

# COMM 3037 TRANSMEDIA PRODUCTION

**Credit Points** 10

**Legacy Code** 101939

**Coordinator** Wendy Chandler ([https://directory.westernsydney.edu.au/search/name/Wendy Chandler/](https://directory.westernsydney.edu.au/search/name/Wendy%20Chandler/))

**Description** In 2023, this unit replaced by 102833 - Screen Media: Capstone Development. Video is now delivered across multiple platforms and spaces, both online and offline via mobile networks; through festivals, public spaces and galleries and across social network sites. At the same time video productions are increasingly designed to be Transmedia where different platforms are strategically used to extend and add new layers to stories while deepening audience interaction and engagement. Students will learn about 360 degree storytelling as strategic communications. Students will develop a professional transmedia project proposal for a service, product or system that works across multiple platforms, engaging with audiences through social network sites. Students will explore how content can be meaningfully embedded and linked across multiple platforms to engage target audiences.

**School** Humanities & Comm Arts

**Discipline** Audio Visual Studies

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** COMM 3020 OR  
COMM 3015 OR  
DESN 2010 OR  
COMM 2018 OR  
COMM 2018 OR  
COMM 2034 OR  
COMM 2042

**Equivalent Subjects** COMM 3021 - Media Arts Workshop COMM 3049 - Screen Media Capstone Development

**Assumed Knowledge**

Knowledge gained from completion of Bachelor of Communication Major year 1 subject (Foundations of Media Arts and Production).

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate a sound understanding of Transmedia production processes and techniques including 360 degree storytelling, creating video for the web and engaging with audiences through social network sites.
2. Demonstrate knowledge of a diverse range of Transmedia productions and the ability to analyse why these productions were or were not successful in achieving their goals.
3. Work in a production team to design and implement a Transmedia production.

4. Demonstrate knowledge of digital tools for tracking content flows across platforms as well as tools for audience engagement and experience in using selected tools.
5. Adequately assess the risk involved in professional production projects.

## Subject Content

Module 1: Introduction to Transmedia production: explored through historical and current case studies. Here we will examine productions with a social, cultural and commercial focus and we will analyse their goals, aesthetic design, use of platforms, production practices and success. (3 classes)

Module 2: Designing a Transmedia production: working from a series of scenarios or from their own production proposals (these may have been developed prior to this subject), students will design a socially, culturally or commercially orientated Transmedia production. (3 classes)

Module 3: Transmedia production: Training in the use of Transmedia production tools, including web-based video tools and social network sites. Students will receive project-based mentoring from relevant tutors/lecturers. (4 classes)

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Transmedia case study analysis	Group presentation 10-12 mins; Written component 250-500 words	20	N	Group
Transmedia production proposal draft - synopsis	Group presentation 10-12 mins; Written proposal - up to 1,000 words	20	N	Group
Transmedia production proposal draft 2 - including Audio-visual Production Plan	Group presentation 10-12 mins; Written proposal - up to 1,000 words	30	N	Group
Transmedia production proposal final. Critique of group project Audio-visual production final	Group class presentation 10-12 mins; Written components - up to 2,000 words; Audio-visual production 1-3 mins	30	N	Group

Teaching Periods