Course: DMED 563 Multi Platform Media (3 units)
Term: Spring 2027
Delivery Method: In person
Instructors: Jaclynn Wong
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 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 specifications, 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

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Format of the Course

The course will run for 13 weeks with weekly class sessions and labs 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 on 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?	Transmedia Production Development Guide, Final Prototypes, Final Presentation	Week 13
	Reading Week		
Week 7	HOW IS THE STORY COMING TOGETHER?		
Week 8	HOW WILL THE AUDIENCE ENGAGE WITH THE STORY?		
Week 9	ARE WE TELLING THE STORY WE THINK WE ARE?		
Week 10	HOW CLEAR IS OUR VISION FOR THE PRODUCTS?		

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Week 11	HOW DO WE CONNECT THE STORIES BETTER?		
Week 12	ARE WE READY TO PITCH OUR TRANSMEDIA CONCEPT? **Rehearsal**		
Week 13	HOW DOES THE STORY END? **Final Presentation**		

Evaluation

This course focuses on applying transmedia production principles through individual exploratory research, rapid-iteration prototyping, and collaborative documentation. Throughout the semester, you will evaluate how different media forms shape a narrative, culminating in a comprehensive production development guide, functional interactive prototypes, and a final team pitch. While early ideation may use analogue formats, all course submissions must be delivered digitally.

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

Exploratory Research	25
Transmedia Production Development Guide	20
Final Prototypes	30
Final Presentation	15
Professionalism	10
Total	**100**

Exploratory Research

For the first half of the semester, there will be weekly individual 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 Guide

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 story world
- Functional Specifications: The forms and channels to be used and the requirements
- Design Specifications: How the creative vision will be conveyed through the channels

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Prototypes

In the second half of the semester, your team will build at least 3 prototypes of your unique multi-platform IP. The focus will be on rapid iterations, creativity, and demonstrating the concept in an effective way. All submissions must be in a digital format and may include film, episodic TV, games, immersive XR, interactive apps, or other forms as decided in your teams.

Presentation

The final presentation at the end of the term will assess your team's ability to clearly communicate a cohesive creative and technical vision, effectively showcase how your functional prototypes leverage each platform's unique storytelling strengths, and present a well-structured multi-platform production plan. Grading will reflect presentation content, structure, clear cross-platform narrative connections, and oral presentation skills across all team members.

Professionalism

Graded individually based on punctuality, accountability, and attendance throughout the term, preparedness and active participation during class, and respectful conduct.

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).

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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 it and it is 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

Each student is responsible for engaging in activities that support their learning without participating in any acts of dishonesty, falsification, misrepresentation or deception in their academic work. This ensures that you are developing your own knowledge and skill base. It also allows your instructor to accurately assess your progress and provide valuable feedback. For more details, see: Student Academic Integrity Policy - Simon Fraser University.

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. SFU's Academic Integrity website (http://www.sfu.ca/students/academicintegrity.html) is filled with information and examples on what is meant by academic dishonesty and resources to help students develop their academic integrity.

AI usage policy for this course

The use of generative artificial intelligence tools is not mandatory, nor is it necessarily recommended. It is permitted in this course with proper attribution (see below). Undeclared use of the tool/technology will be considered a violation of SFU's Academic Integrity policy. Be aware that any tool used will require

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you to evaluate the output for inaccuracies and be responsible for making the appropriate corrections. You, the student, are always responsible for the text that you submit for an assignment.

Understanding what constitutes 'good practice' for the use of AI in university-level assignments is something that students, instructors and institutions are still trying to figure out. As your understanding and skills develop through experience, the same is true for your instructors. If you have any questions or queries—whether specific to AI or not—it is advisable to contact the instructor well in advance of the assignment submission deadline.

Attribution of AI tools in your assignments

When using material generated from an AI tool in an assignment, it is important that your use is transparent and appropriately referenced. When selecting your chosen referencing style, it is advisable to see what citation guidelines are provided for citing AI-generated materials (See How to Cite ChatGPT in APA and How to Cite ChatGPT in MLA for reference)

In addition to appropriate referencing within the assignment, you are required to include (i) the prompt(s) used to generate a response; (ii) the name and version of the AI software used; (iii) the date(s) the prompt was used; and (iv) a copy of the response(s) generated by the software. All this information should be provided in a separate section at the end of the assignment document or presentation. There is no word limit or time limit for this final section.

Graduate Studies Notes

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

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