EXPANDED COURSE DESCRIPTION

FILM AND VIDEO

School of the Arts, Media, Performance and Design
Department of Cinema and Media Arts

FA / FILM 3123 3.0 SECTION M
TRANSMEDIA STORYTELLING
FALL 2018 / WINTER 2019

Last Modified Date: 01/10/2019

COURSE CALENDAR DESCRIPTION

Provides students who have completed first- and second- year screenwriting courses with a focus on strategies for developing complex stories that can be told across multiple media platforms (film, television, web, mobile, etc.) incorporating elements of interactivity. Prerequisite: FA/FILM 2120 6.00 or FA/FILM 2121 6.00 Open to non-Screenwriting Majors with permission of Department.

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INSTRUCTOR(S)

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<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
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<tr>
<td>Robertson, William</td>
<td>Sec. M / STDO / W</td>
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SPECIAL FEATURES

Special Features: Transmedia Storytelling is a half-term course designed to explore different approaches to developing stories across different media platforms (film, television, web, social media etc.). Through a series of case studies and writing assignments, students will work to develop a short project/webseries with transmedia potential.

Students will each pitch an idea for a short project or webseries, and then form teams of two or three to develop selected ideas that have potential to live for audiences in various media, including traditional television and web, social media, and/or other interactive networks.

Learning Outcomes with Examples: Student outcomes will include an understanding of the unique challenges and rewards of writing across platforms, as well as some of the theoretical contexts and recent debates in this fast-growing field. This studio course is based on writing, and as such, will involve exercises via various platforms aimed at developing a larger idea for a potential webseries.

Upon completion, students will have a working short script and transmedia strategy for a project that can be further developed as a capstone project or for other opportunities.

GRADED ASSESSMENT
Graded Assessment:

Assignment #1 (10%): Due Jan. 23
Individual Verbal & Written Pitch (1 page) for a short project/webseries with transmedia potential. (Note: project may be either drama or doc)

Assignment #2 (15%): Due Jan. 30
Group Presentation of a Transmedia Strategy for an existing project/series that isn’t currently being told across platforms (includes written story extensions 1-2 pages per person).

Assignment #3 (15%): Due Feb. 6
Story Beats & Character Blogs for short project/webseries.

Assignment #4 (15%): Due Feb. 27
Script Outline for short project/webseries.

Assignment #5 (30%): Due Mar. 27
1st Draft Script & Transmedia Strategy Proposal.

Note: scripts will be 7-10 pages maximum. If project is a doc, a detailed research document may be submitted with your outline in lieu of a 1st Draft Script. Transmedia Strategy Proposal will be 3-5 pages maximum.

Attendance & Participation (15%): This includes in-class participation, story editing and constructive critique of Peer Work. (Being late or absent, except in cases of verifiable emergencies, will result in a reduction of this portion of your mark.)

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ADDITIONAL INFORMATION

Additional Information:

For group work, teams will be formed based on students’ interests. Because of the breadth of our topic, students will be encouraged to explore and experiment with storytelling forms that interest them most, across at least two media platforms of their choice.

Evaluation

Materials will be evaluated based on students’ ability to create and develop their short form series ideas, and to build worlds, stories and characters unified by a theme. Evaluation of analytical exercises will take into account the depth and breadth of the analysis, the degree to which the submitted work satisfies the stated objectives of the exercise, the quality of the prose employed by the writer, and the degree of imagination, authenticity and originality of thought displayed.

Written Presentation

Your written work is expected to meet professional standards and therefore should be formatted according to standard screenplay formats and should contain no spelling, grammatical or syntax errors. Unless otherwise
indicated, assignments should be formatted as follows:

For prose: double-spaced, 12 pt. font.
For scripts: screenwriting software (either Final Draft or MM Screenwriter)
Pages should always be numbered.

Assignments must include a title page clearly indicating the script or assignment title/number, student’s name, course name and number.

Please proofread your work carefully. Read your work aloud before handing it in – it’s a great way to check it.

**Assignment Submission**
Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments must be received on the due date specified for the assignment. Unless otherwise indicated, hard copies of the assignments are to be handed in at the beginning of class on the due date. Electronic submissions will only be accepted if pre-arranged with me.

**Late submissions will be subject to a penalty of 5% per day.** Exceptions to the lateness penalty for reasons such as illness, family emergencies etc. may be entertained by the Course Director, but will require supporting documentation (e.g. doctor’s letter).

**Grading**
The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments will bear a letter grade.

(For a full description of York grading system see the York University Undergraduate Calendar - http://calendars.registrar.yorku.ca/pdfs/ug2004cal/calug04_5_acadinfo.pdf)

**Drop Dates**
Last date to drop courses without receiving a grade: March 8, 2019

For other important dates refer to (http://www.registrar.yorku.ca/enrol/dates/fw11.htm)

Many courses utilize Moodle, York University’s course website system. If your course is using Moodle, click here to access it.

Moodle @ York University