

Course Outline (Higher Education)

Faculty:	Faculty of Education and Arts
Course Title:	TRANSMEDIA STORYTELLING AND DIGITAL WRITING
Course ID:	BATCC3003
Credit Points:	15.00
Prerequisite(s):	(BATCC1002 and at least 30 credit points at Intermediate (2000-2999) level from BATCC or BAWRT or BALIT or BAFLM subject-area)
Co-requisite(s):	Nil
Exclusion(s):	(LITCR2104)
ASCED Code:	109999

Description of the Course :

This advanced course examines the characteristics, functions, significance and forms of transmedia storytelling, and enables students to develop skills in writing transmedia stories and digital texts. Bringing together the disciplines of media and screen studies and creative writing, the course investigates how transmedia storytelling is significant in media industries and for media audiences, and equips students with the critical and creative tools to produce unique digital texts. This course will identify and evaluate examples of digital literature in a variety of forms. As well as defining and contextualising transmedia and digital works, the course examines issues around their production, reception and promotion, and their role within participatory and DIY culture.

Grade Scheme:

Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory						
Intermediate						
Advanced			✓			

Learning Outcomes:

Knowledge:

- K1.** Understand the significance of transmedia storytelling in the screen industry and as a cultural phenomenon.
- K2.** Critically review the theory and practice of transmedia and digital writing production.

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- K3.** Evaluate advanced critical, theoretical and practitioner approaches to transmedia storytelling and digital writing.

Skills:

- S1.** Analyse transmedia storytelling in relation to historical, cultural, political, economic, rhetorical and/or critical contexts.
- S2.** Identify and critically evaluate examples of digital literature in a variety of forms.
- S3.** Practice collaborative and reflexive processes in digital writing and transmedia storytelling.

Application of knowledge and skills:

- A1.** Design and create a transmedia/digital text drawing on knowledge of relevant critical approaches and writing techniques.
- A2.** Apply theoretical understandings of the social, cultural and economic contexts of transmedia storytelling to their promotion and reception.
- A3.** Translate experiential knowledge and individual and collaborative creative processes into digital texts.

Course Content:

Topics may include:

- Defining and contextualising transmedia storytelling in relation to screen and new media
- Overview of theory and practice of digital composition and digital writing genres
- Forms of transmedia storytelling and transmedia franchises
- World-building, character-building and multimedia universes
- Forms of digital media/writing including soundscapes, animation scripting, hypertext, Twine games, code poems, location-based writing, digital video narrative and interactive games
- Rhetorical conventions of digital composition
- Collaboration and the creative process
- Writer as digital artist
- Digital identities
- Fan generated texts, participatory and DIY culture
- Transmedia marketing and branding
- Copyright and authorship issues.

Values:

- V1.** Reflect critically on writing in the digital media literary context
- V2.** Appreciate the roles of transmedia storytelling in contemporary culture
- V3.** Develop an appreciation for creative processes in an industrial context
- V4.** Respect other students, their perspectives and creative work.

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Students develop skills in digital writing and knowledge of theories of transmedia storytelling	High

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Attribute	Brief Description	Focus
Critical, creative and enquiring learners	Students produce digital writing and engage critical thinking, reading, research, argument and analysis at an advanced level	High
Capable, flexible and work ready	Students engage in collegial discussions with their peers and teachers on various topics and issues and work collaboratively within a team environment	High
Responsible, ethical and engaged citizens	Students apply advanced critical perspectives in analysing the social and political uses of digital storytelling and transmedia	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, S1, S2	Short case study analysis of a transmedia franchise or digital writing genre	Analytical paper	20-30%
K2, S3, A1	Students will create a transmedia/digital text	Transmedia/Digital Text	30-50%
K2, K3, S2, S3, A1, A2, A3	Group project: students will work in groups to develop a cohesive transmedia project	Group Project	30-40%

Adopted Reference Style:

MLA