Course Description for The New Screens Experience

Subject area: New screens technology and transmedia storytelling **Activity:** International module **Prepared by:** Henrik Højer, Associate Professor and Rune Lünell, Assistant Professor **Responsible:** Louis Thonsgaard, Director of Studies and Research **ECTS points:** 30	**Course level:** 3rd year (6th semester) **Revised:** April 2018 **Type:** Full-time study

Purpose:	The student should: • Be able to play a key role in applying transmedia storytelling and new screens technologies to the creation of immersive story worlds within businesses such as entertainment, experience design, content marketing and cultural entrepreneurship • Acquire knowledge and understanding of how these businesses can harness the global advance of transmedia and new screens technologies to their strategies, business models and value propositions
Knowledge:	The students should acquire knowledge and understanding of: • Relevant storytelling and transmedia theories and methods such as character development, multi-level storytelling and story-world building • State of the art projects and products that represent the latest advances within transmedia storytelling and new screens technology • Entrepreneurship and marketing strategies that apply transmedia and new screens technologies to business areas such as entertainment, experience design, content marketing and cultural entrepreneurship • Cultural entrepreneurship strategies that advance awareness and audience attendance, using transmedia and new screen technologies • The contents of a strategic creative concept document that serves as a roadmap for the creative, practical execution of a transmedia, new screens concept • The importance of teamwork and the benefit of cultural differences within an international, multicultural production team

Skills: Competences:	The student should be able to apply the knowledge and skills acquired as part of the course in contexts in the relevant industries: • Be able to develop a strategic creative concept document and execute the creative production accordingly • Be able to work creatively and productively on a transmedia production that apply new screens technologies to a practical project within such areas as entertainment, experience design, content marketing and cultural entrepreneurship • Understand own role and responsibilities on a team • Understand how to communicate respectfully, appreciatively and expediently in an international, multicultural environment The student should: • Be able to apply the knowledge and skills acquired as part of the course when acting in an international production environment • Understand and be able to reflect on own assumptions, competencies and communication style in order to communicate and act appropriately in international, multicultural production teams • Be able to reflect on own future learning needs within the subject area • Understand and be able to reflect on own learning process and progression
Main contents:	a) Creative Methods: Teamwork, networking, on-going appreciative feedback, acknowledging and appreciating cultural diversity. Hands-on workshops. b) Exploring Transmedia Storytelling: Transmedia storytelling, character building, story world building, transmedia producing, game design, content marketing and digital community building bringing together various SoMe platforms and other distribution channels. c) Exploring New Screens Technology: Theoretical understanding as well as hands-on experience with technologies such as augmented reality, virtual reality, hybrid extended reality formats and projection mapping that transcends the screen and expands into the real world to involve audience in an 360° immersive story world with mediated as well as physical interaction with characters and story lines.

	d) Exploring Transmedia Entrepreneurship: How to develop an entrepreneurial mindset that harness transmedia storytelling and new screens technologies to a start-up business.
Pedagogical ideas and potential inter-disciplinary activities:	Through course materials and lectures, students acquire a theoretical understanding of the course' subject areas. Through practical group work, students put theories to the test on workshop assignments that bring together theoretical understanding, creative production and project planning. Students manage their assignments and learn how to break complex tasks into parts and steps, they plan and manage time and refine their understanding through discussion and explanation. They give feedback on performance and their assumptions are challenged. Students document their group assignments in individual, academic reports that reflect on the assignment's process as well as its product. Each student reflects on own role and task on the assignment.
Requirements for students taking this module:	To ensure the best possible learning environment, the programme is open for applicants within film, media or related areas, and with at least two years of completed undergraduate studies.
General information:	Course materials and other learning resources will be listed and downloadable on studynet.via.dk The course content may be subject to change.
Examination/report:	The course comprises three modules, each equivalent to 10 ECTS points. Students write an individual report at the end of each module, which is graded using the Danish 7-point scale. The student will receive a diploma upon completion of the course.
Lecturers:	Asta Wellejus, Transmedia Producer, Die Asta Experience Henrik Højer, Associate Professor, VIA Film & Transmedia Rune Lünell, Assistant Professor, VIA Film & Transmedia Signe Ungermand, MANND Cinematic VR

	Maria Engermann, MANND Cinematic VR Sule Serubugo, UX/UI Designer, Blue Workforce Klaus Sommer, CEO, Adventurelab. Consulting teacher Ludvig Loose, Mmex Name, Proshop Europe Excursion to Moesgaard Museum (MOMU) and Collaborations with Proshop Europe and Mmex More lecturers to be announced from: • Production companies in relevant industries: film, transmedia, new screens, experience design, video mapping etc. • Client-side businesses in entertainment, experience design, content marketing, cultural entrepreneurship etc. Lecturers can vary from semester to semester