but most of the time spent in this class is coaching the design and production for a transmedia project by students (groupwork).

Involves: Group meetings as well as individual sessions with coach
Literature; **"**The producers guide to creating a transmedia production", a separate syllabus that will guide you through the design and execution process

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Depending on the season 1 excursion and several guest lectures will be organised that touch the realm of transmedia storytelling in the most inspirational way. Guest lectures and excursions will mainly focus on innovative media in society.

The scheduled classes do not correspond one on one with the deliverables of the minor but offer the input required to perform on all of them. The minor has 4 deliverables in total, varying in size and type. All deliverables and the final portfolio assessment need to be passed to obtain the minor certificate.

The deliverables are:

1. Treatment assignment
Design of a transmedia production based on an existing IP, presented on a website.
*This deliverable represents around **15** % of the minor in terms of time investment.*

2. Transmedia theory: case study paper
Extensive case study of a successful transmedia production, touching upon a specific transmedia related topic or addressing the relevance of transmedia in a specific domain, presented in interactive and visualised PDF.
*This deliverable represents around **15**% of the minor in terms of time investment.*

3. Transmedia design
The main focus of the minor is on designing a real transmedia production as a teamwork effort for an actual client or as a self-contained production. The design will be reported in a presentation for the client during an oral group assessment. Students will be working in groups, under the guidance of the minor-coach and client.
*This deliverable represents around **30**% of the minor in terms of time investment.*

4. Transmedia production
The designed production will be (partly) executed and go live for a minimum of three weeks in the second part of the minor. During this live phase, the production is analysed, adapted where needed, and evaluated resulting in an end report and a case video, that will be presented to the client and assessors in a final group assessment.

Students carry out their duties based on the offered classes and established criteria. The transmedia production can only be executed after approval by supervisor and client. In creating content, the students will work on several skills.
Some of the skills and tasks:
- Writing: scenarios, scripts
- Filming, editing, sound
- Website creation
- Managing and analysing social platforms
- Organizing events
- Project management

*This deliverable represents around **30**% of the minor in terms of time investment.*

5. The final portfolio assessment
The student is asked to reflect on his/her developments and ambitions on a regular base and report about that in a goal matrix. Coaching sessions are organised on a regular base in which 360 feedback

is provided by supervisor and fellow students. The goal matrix forms the basis for the end portfolio assessment in which the student shows the assessors and some of their fellow students how the minor goals as well as the personal learning goals have been met. Also, during this portfolio assessment the overall performance of the student in terms of participation in class, contribution to the group project, meeting deadlines etc is assessed.

*This deliverable represents around **10**% of the minor in terms of time investment but as a grade will represent the overall performance of the student in this minor. (see chapter tests)*

5. Enrollment in the education components
Not applicable.

6. Overview of tests and registration for tests
The minor assessment consists of the various deliverables mentioned above and finalizes in a portfolio assessment. All deliverables are assessed and graded on a 1-10 scale. An exam is passed when the student receives a grade higher than 5.5. Separate assessment forms will indicate the grading mode and are provided at the start of the minor.

Please note: *the minor is offered as a coherent whole, meaning that <u>all</u> exams must be passed (e.g. a grade of 5.5 or higher) in order to receive the minor certificate.*

Exam schedule:

deliverable	assessment	code	Exam date and retake
Treatment	assignment	25TDTAO	Communicated in syllabus*
Case study paper	assignment	25TDTTPO	Communicated in syllabus
Transmedia design: Production Bible	Oral assessment (group) based on handed in document	25TDTDO	Communicated in syllabus
Transmedia production: End report and case video	Oral assessment (group)	25TDTPO	Date is communicated at the start of period 2
Portfolio assessment: goalmatrix	Oral assessment**	25TDTCRO	Date is communicated at the start of period 2

Exact dates of the exams will be published in a syllabus handed out on day one to the students.
** The portfolio assessment can only take place when at least both group assessments (25TDTDO and 25TDTPO) have been passed.

Hand-ins
Assignments will be handed in through the official channel of **Gradework**. Assignment due dates are published by the minor coordinator in class and are published in the syllabus which is on the portal and handed out on day one.
Handed in work needs to have a clear title page containing all necessary information (student name(s), student number(s), exam code, module name, assignment title, date).
The chosen format is universal (PDF, MPEG, PPS, DOC). With the exception of the treatment assignment that has a website format, all work should be downloadable in order to archive properly (so, no PREZI, ISSUU, SCRIBD etc.). Work that is not handed in accordingly will not be graded.

Source referencing: A.P.A
All handed in work should contain proper source referencing (as a rule. following A.P.A. conventions). Gradework will automatically perform a plagiarism check and when positive, the work might be

considered plagiarism and the exam committee will be notified. In some cases, other source referencing styles are allowed for exchange students.

Each exam is offered twice every semester. Exams can be retaken once. If a student doesn't pass the exam the second time, he or she can participate in a retake in the following semester.
Once the minor program is concluded, retake students are responsible for getting in touch with the minor coordinator in order to determine if there have been any changes in the program or assignment contents for their retakes of deliverables.

7. Passing the minor (see article 19 (3) general section of the TER)
To successfully conclude the minor transmedia design for Creative Industries, all exams must be passed.
The oral assessments Transmedia design, and transmedia production will be executed in the presence of at least 2 lecturers and one external industry expert/client. The portfolio assessment will be executed in a group of 5 students in the presence of 2 lecturers/coaches.
Grades of all exams are communicated to the minor-coordinator who in turn will notify the exam committee when all exams are passed.

Minor certificate
The minor certificate is granted when the minor is successfully concluded meaning that all exams are passed. The certificate will state the following diploma supplement:

> *"The student successfully finished the minor Transmedia Design for Creative Industries. Based on the offered study program the student acquired knowledge and skills to be able (in a team) to design, develop, execute, measure and evaluate a transmedia story in a context of storytelling, communication and marketing."*

The minor certificate will be supplemented with a minor report card that contains the grades of the separate deliverables. In case one grade needs to be communicated (for GPA reasons) the final portfolio assessment grade should be considered the final grade, and NOT the average of all separate deliverables.

8. Examination Board
Students can get in contact with Fontys ACI examination board in case of any questions or complaints on the assessments. Visit this page on the Fontys portal
https://connect.fontys.nl/instituten/aci/inst/Excie/Paginas/default.aspx or send and email to
aciexamencommissie@fontys.nl. For international students, the international office can help out when necessary.

9. Validity
This information is applicable for academic year 2020-2021.

Note: minor adjustments to the regulation of this minor program might occur. These will always be communicated clearly to all students in due time.

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10. Entry requirements minor

To take part in the minor program, the student needs to have successfully concluded the first year (propedeuse) of the home university. The examination board of Dutch institutes needs to have given permission for entering the program, as indicated in the Kies op Maat platform.

When attending the minor, it is assumed that students have some basic knowledge and skills in planning and organizing, (market)research as well as creation and execution of concepts, and media content.
English level should be adequate in speaking and writing (B2). After having chosen a minor, the student can enroll himself.

A motivation document will be asked to send in, serving as a starting document for the students' learning goals. It is however not meant to be a selection tool. When the motivation document raises doubts, students that have enrolled can be asked to join a skype conversation in order to gain insights on the level of English speaking and expectations regarding the minor. A negative advice can be given but also the skype call is not a selection tool. The student can still join the program but risks not passing the minor.

11. Not accessible for

Not applicable

No other requirements are to be met for participation in the minor or passing the minor than mentioned in these minor regulations.

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