

**THE UNIVERSITY OF TEXAS AT LOS ANGELES**

FALL 2017

INTRODUCTION TO NEW MEDIA &

EMERGING ENTERTAINMENT

COM 324 4 (06060)

RTF 348 4 (08900)

INSTRUCTOR: JAMES A. FINO

UTLA CENTER, BURBANK, CALIFORNIA

Semester Credit Hours: 3

Office Hours Tuesdays 10-10:30PM and By Appointment

7:00 PM – 10:00 PM Tuesdays

"The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259."

**COURSE OVERVIEW.**

The intention of this class is to examine the evolution of storytelling beyond traditional film and television formats and delve into emerging technologies and distribution platforms that are shaping today's and tomorrow's entertainment content. In addition to lectures and in-class exploration of new media content, there will be special guest speakers, who will share their career achievements, challenges, and demonstrate advances in their area of the rapidly evolving new media and gaming industry as well as field trips to see special demonstrations of equipment and production.

Learning Objectives:

1. Trace the evolution of new media storytelling.
2. Monitor emerging entertainment trends and technologies.
3. Analyze an entertainment property to identify critical story elements.
4. Identify all potential audiences for a story property.
5. Identify optimal platforms for specific storytelling experience.
6. Create unique storytelling experiences for these audiences.
7. Create a transmedia plan for a chosen entertainment property.

**ASSIGNMENTS.** Per the Canvas syllabus dates you can instantly access, you will find written assignments are due to be posted onto Canvas no later than the commencement of the next class session (e.g.: an assignment assigned on Tuesday, it would be due the following Tuesday.) **Please do not submit printed material unless requested.**

Email ALL written assignments (double-spaced) to [jamesafino@aol.com](mailto:jamesafino@aol.com). Include "NMEE Assignment" in the subject line. Make sure your name appears on the title of the document and the calendar date of the assignment on the paper itself, not just on the covering letter. Extensions will be difficult to come by. However, if extenuating circumstances arise, like a death in the family or your own illness, please notify me via text or email before the deadline so that we can discuss it.

**SPECIAL GUEST SPEAKERS and FIELD TRIPS.** Innovative and industry pioneering professionals from the Entertainment and New Media will be scheduled as available to show up to offer their insights and personal experiences. Field Trips to production companies and new media studios will also be scheduled to offer very special demonstrations of equipment and media production that can only be experienced outside of the UTLA classroom.

Owing to unpredictable schedules, there may be last minute changes which will be communicated to all students via the class Facebook page and email. ***You will be expected to research the speakers, companies, and their work ahead of time to ask them questions in class or on location IN ADDITION to the assigned questions you will be posting on Canvas- this is part of your grade. This is a unique opportunity for you to speak directly with professionals working on state of the art projects. These visits are highly valuable and you will be expected to participate in the Q&A for each speaker.***

**ABSENCES /TARDY.** See above in "Assignments." Allow plenty of time for your commute, (to the classroom as well as various field trip locations) as L.A. traffic is both congested and unpredictable. If you have a legitimate scheduling problem (**this does NOT include business lunches, family visits and screenings!**) Please contact me prior to class via email, text, or a phone call to the office (323-512-9200).

Every On-Time class attendance will fully count towards your semester attendance grade, however each instance of being TARDY without any prior approval will result on you only receiving 80% of that evening's class attendance credit and an ABSENCE will result in 0% credit for that evening's class attendance credit unless discussed with me prior to the class date. Early exits will have the same effect as a TARDY.

**CRITICAL NOTE: At NO time may your internship be used as an excuse for being late or missing class. Your internship host should accommodate your need to fulfill your punctual classroom attendance. It is your responsibility to communicate your schedule ahead of time with your host so they can help you make this happen.**

**YOU ARE RESPONSIBLE for fulfilling the requirements of this class and will receive the grade you earn only by doing so.**

### **RECOMMENDED INDUSTRY LINKS.**

Deadline Hollywood <http://www.deadline.com/hollywood/>

DarkHorizons <http://www.darkhorizons.com/>

Io9.com <http://io9.com/>

Variety <http://www.variety.com/>

Hollywood Reporter <http://www.hollywoodreporter.com>

Nikki Finke's Deadline Hollywood <http://www.deadline.com/hollywood/>

Tubefilter News <http://news.tubefilter.tv/>

Cynopsis <http://www.cynopsis.com/> is a free daily trade publication for the TV industry. Also has Kids, Digital, and Classified versions.

MoccoNews <http://www.mocconews.net/> chronicles the economic evolution of digital content that is shaping the future of the media information and entertainment industries.

Animation Magazine <http://www.animationmagazine.net> covers the latest news in animation for feature films, TV, new media, video games, and visual effects.

Animation World Network <http://www.awn.com> covers animation and visual effects for feature films, TV, video games, commercials, and is a great resource for classified jobs.

Social Media Today <http://socialmediatoday.com/>

Fierce Wireless <http://www.fiercewireless.com> is the wireless industry's daily monitor.

**OTHER RESOURCES.**

DAILY VARIETY, HOLLYWOOD REPORTER, LA TIME’S CALENDAR SECTION;  
LAWeekly, ENTERTAINMENT WEEKLY

RECOMMENDED INDUSTRY BOOKSTORES:  
SAMUEL FRENCH: 7623 Sunset Blvd., L.A  
WRITERS STORE: 2040 Westwood Blvd, West L.A.

**A NOTE ON QUIZES AND ASSIGNMENTS.** This is a course about evolving storytelling in emerging new media technologies and platforms. Although you will not be tested on the scientific budgetary or scientific details of the technologies discussed, our class discussions will test your comprehension of the overall concepts of the emerging storytelling media platforms and the impact of these breakthroughs on audiences and the Industry and contribute to your class participation grade.

**CLASSROOM ETIQUETTE POLICY.** The use of cell phones, text-messaging, iPods and all forms of outside-communication during class hours are not acceptable and will not be tolerated. Laptops (without wifi), however, ARE an acceptable form of note-taking in this class.

NO WORKING ON OUTSIDE CLASS ASSISGNMENTS OR SOCIAL NETWORKING DURING CLASS TIME.

**COURSE GRADING SCALE**

Letter Grade	Range
A	100% to 94.0%
A-	< 94.0% to 90.0%
B+	< 90.0% o 87.0%
B	< 87.0% to 84.0%
B-	< 84.0% to 80.0%
C+	< 80.0% to 77.0%
C	< 77.0% to 74.0%
C-	< 74.0% to 70.0%
D+	< 70.0% to 67.0%
D	< 67.0% to 64.0%
D-	< 64.0% to 61.0%
F	< 61.0% to 0.0%

## **COURSE GRADE PERCENTAGE BREAKDOWN**

Class Attendance (15 Classes Total)	<b>10%</b>
Weekly Posting on Canvas of 4 Transmedia Articles each with 150 word summaries. Articles must be relevant to the topic of Entertainment Transmedia industry news, breakthroughs, deals, and storytelling and must be current within the week of the assignment. (56 total)	<b>10%</b>
Posting on Canvas of five questions intended for Each Guest Speaker's visit or Field Trip host	<b>5%</b>
<u>Group of Transmedia Campaign Assignments:</u>	<b>75%</b>
Group Breakdown:	
1. Reading Assignment from Andrea Phillips' "A Creator's Guide To Transmedia Storytelling" Chapters 1, 2, 5, 6, 10 & 13 Plus the choosing and posting of an entertainment property onto Canvas with a 300 word length description which will become each student's topic to develop a transmedia campaign from over the Semester	(5%)
2. In-class activity: brainstorm story Extension ideas, and potential audiences	(10%)
3. In-class team activity: Research an Entertainment property and "eventize" Milestones throughout the phases of the Transmedia campaign (pre-launch, launch, Post-launch).	(10%)
4. Transmedia Campaign Quiz	(10%)
5. Transmedia Campaign 10 page paper Report	(20%)
6. Transmedia Campaign in-class Presentation	(20%)
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<b>TOTAL COURSE GRADE</b>	<b>100%</b>

**Note that if you do not turn in your Final Transmedia Campaign report and show up to present it to the class, you cannot pass this class!**

**The University of Texas Honor Code:** The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

**Scholastic Dishonesty:** The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial services website at <http://deanofstudents.utexas.edu/sjs>.

**Religious Holidays:** Religious holy days sometimes conflict with class and examination schedules. If you miss an assignment or other project due to the observance of a religious holy day you will be given an opportunity to complete the work missed within a reasonable time after the absence. It is the policy of the University of Texas at Austin that you must notify your instructor at least fourteen days prior to the classes scheduled on dates you will be absent to observe a religious holy day.

## **WEEKLY SCHEDULE (Subject to Change)**

### **CLASS #1: INTRODUCTIONS**

**(Tues. Aug. 22)**

What's my story? What's your story? What's New about New Media?

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Reading Assignment from Andrea Phillips' "A Creator's Guide To Transmedia Storytelling" Chapters 1, 2, 5, 6, 10 & 13

### **CLASS #2: STORYTELLING THE NEXT GEN (PART I)**

**(Tues, Aug. 29)**

**GUEST SPEAKER: TBD**

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

### **CLASS #3: STORYTELLING THE NEXT GEN (PART II)**

**PLEASE NOTE THIS IS A WED. EVE CLASS DUE TO LABOR DAY HOLIDAY**

**(Wed. Sept. 6)**

**GUEST SPEAKER: TBD**

How you tell your story depends on where you tell it.

Traditional structure vs. New Media structure.

In-Class Discussion on Andrea Phillips' "A Creator's Guide To Transmedia Storytelling" Chapters 1, 2, 5, 6, 10 & 13

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Choose individual Entertainment Property for Transmedia discussion for Class 4.

**CLASS #4 TRANSMEDIA/ ASSIGNMENT OF FINAL PROJECT**  
**(Tues, Sept. 12)**  
**GUEST SPEAKER: TBD**

Why many platforms can tell different parts of your story better than one. In-class Transmedia Mapping assignment.

Assignment:

In-Class: Discuss individual Entertainment Property choices for Final Paper/Presentation. Initial transmedia brainstorm on your individual choices to explore every possible type of story extension events and media platforms.

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

**CLASS #5: MOBILE CONTENT/ CONNECTING TO YOUR AUDIENCE**  
**(Tues. Sept. 19)**  
**GUEST SPEAKER: TBD**

Keep your audience interacting with your story wherever they are.

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

**CLASS #6 DEVELOPING AND PRODUCING VIDEO GAMES**  
**(Tues. Sept. 26)**  
**GUEST SPEAKER: TBD**

An overview of gaming concept, design, and production for emerging consoles and mobile devices.

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

**CLASS #7: SPECIAL VENUES**  
**(Tues. Oct. 3)**  
**POTENTIAL FIELD TRIP- TBD**

Building interactive worlds and engineering multi-sensory experiences in special theaters like planetariums, aquariums, theme parks, and simulators.

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

**CLASS #8 ANIMATION**  
**(Tues. Oct. 10)**  
**POTENTIAL FIELD TRIP- STARBURNS INDUSTRIES**

From Traditional 2D to stop-motion, and CG, animation has evolved from short cartoons to lush features and has significantly enhanced film, tv, videogame, and live performance storytelling. We will explore the potential of this important tool.

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

**CLASS #9: DIGITAL VISUAL EFFECTS**  
**(Tues. Oct. 17)**  
**GUEST SPEAKER- TBD**

From CG animated characters combined with live actors and footage to 3D matte paintings and on-the-fly compositing with live action, Digital Visual effects are allowing for elaborate cost-efficient production like never before.

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

**CLASS #10: VR and AR**  
**(Tues. Oct. 24)**  
**GUEST SPEAKER: TBD**

A new wave of media is emerging thanks to the off the shelf availability of mobile phones and headgear that can be worn to give viewers a 360 interactive experience. Whether strapped on your face or viewed on a tablet or even projecting inside a 360 Dome, these new 360 and live-layered media experiences are being produced by hobbyists and major studios alike.

Assignment:

In-Class: "Eventizing" team activity

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

**CLASS #11 BRANDED ENTERTAINMENT**  
**PLEASE NOTE THIS IS A WED. EVE CLASS DUE TO HALLOWEEN**  
**(Wed. Nov. 1)**  
**GUEST SPEAKER: TBD**

New and Improved ways to finance your content and games.  
The art of branded entertainment for studio and independent storytellers.

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

## **CLASS #12 DIGITAL STEREOSCOPIC 3D PRODUCTION**

**(Tues. Nov. 7)**

**GUEST SPEAKER: TBD**

New experiences for new stories.

Stereoscopic 3D Production For TV, Film, and other media

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

## **CLASS #13 CASUAL GAMING AND GAMING APPS**

**(Tues. Nov. 14)**

**GUEST SPEAKER: TBD**

Gaming beyond consoles. An exploration of emerging gaming trends for online networks and mobile devices.

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

Transmedia Campaign Foundation Quiz Assigned

## **CLASS #14 Augmented Reality Games**

**(Tues. Nov. 21)**

**GUEST SPEAKER: TBD**

Multiplatform experiences to initiate transmedia campaigns for feature films, television series, videogames, etc.

Assignment:

Homework: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page complete with a 150 word summary of each article.

Post onto Canvas a list of 5 detailed questions intended for Guest Speaker's visit.

**CLASS #15: FINAL PROJECT REPORTS /PRESENTATIONS**  
**(Tues. Nov. 28)**

**Final Transmedia Presentation and Report Due**

Start creating your new world of content!  
Testing your new storytelling skills.