



UNIVERSITI TEKNOLOGI MARA

CCI721: TRANSMEDIA CREATIVE CONTENT

Course Name (English)	TRANSMEDIA CREATIVE CONTENT APPROVED
Course Code	CCI721
MQF Credit	3
Course Description	This course teaches students the ways in which creative idea and content across media can be explored and developed. Transmedia creative content refers to narrative-making (or content-creation) across multiple forms of media, including novels and short stories, film, television, animation, music video, TV commercial, play (drama), videogame, graphic novels, and increasingly forms of User-Driven Content. In the meantime, students will be exposed to both local and world literature, from folk literature to poetry, as the foundation in thinking about and developing creative idea and content.
Transferable Skills	Critical Thinking, Discourse and Communication, Writing and Researching
Teaching Methodologies	Lectures, Seminar/Colloquium, Discussion, Presentation
CLO	CLO1 Analyze texts and different critical issues related to various creative content genres and forms in order to enhance a comprehensive understanding of narrative for different, and across, media. CLO2 Create and develop their own creative content in written form by applying any of the genres, concepts and/or approaches learned during the course.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction & Course Briefing 1.1) What is Transmedia Storytelling & Participatory Culture	
2. The Development of Narrative in Storytelling 2.1) From Oral Folkloric Tradition to Audio-Visual Digital Platforms	
3. World-building in Transmedia Storytelling 3.1) Immersion and Interaction	
4. Experiencing Transmedia 4.1) Audience, Fans, Learners; Advertising, Branding, Marketing	
5. Analyzing Various Transmedia Creative Content I 5.1) Interactive Digital, Graphic Storytelling	
6. Analyzing Various Transmedia Creative Content II 6.1) Interactive Web Documentary	
7. Analyzing Various Transmedia Creative Content III 7.1) Experimental Electronic Literature	
8. Analyzing Various Transmedia Creative Content IV 8.1) Where Real Life and the Story-world Meets	
9. Developing Transmedia Project 9.1) A Practical Approach	
10. Research Seminar Presentation 10.1) Group Presentation	
11. Research Seminar Presentation 11.1) Group Presentation	
12. Research Seminar Presentation 12.1) Group Presentation	

13. Research Seminar Presentation

13.1) Group Presentation

14. Course Recap

14.1) Creative Content Submission

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Creative Content Development (Individually Written Assignment)	60%	CLO2
	Presentation	Research Seminar Presentation (Group Assignment)	40%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • McErlean, K. 2018, <i>Interactive narrative and transmedia storytelling</i>, Routledge
	Reference Book Resources	<ul style="list-style-type: none"> • Bernardo, N. 2011, <i>The producers guide to transmedia: How to develop, fund, produce and distribute compelling stories across multiple platform</i>, CR Entertainment Ltd • Evan, Elizabeth 2020, <i>Understanding engagement in transmedia culture</i>, Routledge • Gambarato, Renira Rampazzo, Alzamora, Geane Carvalho, & Tárzia, Lorena 2020, <i>Theory, development and strategy in transmedia storytelling</i>, Routledge • Jenkins, H. 2006, <i>Convergence culture: Where old and new media collide</i>, New York University Press • Jenkins, H., Ford, S., & Green, J. 2014, <i>Spreadable media: Creating value and meaning in a networked culture</i>, New York University Press • Jin, Dal Yong. (Ed.) 2020, <i>Transmedia storytelling in East Asia: The age of digital media</i>, Routledge • Price, Melissa Lee, & Ogden, Michael R. 2019, <i>Interactive/Transmedia storytelling as cultural narrative: Stories of family, place and identity</i>, Brill • Reinhard, CarrieLynn D., & Olson, Christopher J. (Eds.) 2019, <i>Convergent wrestling: Participatory culture, transmedia storytelling, and intertextuality in the squared circle</i>, Routledge
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	