IDENTIFYING DATA

Multimedia design and storyboarding

Subject	Multimedia design and storyboarding
Code	P04G070V01901
Study programme	Grado en Comunicación Audiovisual

Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	3rd	1st

Teaching language	Spanish
Department	
Coordinator	Legerén Lago, Beatriz
Lecturers	Legerén Lago, Beatriz
E-mail	blegeren@uvigo.es
Web	http://blegeren.webs.uvigo.es
General description	Of the Linear Narrative to the interactive narrative. Like doing the script for different screens and supports

Skills

Code	
B3	Ability to apply techniques and procedures of composition of images to the different audiovisual formats, starting with knowledge of the classical laws and the esthetic and cultural movements in the history of the image.
B4	Ability to present the results of academic works in written and oral forms and through audiovisual and computing means, according to the standards of communication disciplines.
C23	Ability to write screenplays fluently for the different audiovisual formats.
C25	Knowledge and application of the techniques for the design and development of interactive multimedia projects.
D2	To be able to work in a team and to communicate one s ideas through the creation of an appropriate environment.
D3	To be able to take expressive and thematic risks, suggesting personal solutions and points of view to develop projects.
D4	To be able to organize tasks and carry them out in an orderly fashion, making sound decisions according to logical priorities in the different processes of audiovisual production.

Learning outcomes

Expected results from this subject	Training and Learning Results		
2.- Build scripts *transmedia attending to the needs of the public to the that go to direct and the screens for which go to produce.	B4	C25	
3.- Propose interactive projects of innovative content applying the base of the interactive communication		C23	D2 D3 D4
4.-Organise the *temporalización of necessary tasks for the creation of an interactive script			D2 D3 D4
5.- Recognise the business changes that are producing with the digitalisation to assume risks, take decisions with consciousness self-criticism.	B3		

Contents

Topic	
Base of the Narrative Communication	Communication #Narration. Elements of the #narration. Types of #narration
Lineal Script vs Interactive	New platforms . New Narrative

Transmedia Storytelling	Stages of the script.
	Plots and Premises.
	The character. Construction
	Action and Conflict
Transmedia Organic / Elastic	Practices of transmedialidad. Adaptation, Development, Comodificación.
Script of projects of Interactive Entertainment.	Interactive #narration.
Video games	Of the conversational adventure to the *sandbox.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	16	20	36
Presentation	4	4	8
Mentored work	18	36	54
Essay	12	40	52

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Lecturing	In the session *magistral will share with the students the base *teorica on which will have to work subsequently in the practical sessions.
Presentation	The student will have to explain in front of the class, the project that has developed.
Mentored work	Preparation of scripts and works on partial appearances of the matter Preparation and presentation of a complete multimedia script

Personalized assistance

Methodologies	Description
Mentored work	The professor will be to disposal of the student to resolve any question that have on the project of investigation that has to develop.

Tests	Description
Essay	The professor will act like the executive producer of the project of the students guiding them in the development of the same

Assessment

	Description	Qualification	Training and Learning Results	
Lecturing	The student submit short essays about differents concepot about the subject	15	C25	
Mentored work	The student will have to realise a work of investigation on the matter	25	C23	
Essay	Preparation of the script of a project *transmedia splitting of a linear script based in a *ip own or extraneous.	60	B3 B4	D2 D3 D4

Other comments on the Evaluation

The student has to surpass the distinct parts of the matter to be able to obtain the approved.&*nbsp;In the case that it suspended any of the proofs will have to go back to repeat it.&*nbsp;

Sources of information

Basic Bibliography

Bernardo, Nuno, **The Producer`s Guide to Transmedia**, BeActive books, 2011

Bernardo, Nuno, **Transmedia 2.0**, BeActive books, 2014

García García, Francisco y Rajas, Mario, **Narrativas Audiovisuales: el relato**, Icono 14, 2013

Ryan, Marie-Laurie, **La narración como realidad virtual: la inmersión y la interactividad la literatura y los medios electrónicos**, Paidos, 2004

Scolari, Carlos A, **Narrativas transmedia: cuando todos los medios cuentan**, Planeta de Libros, 2013

Feldman, S, **Guión Argumental, Guión Documental**, Gadisa, 2015

Carriere, Jean Claude, **The End**, Paidos Iberica, 1991

Don, Abbe, **Narrative and the interface**,

Complementary Bibliography

Alberich, Jordi y Tubella, Inma, **Comprender los Media en la sociedad de la información**, Biblioteca UOC, 2012

Arnheim, R., **Arte y percepción visual : psicología del ojo creador**, Alianza Forma, 2002

http://www.revistakairos.org, **Revista de pensamiento**,

Vale, Eugene, **Tecnicas de Guión para cine y Televisión**,

Freeman, M;Rampazzo Gambarato,R, **The routledge companion to transmedia studies**, 978-1-138-48343-9, Routledge, 2019

Flanagan, M; Mckenny, Mi; Livingstone, A, **The marvel studios phenomenon**, 978-1-5013-1189-5, Bloomsbury, 2017

Alexander, Bryan, **The new digital storytelling**, 978-1-4408-4960-2, Praeguer, 2017

Recommendations
Subjects that continue the syllabus
New media interactive projects: Web/P04G070V01903
New media interactive projects: mobile phones and DTT/P04G070V01907
Audiovisual networks on the Internet/P04G070V01910
Video games: Design and development/P04G070V01908

Subjects that are recommended to be taken simultaneously
Strategic Advertising and Public Relations for Audiovisual Products/P04G070V01501

Subjects that it is recommended to have taken before
(*)/

Contingency plan

Description
=== SCHEDULED EXCEPTIONAL MEASURES ==
Due to the uncertain and unpredictable evolution of the sanitary alert caused by the COVID- 19, the University will trigger extraordinary measures when the authorities and the institution determine so. These measures attend security, health, and responsibility criteria and guarantee the teaching in a non entirely on-site environment. These already scheduled measures ensure, at the prescriptive moment, a more flexible and effective educational development when being known beforehand by students and readers through the teaching normalized and institutionalized tool DOCNET.

=== METHODOLOGY ADAPTATION ===
No modifications in the teaching methodology are expected, except the online provision of the theoretical contents.

Electronic mail and remote campus will provide students' online attention mechanisms (tutoring) during the scheduled time.

=== EVALUATION ADAPTATION ===
No modifications are scheduled in the evaluation methods, apart from the possibility that any of the evaluation tasks may be required to be off-site.