Universida_{de}Vigo

IDENTIFYING DATA
Transmedia Screenplay and Design

Subject	Transmedia Screenplay and Design
Code	P04G071V01309
Study programme	Grado en Comunicación Audiovisual

Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd

Teaching language	#EnglishFriendly Spanish
Department	
Coordinator	Legerén Lago, Beatriz
Lecturers	Legerén Lago, Beatriz
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Web	
General description	As creators we can not only think of a medium, but we must think of their relationship with the two-media ecosystem, reflecting all or creative potential in scenarios that can be based not only on multimedia, intermediate or crossmedia visions, while advancing towards a base that power or transmedia. Regardless of the future ecosystem, not that these creations unfold, today it is necessary to think of narrative production more in terms of the fictional universe and less in terms of fictional history. Because there is a large number of technical possibilities, means and media channels, which allow and demand continuity, extension, adaptation and extrapolation of history. (Legerén, B, 2019)

Training and Learning Results

Code	
A3	Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
A4	Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
A5	Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
B2	Conocer la realidad político-social del mundo en la era de la comunicación global.
B3	Aplicar técnicas y procedimientos de la composición de la imagen a los diferentes soportes audiovisuales, a partir del conocimiento de las leyes clásicas y de los movimientos estéticos y culturales de la historia de la imagen.
C1	Know the oral correct use and writing of the official tongues like form of expresion professional in the audiovisual industry.
C11	Define innovative creative personal projects that contribute to the knowledge or development of audiovisual languages or their interpretation
C20	Fluently write scripts for different audiovisual formats
C22	Know and apply techniques for the design and development of interactive multimedia projects
D1	Comprender el significado y aplicación de la perspectiva de género en los distintos ámbitos de conocimiento y en la práctica profesional con el objetivo de alcanzar una sociedad más justa e igualitaria.
D3	Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.
D4	Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Expected results from this subject

Expected results from this subject		Training and Learning Results		
New	A5		C1	
New		B2 B3	C20	
New	A4		C11	D4
New			C22	D1

Contents

Topic	
Creation of Narratives with new means	Identify the base of the narrative communication and differentiate them between conventional narrative and the interactive
New platforms and media.	New Narratives
Transmedia Storytelling	Character Time World
Transmediality practices	Adptation. Development. Comodificación Distribution Brand

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	15	5	20
Mentored work	21	22	43
Presentation	4	8	12
Project	0	50	50
Systematic observation	4	0	4
Objective questions exam	1	20	21

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

Methodologies

	Description
Lecturing	The teacher will explain the contents of the subject according to the proposed syllabus. The student must prepare content at the teacher's suggestion for better monitoring of the classes.
Mentored work	The student must work on an organic transmedia project that must contain at least three different storylines.
Presentation	The students must present in class the results of the different assignments that the teacher assigns to them

Personalized assistance

Methodologies	Description
Lecturing	The teacher will at disposal of the students during individual tutorial time.
Mentored work	The teacher will have the role of executive producer along with the development of the projects

Assessment

	Description	Qualification	Training and Learning Results			
Project	(*)O alumno traballara en equipo e deberán presentar un proxecto transmedia organico como parte do aprendizaxe da material	40	A4	B3	C11 C20 C22	
Systematic observation	(*)Os alumnos realizan de forma periódica en grupo, prácticas sinxelas sobre o coñecemento que van adquirindo.	20				D1 D4
Objective questions exam	(*)Para avaliar os coñecementos teórico practivos os aluno poderan optar por facer unha proba de preguntas obxectivas o un traballo de investigación sobre algún aspecto da materia.	40	A3 A5	B2	C1	D3

Other comments on the Evaluation

The student will opt for two types of qualification: continuous assessment and global assessment

The students must inform the teacher of their express resignation to the continuous evaluation system within the period established by the center for that purpose, together with the completed and signed document authorized for that purpose.

 1- Continuous evaluation. The previous percentages and concepts will be applied (Examination, Systematic Observation and Project), with the following considerations: Attendance to classes will not be mandatory and will not be scored in the

final grade. Now, since the performance / presentation of the practices (systematic observation) is scored, if a student does not attend the practical class to defend it, and the practice is not correct, he will lose the grade.

In the second call (July) the same qualification criteria will be applied, although the practices (Systematic Observation) and the Project will not be re-evaluated, maintaining the qualification of the first edition. The student will have to improve his grade through an exam and/or an individual project.

 2. Global assessment - In accordance with what is established in the Student Statute of the University of Vigo, the student who does not opt for the continuous assessment modality will have the right to a global test on the dates determined by the Faculty. It will be a single test and will be graded between 0 and 10, just like in the continuous assessment. The global assessment test will be held on the date and time scheduled by the center in the official exam calendar. The student must pass each and every one of the evaluation tests provided below, obtaining a minimum qualification of 5 points in each of them.

 This modality will consist of a theoretical part (40% of the grade), and two practical projects (40% of the grade), and presentation of the same (20%).

1. The theoretical part will include the same short questions as in the continuous assessment modality (20% of the grade) and another part of the development of a theme of the program (20% of the grade).
2. The practical part will consist of the design of an organic transmedia project. (40%). which must be delivered on the day of the theory test.
3. An oral presentation of the project must be made. (20%). It will be after the theoretical exam.

In the second call (July) the same qualification criteria will be applied.

Sources of information
Basic Bibliography
Bryan, Alexander, **The new digital storytelling**, Praeguer, 2017
Pérez Cruz, María Lourdes, **El mito del héroe en la narrativa interactiva comtemporáneA**,
Kallay, Jasmina, **Cyber-Aristotle: Towards a poetics for interactive screenwriting**, 2010
Bolin, Goran, **Media Technologíes, Transmedia Storytelling and Commodification**, 2007
Scolari, Carlos Alberto, **Cuando todos los medios cuentaNn**, Deusto, 2013
Legerén Lago, Beatriz, **Innovation, Transmedia and Neuroscience in Television**, Springer, 2019
Crespo Pereira, Verónica, **El uso de la neuerociencia en el diseño de contenidos transmedia en los canales de televisión públicos de Europa : videojuegos y social TV**, Edmetic, 2018
Bernardo, Nuno, **Transmedia 2.0 : how to create an entertainment brand using a transmedial approach to storytelling**, beActive Books, 2014
Bernardo, Nuno, **The producer's guide to transmedia : how to develop, fund, produce and distribute compelling stories across multiple platforms**, beActive Books, 2011
Rosendo Sánchez, N, **Mundos transmediales: revisión conceptual y perspectivas teóricas del arte de crear mundos**, Icono14, 2016
Legerén Lago, Beatriz, **Diseño de Mundos-Historia (Storyworld Design)**, Icono14, 2019
Complementary Bibliography

Recommendations

Subjects that are recommended to be taken simultaneously
Audiovisual Advertising Creativity/P04G071V01307
Advertising Strategies for Audiovisual Products/P04G071V01304

Subjects that it is recommended to have taken before
Communication: Written Communication/P04G071V01104
Design and Development of Interactive Products/P04G071V01210
Screenplay Writing/P04G071V01209

Other comments
One of the channels of communication between teacher and students will be the platform Moovi.