

Minor regulations - 2022-2023

1. Name minor: Transmedia Design for Creative Industries

2. English name: Transmedia Design for Creative Industries

3. Content of minor

This minor focuses on the research and design of transmedia productions, both in the world of entertainment and (content) marketing. 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.

The most important part of the minor program is working in an interdisciplinary team on a Transmedia Production, that you will execute and (pre)publish. Your team will either work for a client (in that case you'll execute and publish a pilot version) or create its own independent production, under the supervision of an industry expert. The minor also has a theoretical component: By reflecting on successful transmedia products, the students develop a critical and academic view on the potential and issues of transmedia and its role in creative industries.

By completing this minor student will be able to:

- Create an adequate and innovative transmedia strategy as a basis for an engaging experience.
- Apply storytelling techniques in order to engage an audience.
- Create interactive innovative media content to obtain a high participation level.
- Work in an international and interdisciplinary team and show accountability for the results.
- Reflect and report on transmedia practices and theory.

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 supplementary text:

“The student successfully finished the minor Transmedia Design for Creative Industries. Based on the offered study program the student acquired knowledge and skills to design, develop, execute, measure and evaluate a transmedia story in a context of storytelling, communication and marketing and is able to reflect professionally on the impact of transmedia in various industries.”

The minor certificate will be supplemented with a minor report card that contains the grades of the separate deliverables.

*except for exchange students; they have to comply with the deadlines set by the international office.

4. (Admission) restrictions of the minor

The minor will start with a minimum of 25 students and a maximum of 40 students. The deadline for enrolling is set on June 30th (minor starting in September) or December 15th (minor starting February)* Following the enrolment an intake conversation is planned that is mandatory but not selective. Should the minor be canceled due to certain circumstances, students will be notified before June 15th/ December 1st.

5. Education components (see article 17 general section of the TER)

TRANSMEDIA PRODUCTION

Two days a week are spent creating transmedia. Initially in workshops to start grasping the idea of transmedia design; after a few weeks to actually start a group project. Transmedia design calls for firm project management that allows iterations. Most of the time spent in this class is coaching the design and production for this transmedia project by students (group work). Around 6 weeks into the production the students present their design in a table presentation and a production bible. When given green light, they will start creating content and execute the production.

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

STORYTELLING

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: **no mandatory literature is required but the following books are referred to in class**

Christopher Vogler “The Writers Journey” (book)

Robert Pratten: “Getting started in transmedia storytelling, second edition”

Books, articles, lectures, slides, and handouts

TRANSMEDIA THEORY

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.

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Involves: Theory classes & exercises.

Literature: **no mandatory literature is required but the following books are referred to in class**

M. Freeman, R. Rampazzo Gambarrato: The Routledge Companion to Transmedia Studies (digitally available in class)

Robert Pratten: "Getting started in transmedia storytelling, 2nd edition".

Books, articles, lectures, slides, and handouts

TRANSMEDIA MARKETING

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, workshops & exercises, tutorials and work sessions

TOOLS

During tools hours students are able to work on their own learning goals when it comes to Design tools: Adobe Suite (Photoshop, Première, After Effects). Web tools: website design (Wordpress, WIX) and other digital tools (Cinema 4D, Spark, Unreal Engine). Workshops and tutorials 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 project-based 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'.

GUEST LECTURES & EXCURSIONS

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 need to be passed to obtain the minor certificate.

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6. Enrolment in the education components

Not applicable.

7. Overview of tests and registration for tests (see articles 20 and 22 general section of the TER)

All educational components mentioned above lead to 3 deliverables mentioned below. These deliverables are assessed and graded on a 1-10 scale. A deliverable is passed when the student receives a grade higher than 5.5. All assessment forms will indicate the grading mode and are provided at the start of the minor.

Students should enrol for the assessments in the Progress system. Deadlines for enrolling for the assessments is communicated in class.

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

Exam schedule:

deliverable	assessment	code	Date and retake
Treatment	assignment	25TDTAA	Communicated in syllabus*
Case study paper	assignment	25DTTPA	Communicated in syllabus
Transmedia production: End report and case video	Oral assessment and end report (group)	25DTPA	Communicated in syllabus

**Exact dates of the assessments will be published in a syllabus handed out on day one to the students.*

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). Except for the treatment assignment that has a website format, all work should be downloadable 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 where relevant (as a rule following A.P.A. style). Gradework will automatically perform a plagiarism check and when a too high percentage is found, examination board can be notified. In some cases, other source referencing styles are allowed for exchange students.

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Retakes

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. In exceptional occasions 3rd hand-in options can be added by the minor coordinators.

Once the minor program is concluded, students are responsible for getting in touch with the minor coordinator to determine if there have been any changes in the program, deadlines or assignment contents for their retakes of deliverables.

8. Passing the minor

To successfully conclude the minor transmedia design for Creative Industries, all exams must be passed.

The Transmedia production assessment will be executed in the presence of at least two lecturers and- when applicable- the client. When all deliverables are graded sufficient the student receives the minor certificate and report card provided by ACE education support.

9. Examination Board (see article 38 general section of the TER)

Students can get in contact with Fontys ACE examination board in case of any questions or complaints on the assessments. Visit this page on the Fontys portal or send an email to ace-examencommissie@fontys.nl. For international students, the international office can help out when necessary.

Student well being

The minor strongly feels about the wellbeing of all students and provides good care for the international bachelor and exchange students. Next to the availability of the minor coaches, Fontys offers extra help by ACE Student Plus.

10. Validity

This information is applicable for academic year 2022-2023.

11. 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.

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.

12. Not accessible for

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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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