UniSC

COURSE OUTLINE

CMN309 Transmedia Storytelling Campaigns

School: School of Business and Creative Industries

2023 | Semester 2

UniSC Sunshine Coast UniSC Moreton Bay	**BLENDED LEARNING**	Most of your course is on campus but you may be able to do some components of this course online.
Online	**ONLINE**	You can do this course without coming onto campus.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course explores transmedia storytelling theory and its practical application in a campaign context. Transmedia storytelling involves three main components. Firstly, an overarching story is told using a range of social media and traditional communication channels. Next, each channel adds something unique to the overall story. Finally, the audience contributes to the overarching story primarily through social media. This course will thoroughly explore each component of transmedia storytelling in terms of its theoretical basis and practical application and how to bring the components together to develop a transmedia storytelling campaign and content for a real client.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Asynchronous online content	1.5hrs	Week 1	13 times
Tutorial/Workshop 1 – Synchronous face-to-face workshop	2hrs	Week 1	10 times
ONLINE			
Learning materials – Asynchronous online content	1.5hrs	Week 1	13 times
Tutorial/Workshop 1 – Synchronous interactive online tutorial (recorded).	2hrs	Week 1	10 times

1.3. Course Topics

- Transmedia Storytelling Theory
- The Art and the Science of Storytelling
- Transmedia Storytelling Component 1: The Story Universe or Storyworld
- Transmedia Storytelling Component 2: Unique Channel Contribution
- Transmedia Storytelling Component 3: Audience Participation
- Creating Compelling Transmedia Storytelling Campaign Content
- Transmedia Storytelling Campaign Measurement
- Creating Sustainable Transmedia Storytelling Campaigns

2. What level is this course?

> 300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

> 12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...	GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1 Understand and apply the key elements required for effective storytelling and how to construct a compelling narrative.	Knowledgeable Creative and critical thinker
2 Understand and leverage the nuances of the various mainstream social media platforms and communication channels and their consumers.	Knowledgeable Creative and critical thinker
3 Understand and apply the key components of a transmedia storytelling campaign.	Creative and critical thinker Empowered
4 Develop an engaging transmedia storytelling campaign strategy and various items of content to support its implementation.	Knowledgeable Empowered Sustainability-focussed

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

> Not applicable

5.2. Co-requisites

> Not applicable

5.3. Anti-requisites

> Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

As this a 300 level course, it is recommended that students complete this course in their final year of study.

6. How am I going to be assessed?

6.1. Grading Scale

> Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Students will have the opportunity to receive feedback from their tutor or lecturer on their Assessment 1 Transmedia Storytelling Campaign Research Report draft in Week 3 before it is due for submission in Week 4.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Report	Individual	45%	2500 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Oral	Group	20%	10 slides in 10 minutes	Week 8	In Class
All	3	Artefact - Creative, and Written Piece	Group	35%	1200 -1500 words plus five content examples (each for a different platform and including one video)	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Transmedia Storytelling Campaign Research Report

GOAL:	The goal of this assessment is to demonstrate your skills in researching and critical analysis to investigate a transmedia storytelling campaign.Your research and analysis must identify and provide evidence of how the three main components of transmedia storytelling theory were executed. You must also provide recommendations on how you would improve the campaign if you were to implement it again.
PRODUCT:	Report
FORMAT:	Academic format. 2500 word report in Word or PDF file format, due Week 4, and submitted through Turnitin. In adherence with the report template the course site, your Transmedia Storytelling Campaign Research Report must include the following sections: Executive Summary Background Goals Key Messages Audience Component 1. The Story Universe (the overall story) Component 2. Platforms Used and their Contribution to the Overall Story Component 3. Audience Participation Measurement Recommendations Conclusion You will submit an individually written Transmedia Storytelling Campaign Research Report of 2500 words (including references and using the preferred Harvard referencing style).

CRITERIA:

No.		Learning Outcome assessed
1	Evidence of research	① ② ③
2	Evidence of understanding of the key components of transmedia storytelling theory	①
3	Evidence of critical analysis and creativity demonstrated in transmedia storytelling campaign recommendations	① ② ③
4	Adherence to the assigned format	①
5	Correct spelling, grammar, syntax, punctuation and referencing	①

GENERIC SKILLS:	Communication, Problem solving, Organisation, Information literacy

All - Assessment Task 2: Transmedia Storytelling Campaign Strategy Presentation

GOAL:	The goal of this assessment is to work with a group to develop an original transmedia storytelling campaign strategy for a real client and present it to the class (and your client) to demonstrate your understanding of transmedia storytelling theory and its creative and strategic application.
PRODUCT:	Oral
FORMAT:	Professional/Industry format. Your group will have 10 slides (PowerPoint, Canva etc.) and 10 minutes to present an original transmedia storytelling campaign strategy to the class. Your presentation must contain the following components: • Introduction & Background • Goals • Objectives • Key Messages • Audience • Component 1. The Story Universe (the overall story) • Component 2. Platforms Used and their Contribution to the Overall Story • (including rationale for each platform chosen and how it will be used) • Component 3. Audience Participation • (including and explanation and rationale for each technique) • Conclusion

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Evidence of understanding of the key components of transmedia storytelling theory	① ② ③
	2	Evidence of research, originality and innovation	① ② ③ ④
	3	Creative presentation - audience engagement, verbal and non-verbal skills, time management	④
	4	Team commitment and contribution	④
	5	Adherence to assigned format	④
	6	Correct spelling, grammar, syntax, punctuation and referencing	④
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Applying technologies, Information literacy		

All - Assessment Task 3:   Transmedia Storytelling Campaign Strategy Proposal and Content Examples

GOAL:	The goal of this task is to work with your group to expand your work from Task 2. Transmedia Storytelling Campaign Strategy Presentation to finesse your strategy into a proposal document and practically apply it in the creation of content for your assigned client.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	Professional/Industry format Your group will write a 1500 word Transmedia Storytelling Campaign Strategy Proposal and create five examples of the content mentioned in the proposal (each for a different platform and including at least one video) for your allocated client from Task 2. In adherence with the template available on Canvas, the Transmedia Storytelling Campaign Strategy Proposal must include the following sections: • Executive Summary • Background • Goals • Objectives • Key Messages • Audience • Component 1. The Story Universe (the overall story) • Component 2. Platforms Used and their Contribution to the Overall Story • (including rationale for each platform chosen and how it will be used. Your five content examples should be referred to in this section). • Component 3. Audience Participation • (including and explanation and rationale for each technique) • Measurement • Conclusion • Appendices • References The 1500 word requirement does not include the reference list. The five content examples must be mentioned in the proposal document and each one should be developed for a different platform. The content should contain a range of text and visual based examples and must include at least one video. The video can be filmed using a smartphone or any other technology with video capabilities.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Evidence of understanding of the key components of transmedia storytelling theory	① ② ③
	2	Evidence of research, originality and innovation	① ② ③ ④
	3	Applicability of the content to the characteristics of each platform and to the overall strategy	② ③
	4	Adherence to assigned format	④
	5	Team commitment and contribution	④
	6	Correct spelling, grammar, syntax and punctuation	④
GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation, Applying technologies, Information literacy		

7.   Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

7.1. Schedule

PERIOD AND TOPIC	ACTIVITIES
Module 1. Introduction to Transmedia Storytelling Theory (Wk 1)	Weekly Course Update Tutorial Activities Seminar
Module 2. The Art and the Science of Storytelling (Wks 2-3)	Weekly Course Update Tutorial Assessment Information Session (Wk 3)
Module 3. Transmedia Storytelling Component 1: The Story Universe or Storyworld (Wks 4-5)	Weekly Course Update Tutorial Activities Seminar (Wk 5)
Module 4. Transmedia Storytelling Component 2: Unique Channel Contribution (Wks 6-7)	Weekly Course Update Tutorial Assessment Information Session (Wk 7)
Module 5. Transmedia Storytelling Component 3: Audience Participation (Wks 8-9)	Weekly Course Update Assessment 2. Presented in Tutorial (Wk 8)
Module 6. Creating Compelling Transmedia Storytelling Campaign Content (Wk 10)	Weekly Course Update Seminar
Module 7. Transmedia Storytelling Campaign Measurement (Wk 11)	Weekly Course Update Tutorial
Module 8. Creating Sustainable Transmedia Storytelling Campaigns (Wk 12)	Weekly Course Update Tutorial Assessment Information Session
Module 9. Conclusion (Wk 13)	Weekly Course Update

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	Robert Pratten	2015	Getting Started in Transmedia Storytelling	2	CreateSpace
Recommended	Andrea Phillips	2012	A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms	1	McGraw Hill Professional

8.2. Specific requirements

Students enrolled in this course will need access to:? A reliable internet connection? A computer (https://usc.custhelp.com/app/answers/detail/a_id/1371)? A Smartphone with: A reliable internet connection, video and photo capabilities

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au