

H6739: Designing Storyworlds Across Media

MIT Splash! 2013

Room: 56-180
Time: Saturday, November 17, 2012
1:05pm – 5:55pm
Teachers: Michael Suen (Associate Producer, Learning Games Network)
Stephen Suen (Class of 2015, MIT)

CLASS DESCRIPTION

This class will explore the possibilities of “transmedia storytelling,” a new term that describes how we are increasingly telling stories and building worlds across media.

The first half of the course will look at several case studies to understand recent cultural and creative practices across film, television, videogames, comics, and the web. The second half will be dedicated to a “story jam,” where you will form into smaller groups to develop your own transmedia extension for an existing franchise. Want to film a fake documentary on Bruce Wayne’s Wayne Industries? Or create a graphic novel about a previous year of the Hunger Games? This is your chance to brainstorm and get started!

The hope is that you will not only have learned something about new media culture, but that you will also leave with an actual early prototype that you can add to your portfolio or even develop further!

SCHEDULE

1:05: Introductions and icebreakers?
1:30: What is Transmedia?
1:40: Discussion
2:10: Case studies: *The Dark Knight*, *The Hunger Games*, and *The Lizzie Bennet Diaries*
2:55: BREAK TIME!
3:10: Break up into groups
3:15: Introduction to design process
4:00: Design your own transmedia franchise
5:20: Presentations