COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Transmedia Storytelling	VCDE206	4	**Theory** 2	**Practice** 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	-	YES	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English

Course Instructor(s)	Emad Abouata Amlashi	E-mail : emad.amlashi@arucad.edu.tr Office : DA-OFF06
Course Objectives	This course explores transmedia storytelling principles and practical applications, where a single narrative expands across multiple platforms. Students will develop their transmedia projects, beginning with a short story, myth, or cultural tale and then adapting it into multiple formats (e.g., comics, interactive visual stories, audio narratives, or mixed-media projects). By the end of the course, students will have a fully developed transmedia storytelling project demonstrating multi-platform storytelling techniques and audience engagement strategies.	

Course Learning Outcomes	**Students will able to:**	**Teaching Methods**	**Evaluation Methods**
	Define and explain transmedia storytelling principles and their applications.	Lectures, Case Study Analysis	Mid-term Project
	Adapt a traditional narrative (myth, fairytale, personal story) into a transmedia format.	Storytelling Workshops, Case Study analyze, in-class hands-on practices	Mid-term Project

	Apply interactive storytelling techniques to transform traditional narratives into interactive formats.	In-class Hands-on Practice	Final Project
	Plan and organize transmedia storytelling projects using appropriate software tools.	In-class Hands-on Practice, software tutorials, Project review	Mid-term project / Final Project
	Create and present original transmedia stories incorporating	In-class hands-on practices, interactive graphic novel techniques' exercise	Final Project
	Criticize and evaluate ethical considerations in transmedia content creation.	In-class Discussion, Case Study Analysis	Mid-term project / Final Project
Course Content	This course explores the fundamentals of transmedia storytelling, from traditional storytelling techniques to interactive and multi-platform narratives. Students will engage in hands-on practice, working with digital tools and multimedia elements to craft compelling transmedia stories. The course includes discussions, project development exercises, and peer critique sessions to enhance their understanding of transmedia strategies and their creative applications.		

COURSE OUTLINE/SCHEDULE			
Week	**Topic**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
1	Introduction to Transmedia Storytelling What is story? A brief history of storytelling and its roots in human civilization	T	McKee, R. (1999). Story: substance, structure, style, and the principles of screenwriting. London: Methuen.(PN1996 .M465 1997)
2	Choosing a Narrative / Research into myths and folk tales	P	
3	World-Building in Transmedia	T/P	Nelson, M. (2019), Fantasy world-building : a guide to developing mythic worlds and legendary creatures, Mineola, New York : Dover Publications (NC825.F25 N45 2019)
4	Medium-Specific Storytelling	T/P	Field, S. (2005). Screenplay: the foundations of screenwriting. New York, N.Y: Delta Trade Paperbacks.(REF PN1996 .F43 2005)

5	Introduction to Comics & Graphic Storytelling	T	Cohen, N. (2013), The visual language of comics : introduction to the structure and cognition of sequential images, London ; New York : Bloomsbury Academic, An imprint of Bloomsbury Pub. Plc (P99.4.P78 C64 2013)
6	Developing a Comic or Graphic Novel	P	Katz, Steven D. Film directing shot by shot : visualizing from concept to screen. Studio City, CA: Michael Wiese Productions, 2019. Print. (available at library: REF PN1995.9.P7 .K38 1991)
7	Review & Refining Comics	T/P	
8	Midterm Exam		
9	Interactive Visual Storytelling	T	Jackson, Ch. (2017). Digital Design in Action creative solutions for designers, Boca Raton CRC Press (QA76.65 .J33 2017)
10	Creating an Interactive Visual Story	P	
11	Audio Storytelling & Sound Design	T/P	
12	Recording an Audio Story	P	
13	Cross-Media Integration and Transmedia Storytelling	T	Thon, J. (2016), Subjectivity across media interdisciplinary and transmedial perspectives, New York : Routledge (P90.S8365 2016)
14	Project Presentation Prep Review & Refining	T/P	Cohen, N. (2013), The visual language of comics : introduction to the structure and cognition of sequential images, London ; New York : Bloomsbury Academic, An imprint of Bloomsbury Pub. Plc (P99.4.P78 C64 2013)
15	Finalizing Second Adaptation (Interactive/Audio/Other)	P	
16	Final Presentation of Transmedia Projects	P	
17	Final	P	

Required Course Material(s) / Reading(s)/ Text Book(s)	• Field, S. (2005). *Screenplay: the foundations of screenwriting*. New York, N.Y: Delta Trade Paperbacks. (REF PN1996. F43 2005) • Cohen, N. (2013), The visual language of comics : introduction to the structure and cognition of sequential images, London ; New York : Bloomsbury Academic, An imprint of Bloomsbury Pub. Plc (P99.4.P78 C64 2013) • Thon, J. (2016), Subjectivity across media interdisciplinary and transmedial perspectives, New York : Routledge (P90.S8365 2016) • Jackson, Ch. (2017). Digital Design in Action creative solutions for designers, Boca Raton CRC Press (QA76.65 .J33 2017) • Nelson, M. (2019), Fantasy world-building : a guide to developing mythic worlds and legendary creatures, Mineola, New York : Dover Publications (NC825.F25 N45 2019) • Katz, Steven D. Film directing shot by shot : visualizing from concept to screen. Studio City, CA: Michael Wiese Productions, 2019. Print. (available at library: REF PN1995.9.P7 .K38 1991)
Recommended Course Material(s)/ Reading(s) /Other	• McKee, R. (1999). Story: substance, structure, style, and the principles of screenwriting. London: Methuen. (PN1996 .M465 1997)

ASSESSMENT		
Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60

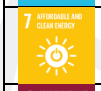
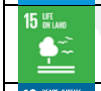
TOTAL		100

	CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)					
		1	2	3	4	5	
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.			*			
2	Knows the principles and elements of basic design.			*			
3	Knows the history, theories and theorists of visual communication.			*			
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					*	
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.				*		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.					*	
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity					*	
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.				*		
9	Applies visual communication design techniques with design technologies in developing and changing media environments.					*	
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.				*		
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.				*		
12	Has the ability to use research methods and techniques in the field of Visual Communication.		*				
13	Has the competence to research, plan, implement and report during the project phase.			*			
14	Has the competence to establish the connection between design and aesthetic values.			*			
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.				*		
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.					*	

17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.			*		
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.			*		
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.			*		

ECTS / STUDENT WORKLOAD				
ACTIVITIES	**NUMBER**	**UNIT**	**HOUR**	**TOTAL (WORKLOAD)**
Course Teaching Hour (X weeks * total course hours)	15		4	60
Preliminary Preparation and self- study	15		2	30
Mid-Term	1		20	20
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		20	20
Other				
TOTAL WORKLOAD				130
TOTAL WORKLOAD / 25				5.2
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life. Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	X
	SDG 5: Gender Equality	
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	
	SDG 9: Industry, Innovation and Infrastructure	X
	SDG 10: Reduced Inequalities	
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	X
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16:Peace, Justice and Strong Institutions	
	SDG 17:Partnership for the Goals	

ASSESSMENT DETAILS AND EVALUATION CRITERIA:
Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University. Students will actively participate in in-class practices, discussions, and hands-on transmedia storytelling exercises throughout the semester, continuously developing and refining their projects. Given the evolving nature of transmedia storytelling, assessment will not be limited to final submissions but will also consider students' engagement, creativity, and progress over time.

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Instead of grading individual practices separately, both the midterm and final project grades will reflect students' ongoing work and commitment. This includes: In-Class Practices: Active participation in workshops and practical exercises, experimenting with different storytelling techniques. Discussions & Critiques: Contribution to peer reviews and class discussions, demonstrating analytical thinking and constructive feedback. Development & Iteration: Continuous refinement of transmedia projects, integrating feedback and improving narrative coherence and media adaptation.70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	**Emad Abouata Amlashi**
UPDATED	12-03-2025
APPROVED	