

Course Syllabus **Building StoryWorlds:** the art, craft and biz of storytelling in 21C

Room TBD
Professor Lance Weiler
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office hours available before class or at other times by appointment

Class # Date Subject of Session

HIGHLY Recommended Experience "Sleep No More" running until Sept 12th in NYC
www.sleepnomore.com

1 12-Sep **A New Emerging Creative Class**
screening of "press pause play"

2 19-Sep **History of Immersion**
An introduction to transmedia storytelling

Readings
Rose Chapters 1-5

3 26-Sep **Changes in Authorship**
screening "Everything is a Remix"
Convo with director Kirby Ferguson

Readings
If It Doesn't Spread, It's Dead - white paper part 1 - 8
Jenkins, Li, and Domb

PAPER - Track a Meme - identify a meme from the last two years and show its growth and why.

4 3-Oct **Story R&D**
A look at Research & Development. The value of rapid prototyping and learning to embrace failure
Convo with Ben Malbon - head of Google Creative Labs

Readings

Sims Chapters 1 - 3

Rose Chapters 6 - 8

Kelly Chapters 1 - 4

- 5 10-Oct **The Role of Design in Storytelling**
The value of User Narratives - designing "with"
instead of "for"
Screening of "Objectified"

Readings

Sims Chapters 4 - 6

Kelly Chapters 5, 6

Rose Chapters 9, 10

PAPER - Define a user narrative for a product.
Think and embrace where the value rests for the
user and craft a detailed user narrative.

- 6 17-Oct **Project Meetings**
"develop and pitch a transmedia project"
An RFP is provided to help frame what is required of
the pitches. And class is split into groups

PAPER DUE - TRACK A MEME

- 7 24-Oct **Casual Game Design**
Story vs. Game
A look at the push and pull of story vs. game with a
round table discussion with award winning game
designers and storytellers. Guests include Gregory
Trefry (Come Out & Play Festival) and Andrea
Phillips (award winning transmedia storyteller)

Readings

Trefry Chapters 1 - 3

- * 31-Oct No class - will be made up

- 9 7-Nov **Story Architecture**
 A look inside what it takes to create a transmedia project. I'll open my creative process and share how we build a project from start to finish.
- Readings
 Rose Chapters 11 - 13
 Kelly Chapters 7 - 10
 Sims Chapters 7 - 10
- PAPER DUE - DEVELOP A USER NARRATIVE**
- 10 14-Nov **Scripting for Mutiple Platforms**
 It's ALL about story.
Convo with Chuck Wendig (award winning author, game designer, and screen writer of film, TV and games.)
- PAPER** - Identify an emerging trend and apply it to storytelling. Could be a new technology, service and / or cultural trend.
- 11 21-Nov **Using Technology Creatively**
 Going beyond the expected. Looking at technology as a way to emotionally connect a story to an audience.
- 12 28-Nov **Producing for Transmedia**
 How to package a transmedia project
- Readings
 Kelly Chapter 11
- 13 5-Dec **Group work - teams work on their pitches**
- 14 12-Dec **FINAL TRANSMEDIA PITCHES to panel of experts**
- PAPER DUE - IDENTIFY AN EMERGING TREND**

TBD Make up date for Oct 31st

Stepping into a Disruptive world. What can producers expect in a changing digital landscape.

Course Requirements

You must complete ALL three papers, actively participate within the transmedia pitches and actively participate in a group tumblr blog.

PAPERS are to be 5 to 7 pages in length and must be turned in on the date specified. Papers turned in late will not be excepted unless arrangements are made in advance of the due date.

CLASS TUMBLR ALL STUDENTS are to participate in a tumblr blog. The tumblr will become a collection of interesting links, projects and technology that could be applied to storytelling. Each student is responsible to make two short posts a week. Posts should be 100 words or less and to the point. What, why and how you'd apply what your posting to storytelling. In addition one post during the semester will be an interview with a key figure utilizing storytelling.

TRANSMEDIA PITCHES

The class will split into groups of four people. Together the group will work collaboratively on a presentation deck that will be used to make a group presentation to a panel of experts and their fellow classmates. The pitches are to be no longer than 10 minutes in length.

The Transmedia Pitch is part pitch part collaborative brainstorming session. In other words each group will present in front of the expert panel and the class. Each group has 10 minutes to present and this will be followed by a 10 minute open discussion that is intended to identify ways to strengthen the projects.

GRADES

Grades will be Pass or Fail for Arts students and letter grades for those from other schools. Incompletes and CPs will not be given except under dire circumstances.

REQUIRED READING

"The Art of Immersion - how the digital generation is remaking Hollywood, Madison Avenue, and the way we tell stories"

Author FRANK ROSE

Publisher NORTON

"Little Bets: How Breakthrough Ideas Emerge from Small Discoveries"

Author PETER SIMS

Publisher SIMON & SCHUSTER

"The Ten Faces of Innovation"

Author THOMAS KELLY & JONATHAN LITTMAN

Publisher CROWN PUBLISHING GROUP

"Casual Game Design: Designing Play for the Gamer in ALL of Us"

Author GREGORY TREFRY

Publisher IGDA

"If It Doesn't Spread, It's Dead"

HENRY JENKINS, XIAOCHANG LI, ANA DOMB

Online resource can be found here in 8 parts
http://www.henryjenkins.org/2009/02/if_it_doesnt_spread_its_dead_p.html