

1. BASIC DETAILS

Course	Transmedia Storytelling!
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	2º
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

The Transmedia Storytelling! course aims to pass on the knowledge required to understand communication problems and creative solutions that involve advertising storytelling in various means and channels of communication in the audiovisual world, but particularly in the advertising world.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB1- Students have shown their knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

Transversal skills (CT, by their acronym in Spanish):

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

Specific skills (CE, by their acronym in Spanish):

CE28 - Ability to creatively solve problems by meeting the specific communication needs of advertisers.

CE29 - Understand and take part in the work and creation processes of various professional profiles in the different scopes of advertising creativity.

CE30 - Ability to use the necessary communication tools to carry out each job professionally, implementing the knowledge acquired in the preparation and production of a work portfolio.

Learning outcomes (RA, by their acronym in Spanish):

RA1: Remember the key campaigns that have given rise to innovation regarding the way in which advertising messages are conveyed. Summarise the factors that must be considered for a Transmedia campaign.

RA2: Recognise the transmediality of a campaign. Understand communication problems and creative solutions that involve advertising storytelling in different media.

Skills	Learning outcomes
CB3, CT5, CE28	RA1
CB3, CT5, CE28	RA2

4. CONTENTS

- Changes to the advertising message will be analysed, paying special attention to the revolution brought about by the appearance of the internet as regards the communication theory, in speech and storytelling.
- Analysis will be carried out on factors that make storytelling possible in various channels of communication.
- The various user access points, content creation and distribution channels for audiovisual content. Resources for creative storytelling.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	24
Asynchronous lectures	6
Debates and discussions	20
Case study analysis	20
Problem-solving	15
Drawing up reports and written work	30
Group tutorials	10
Independent working	25
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Reports and written work	20.0
Case study/problem scenario	20.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAFÍA

La obra de referencia para el seguimiento de la asignatura es:

A continuación, se indica la bibliografía recomendada:

Salmon, C. (2010). *Storytelling: La máquina de fabricar historias y formatear las mentes*, (1ª ed.). Barcelona: Península.

Solana, D. (2010). *Postpublicidad: Reflexiones sobre una nueva cultura publicitaria en la era digital.*, Ed. Daniel Solana.

Jenkins, H. (2008). *Convergence culture: La cultura de la convergencia de los medios de comunicación*. PAIDOS IBÉRICA