**Language of Instruction:** English  
**Professor/a:** Carlos A. Scolari  
**Professor’s Contact and Office Hours:** carlosalberto.scolari@upf.edu  
**Course Contact Hours:** 15 h  
**Recommended Credit:** 2 ECTS  
**Weeks:** 1  
**Course Prerequisites:** None  
**Language Requirements:** English (intermediate / professional level)  
**Time modules:** Monday to Friday: 3pm to 6 pm.

### Descripción del curso:
This workshop course introduces participants in the world of transmedia narratives. After a general introduction of the distinctive features of this kind of stories, the workshop presents a series of examples of transmedia storytelling experiences (fiction and non-fiction) to understand the logic behind this narrative strategy. During the workshop the participants will develop a transmedia narrative project working in groups of no more than three students. The project may be oriented to fiction or non-fiction narratives. The story to be expanded may be of own creation or it may be worked from an existing story (novel, videogame, film, comic, etc.). Each project should also include a strategy for encouraging and managing user-generated contents. The final objective of the workshop is to make participants ”think in transmedia” and apply the basic principles of this narrative strategy.

**Keywords:** Transmedia narratives, ecology of communication, semiotics, narrative theories, narrative design.

### Learning Objectives:
At the end of the workshop the participants will

- Know the characteristics of a transmedia narrative.
- Know the evolution and current trends in the production and research of transmedia narratives.
- Learn to design a transmedia narrative world in the field of fiction or non-fiction,

### Course Workload
The workshop includes lectures, group production and discussion, presentations and final pitching of projects. The bibliography that participants must read is minimal.

### Methods of Instruction:
The workshop will be developed in a single classroom but during specific working sessions groups may go to other spaces if they prefer.

### Method of Assessment
Participation in debates: 10 %  
Individual contribution to the project: 40 %  
General evaluation of the project: 50 %
Absence Policy
Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade will be announced soon.

The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Director of the UPF Summer School.

Classroom Norms:
- No está permitido comer o beber en clase.
- Habrá un descanso de 10 minutos en cada clase.
- Los estudiantes deben asistir a clase perfectamente preparados.

Course Contents:
1. Introduction to transmedia storytelling (fiction and non-fiction).
2. Evolution of transmedia storytelling.
3. How to research transmedia narratives?
4. Collaborative cultures and user-generated content.
5. Design of a transmedia narrative project.

Required Readings:

Recommended bibliography: