INSTRUCTOR
B. Rich
He / him
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COURSE INFORMATION
DMA 535 Section 901
Time: Monday 5:45 – 9:00
Location: 14 E. Jackson, Room 513
Course page: D2L

COURSE DESCRIPTION
This course introduces students to the theory and practice of transmedia, specifically as it pertains to storytelling. While the application areas of storytelling may remain the same - artistic expression, advertising, PR, journalism, documentary, activism and other informative and persuasive forms - our means of telling them are changing dramatically due to technological innovation, availability of digital media production tools, the potential of immediate and universal online publication and an evolving audience. Changing technological affordances demand an increased media literacy that includes a deep understanding of the specific strengths and weaknesses of various communication modes and their manifestation in digital media formats, so we can leverage them intentionally to create impactful, cohesive and emotionally compelling multi-modal texts and transmedia stories. PREREQUISITE(S): DMA 525 and DMA 527 or instructor permission

LEARNING OBJECTIVES
1. Create impactful, cohesive and emotionally compelling multi-modal texts and transmedia stories.
2. Develop a theoretical framework for understanding how storytelling works in new media environments with emphasis on world building, cultural attractors, and cultural activators.
3. Create conceptual materials and documentation in order to communicate ideas and manage project planning.
4. Understand the specific strengths and weaknesses of various communication modes and their manifestation in digital media formats.
5. Research successful precedents and identify industry trends.
6. Practice professional presentation skills, vocabulary and constructive critique methods.

CLASS FORMAT
Lectures, discussions, workshops, presentations and critiques. Some in-class time will be afforded to group work, but outside team work will be required.

RECOMMENDED READING

A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms; Author: Andrea Phillips; ISBN-10: 0071791523

EVALUATION & GRADING

Attendance / Participation	10
Reading Response	10
Case Study	10
Midterm Progress Check	10
Individual Progress Report	15
Final Pitch + Trailer	20
Transmedia Bible	25

Attendance: Points for every class attended

Participation: Contributions to class discussions and activities; presentations

Reading Response: Each week a team of 2 will present a synopsis of an assigned reading

Case Study: Each week a team of 2 will present a case study of a transmedia campaign

Main Project: Group members will receive individual grades based on their contributions (via peer reviews).

GRADING SCALE

Letter grades will be based on the minimum percentages of total points earned

A	90%
B+	87%
B	80%
C+	77%
C	70%
D	60%
F	50%-

WEEKLY SCHEDULE   (subject to change)*

WEEK 1 April 1	TOPIC	Syllabus, assignments, intros What is transmedia storytelling?
	WORKSHOP	Form groups, property selection
	Suggested Reading:	*Creator's Guide* – Intro to Transmedia, Ch 1-4 D2L Reading Links
	ASSIGNMENT	Reading Response 1 (R1) Case Study 1 (CS1) Team/Property Worksheet
WEEK 2 April 8	TOPIC	Audience + Research Worlds, Stories, Characters Affordances of Film and TV
	WORKSHOP	Stories End to Beginning
	Suggested Reading:	*Creator's Guide* – Intro to Transmedia, Ch 5 - 10
	DUE	R1 Presentation CS1 Presentation
	ASSIGNMENT	R2 CS2
WEEK 3 April 15	TOPIC	Worlds, Stories, Characters Affordances of Games
	WORKSHOP	Transmedia Cards
	Suggested Reading:	*Creator's Guide* – Intro to Transmedia, Ch 11 - 16
	DUE	R2 Presentation CS2 Presentation
	ASSIGNMENT	R3 R4 CS3 CS4
WEEK 4 April 22	TOPIC	Worlds, Stories, Characters Affordances of Comics and Books
	ASSIGNMENT	Midterm Pitch
WEEK 5 April 29	TOPIC	Midterm Pitch
	Suggested Reading	*Creator's Guide* – Intro to Transmedia, Ch 17 - 23
	DUE	R3 Presentation R4 Presentation CS3 Presentation CS4 Presentation
	ASSIGNMENT	R5 CS5

WEEK 6 May 6	TOPIC	Production, Planning, Documentation
	WORKSHOP	Audience Journey Map
	DUE	R5 Presentation CS5 Presentation
	ASSIGNMENT	R6 CS6

WEEK 7 May 13	TOPIC	Individual Platform/Documentation Critique
	Suggested Reading	*Creator's Guide* – Intro to Transmedia, Ch 24 - 28
	DUE	R6 Presentation CS6 Presentation
	ASSIGNMENT	R7, R8 CS7, CS8

WEEK 8 May 20	TOPIC	Production, Planning, Documentation Measuring Success
	DUE	R7 Presentation R8 Presentation CS7 Presentation CS8 Presentation
	ASSIGNMENT	Final Project Pitch Deck + Trailer

| **WEEK 9**
May 27 | TOPIC | NO CLASS – Memorial Day |

| **WEEK 10**
June 3 | TOPIC | Final Project Pitches w/ Guest Panelists |
| | ASSIGNMENT | Revise Trailer + Story Bible |

| **WEEK 11**
June 10 | TOPIC | NO CLASS |
| | DUE | Final Trailer
Story Bible
Individual Project |

* This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class and sent via email.

Course Policies: In addition to CDM Academic Policies and DePaul University Policies, the following policies will apply to this course:

Email: Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at http://campusconnect.depaul.edu is correct.

Some guidelines for your emails:
- Be clear and concise in your subject line; ex: "DMA 535 – question about assignment X"
- Don't reply to class-wide email unless it pertains specifically to the subject of that email
- Begin a new email thread for any new question, notification, etc.
- Expect a reply within 24 hours during the week. If you don't get a response within 1 business day, please resend. Expect a delayed response on weekends.

Course Lectures/Reading Assignments: The assigned and recommended readings offer an opportunity for independent learning that supplements the lectures. Lectures will introduce material not available in the readings, and the readings will explore concepts not mentioned in class.

Resubmissions: Revisions are highly encouraged based off of feedback from the class. Resubmitted files should be submitted to the original D2L folder. Late work penalties cannot be made up by resubmissions.

Late Assignments: In order to receive any credit for an assignment, you must communicate with me at least 24 hours before the due date/time regarding it being late. Late assignments will have points reduced. No assignment will be accepted more than 7 days late without a medical excuse.

Attendance: Attendance is mandatory. An absence is defined as not showing up for class, arriving 30 minutes late or leaving 30 minutes early. All absences will result in a reduction of the attendance / participation grade. 3 absences, whether excused or not, may constitute failure for the course. In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office

Class Participation: Student participation is crucial to this class. You are encouraged to ask questions and offer comments relevant to the class topics, as well as offer answers, insights and best guesses to questions posed in class. Having your files and devices, making the most of class time and being fully present and engaged add towards the class experience and your participation points. Productive critiques of your own and everyone else's work is critical. For group projects, each individual is expected to contribute according to the needs of the group/project. Private peer evaluations will afford each group the opportunity to measure the contributions of each individual.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you expect to need to answer a call during class, tell the instructor before class and leave the room in an undisruptive manner. If you are required to be on call as part of your job, please communicate this at the start of the course.

Behavior & Attitude: Food and drink are fine as long as they do not disrupt the class or bother other students. A professional and academic attitude is expected throughout this course. Maintain a positive and open-minded attitude in class discussions. Strive to achieve your highest standards of quality for all projects. Respect everyone. No texting, social media or other forms of technological socializing are allowed in class. If any issues arise a student may be asked to leave the classroom and/or lose their tech privileges.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of everyone.

Preferred Name & Gender Pronouns
Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by an alternate name or gender pronoun if you advise me of this preference. Students may choose to identify within the University community with a preferred first name that differs from their legal name and update their gender. For more information and instructions on how to do so, please see the Student Preferred Name and Gender Policy.

DePaul University Policies:

Online Course Evaluations: Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

Academic Integrity and Plagiarism: This course will be subject to the university's academic integrity policy. More information can be found at http://academicintegrity.depaul.edu/. If you have any questions be sure to consult with your professor.

Academic Policies: All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found under Enrollment Policies.

Students with Disabilities: Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

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