

Storytelling for Multiple Platforms

Module Code:	FAM5010-B
Academic Year:	2018-19
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 5
Module Leader:	Dr Patrick Allen

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Tutorials	20
Directed Study	170
Other (DO NOT USE)	10

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

The module aims to introduce students to the concept of creating content intended for a variety of media platforms. Student will become aware of the opportunities available associated with the development of narrative and storytelling devices over multiple platforms: e.g., publishing (traditional and online), film, TV, mobile platforms, real-world events and public space, games and interactive media.

Outline Syllabus

Multiplatform formats; Multimodal Communication; Creating Interactive and Locative Drama; Creating Story-worlds; Using User Generated Content; Introduction to Creative Writing Skills, Writing Scripts for Multiple Platforms, Using Case Studies and Audience Research; Multiplatform Production and Project Management; Introduction to Teamwork, Leadership and Management.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 understand and evaluate both the conceptual and practical use of storytelling in contemporary media environments.
- 2 create content suitable for a variety of media and apply your critical understanding of context and multimodal communication to media output. You will be able to structure communication and activity over different formats so that projects use the optimal medium and methods.
- 3 work effectively with others in a team, write for distinctive genre (concept, synopsis, narrative, script and reflective pieces), and present a pitch.

Learning, Teaching and Assessment Strategy

The module is taught through a series of themes Workshops, groupwork with the use of Blackboard (VLE) for guided reading, supporting research and assessment. Through case studies students examine the particular characteristics of each format so that experiences can remain effective and coherent across multiple platforms. In developing a product and pitch students explore the principles of presentation and activity in order to structure and balance the multiplatform experience. The module assessment combines both groupwork project assignments and individual a written assignment. The assessment uses a live brief set by industry experts.

Supplementary assessment requires the repair of deficiencies in the original assessment.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Presentation	Presentation/Pitch of multiplatform idea/product (20 mins)	0 hours	30%	No
Summative	Coursework	Group Concept/synopsis/proposal for multiplatform	0 hours	30%	No

		production based on an existing story (1500 words)			
Summative	Coursework	Individual Critical/Reflective Report (1500 words)	0 hours	40%	Yes

Legacy Code (if applicable)

EM-0267D

Reading List

To view Reading List, please go to [rebus:list](#).