Course: DMED 563 Multi Platform Media (3 units)
Term: Spring 2026
Delivery Method: In Person
Instructors: Jason Lee Elliott
Pre-requisites: None

Acknowledgement of Coast Salish Peoples and Land

We respectfully acknowledge the xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh Úxwumixw (Squamish), səlilwətaɬ (Tsleil-Waututh) peoples on whose unceded traditional territories our campus resides.

Course Description

In this course, students will be placed into small teams to develop a production development guide and several prototypes for a transmedia property. Each team will be assigned a public domain novel in which they will deconstruct, in order to identify the core characters, places, events, themes and other story elements. Using this story material, students will research and build prototypes for a range of media forms to determine each one's capabilities, constraints, and development pipeline. Students will then write a production development guide for their transmedia property that focuses on the treatment, functional, and design specifications. Throughout the entire semester, each student is expected to be able to create and implement art, audio, and code into interactive digital prototypes, both on their own and within a team.

Note: Students enrolled in DMED 560, 561, 562, and 563 are taking them as part of the Master of Digital Media Technical Communication Bundle. Successful completion of all four courses is required prior to enrolling in other DMED courses.

Course Objectives

After completing DMED 563, each student will be able to:

- Effectively identify the commonalities and differences of various digital media pipelines
- Understand development workflows for creating multi-platform content
- Take advantage of a platform's unique characteristics to tell a story
- Analyze and deconstruct a story for use in transmedia
- Demonstrate the ability to work in an interdisciplinary team.
- Produce a well-written transmedia production development guide
- Implement art and code assets into an interactive digital artifact

Format of the Course

The course will run for 12 weeks with weekly class sessions scheduled consisting of lectures, in-class activities, and student presentations. Throughout the semester, students may be asked to book

meetings with the instructor to check in with their work. Students will work in teams assigned by the instructor and will be expected to work on the projects outside of class time.

Assignments

Note: Assignments,due dates and weighting are subject to change before the start of the semester

Week	Theme of Class	Assignment	Due
Week 1	WHAT IS TRANSMEDIA ALL ABOUT?	Exploratory Research #1: Story Breakdown	Week 2
Week 2	WHAT ELEMENTS ARE NEEDED TO TELL A STORY?	Exploratory Research #2: Subplots	Week 3
Week 3	WHEN AND WHERE DOES THE STORY TAKE PLACE?	Exploratory Research #3: Variant Concept	Week 4
Week 4	HOW DOES THE MEDIUM AFFECT THE STORY?	Exploratory Research #4: Characters	Week 5
Week 5	WHOSE STORY ARE WE TELLING?	Exploratory Research #5: Story Maps	Week 6
Week 6	HOW DO WE STRUCTURE THE STORY?		
	Reading Week		
Week 7	HOW IS THE STORY COMING TOGETHER?	Final Prototypes/Documentation	Week 12
Week 8	HOW WILL THE AUDIENCE ENGAGE THE STORY?		
Week 9	ARE WE TELLING THE STORY WE THINK WE ARE?		
Week 10	HOW DO WE CONNECT THE STORIES BETTER?		
Week 11	ARE WE READY TO PITCH OUR TRANSMEDIA CONCEPT?		
Week 12	HOW DOES THE STORY END? **Final Presentation**		

Evaluation

This course focuses on developing the skills required to effectively work on a team and understanding the basics of agile development. This will be achieved through developing three different prototype projects throughout the semester. The focus will be on rapid iterations, team communication, and demonstrating the in-class lessons in an effective way. While much of the work might be in analogue formats, all submissions must be in a digital format.

Grades will be based on the following criteria (subject to revision if deemed necessary):

Exploratory Research

For the first half of the semester, there will be weekly exploratory research assignments. These assignments will include reading various materials and prototyping concepts to better understand how to tell a transmedia story.

Transmedia Production Development Guides

This is the primary product of the course and focuses on a well written set of documentation that describes the proposed multi-platform interpretation of the assigned novel. It consists of three sections:

- Transmedia Treatment: The creative vision of the storyworld
- Functional Specifications: The forms and channels to be used and the requirements
- Design Specifications: How the creative vision will go through the channels

Prototypes / Teaser

There will be a variety of different prototypes built throughout the semester. The focus will be on rapid iterations, creativity, and demonstrating the concept in an effective way. All submissions must be in a digital format.

Exploratory Research	25
Transmedia Production Development Guide	20
Final Prototypes	25
Polished Teaser Scene	15
Final Presentation	15
Total	**100**

Note on assessment:

Unless specifically specified a student's grade will be based on their INDIVIDUAL contribution to team assignments, presentations, and projects.

Attendance and Participation

Regular attendance is expected of students in all their classes (including participation, group work, tutorials, seminars, online etc.). Students who are unavoidably absent due to illness or disability should notify their instructors of their situation. Students are expected to attend based on the schedule (and their assigned group) and be fully present. Unreported lateness/absence also informs grading.
https://www.sfu.ca/students/enrolment-services/policies-and-procedures/academic-concessions.html

Grading Profile

A+	95-100	Exemplary expectations
A	90-94	Exceeding expectations
A-	85-89	Meet expectations
B+	80-84	Approaching expectations
B	75-79	
B-	70-74	Below expectations
C	60-69	Far below expectations
F	0 – 59	Fail (Students must retake the course).

A student in a master's or doctoral program must maintain a CGPA of 3.0. Under no circumstances will a student whose CGPA is below 3.0, be awarded a graduate degree. https://www.sfu.ca/students/advising-resources/calculators/gpa-calculator.html

Ethics

You are required to use course ethics to do user/play testing. Please speak to your supervisor regarding the steps and policies.

Written & Spoken English

English is the official language of the school and all communication (written and spoken) is expected to be conducted in English. SFU and the MDM Program provide a wide range of free language support for those who need and it's up to each learner to seek that support.

Accommodations

The university accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably the first week of class, if you will require any accommodations on these grounds. The Centre for Accessible Learning (CAL) will make every effort to assist students with disabilities so that they achieve their educational goals. https://www.sfu.ca/students/accessible-learning/establishing-accommodations/accommodation.html

Academic Integrity: Your Work, Your Success

SFU's Academic Integrity website http://www.sfu.ca/students/academicintegrity.html is filled with information on what is meant by academic dishonesty, where you can find resources to help with your studies and the consequences of cheating.

Each student is responsible for their conduct as it affects the university community. Academic dishonesty, in whatever form, is ultimately destructive of the values of the university. Furthermore, it is unfair and discouraging to the majority of students who pursue their studies honestly. Scholarly integrity is required of all members of the university. http://www.sfu.ca/policies/gazette/student/s10-01.html

Inappropriate use of technology in coursework

If you are using any technology, including generative AI, to produce or edit content that will be part of your graded work in the course, you must be transparent about the tools that you use. Undeclared use of the tool/technology will be considered a violation of the academic integrity policy. Be aware that any tool used will require you to evaluate the output for accuracies and be responsible for making the appropriate corrections.

Graduate Studies Notes

Important dates and deadlines for graduate students are found here: http://www.sfu.ca/dean-gradstudies/current/important_dates/guidelines.html.