

The following is subject to change.

NEW MEDIA PRODUCING:

“Building StoryWorlds: the art, craft and biz of storytelling in 21c”

A course with Lance Weiler

Official tumblr for the class – <http://www.buildingstoryworlds.com>

HIGHLY RECOMMENDED - class will make a field trip to experience

“Sleep No More” www.sleepnomore.com

CLASS #1 - 9/12

Welcome and Introductions

Lecture

An introduction to interesting immersive storytelling projects from around the world.

by Weiler

Group work session

Rapid Prototyping Exercise - class will go from concept to prototype to collaborative story in 60 minutes.

Assignment

Try – Rides.tv, Collapsus, & Bear71

Design your UX profile - share your media consumption habits

CLASS #2 - 9/19

Conversation

Scripting for Multiple Platforms & Immersive Experiences - It's ALL about story.

Convo with Chuck Wendig (novelist, screenwriter, game writer) & Andrea Phillips (transmedia writer, game designer and novelist)

Group work session

Identifying the core of the idea. Open brainstorm with mentors.

Assignment

Blog post #1 - Find and participate in a community project online and write your impressions

Ideate - Come to next class with 3 ways to express the "core" idea. Make use of three mediums to express the ideas using a different one for each.

CLASS #3 - 9/26

Share

Open share - an interesting project that's been discovered is shared.

Lecture

Building stories for the 21st Century - shaping stories, experiences and igniting the imagination of many.

by Weiler

Group Work Session

Students share their 3 ideas of how to express the core
Students brainstorm, identify themes and start to develop a storytelling experience

Assignment

Blog post #2 - Conduct a 5-question interview with an amazing storyteller - bonus for discovering someone working in another field than entertainment.

Ideate - Teams use "5 Whys" to enrich the story and further develop the themes that have been discussed.

CLASS #4 – 10/3

Share

Open share - an interesting project that's been discovered is shared.

Conversation

The Role of Design in Immersive Storytelling

Convo with Loc Dao (creative technologist at NFB interactive), Takaaki Okada (award winning designer and co-founder of Condition One) and Carrie Beck (Senior Manager of the Sundance New Frontier Storytelling Lab)

Group Work Session

Students are broken into teams
Teams brainstorm with (story, design, tech mentors) around ways to bring the themes of the story to life.

Assignment

Blog post #3 – Find an interesting emerging technology and / or non-traditional

tactics to express a story. Identify and then share how they could be applied to storytelling.

Ideate - Apply the technology to the immersive storytelling experience that the class is building. Do a simple user flow (using a flow chart or hand drawn flow chart) that the technology becomes the center of.

CLASS #5 - 10/10

Share

Open share - an interesting project that's been discovered is discussed.

Lecture

Story Architecture - A look inside what it takes to create an immersive storytelling experience from concept to execution.

by Weiler

Group Work Session

Teams brainstorm and work on refining their immersive storytelling experience

Blog post #4 - 5 questions - find and interview someone working in advertising, gaming or is a founder of a startup.

Ideate - Mix and match. Away from class teams need to converse with other team members and conduct an interview to understand what is working for their team and where they need assistance.

CLASS #6 - 10/17

Conversation

The Art of Play - Understanding the value of play - a discussion with award winning game designers.

Guests include Gregory Trefry (co-founder Come Out & Play Festival and co-founder of Gigantic Mechanic) and Nicholas Fortugno (co-founder Come Out & Play Festival and COO of Playmatics)

Group Work Session

Nicholas & Gregory brainstorm with teams on ways to make the class project more playful and participatory.

Blog post #5 - Play one of the games that is mentioned during the conversation and write a review of the game. What did you like, what didn't you enjoy and how would you make it better?

CLASS #7 - 10/24

Share

Open share - an interesting project that's been discovered is discussed.

Conversation with

Using technology creatively- a conversation with Creative Technologists as they share the realities of working with technology, timelines, and staying within scope and budget.

Guests - Mark Harris (lead developer Broadcastr), Mike Knowlton (founder of StoryCode), Hedi Hysell (Creative Technologist)

Group Work Session

Teams brainstorm with Creative Technologists on interesting ways to harness technology within the immersive storytelling experience that's being crafted. Final hour is spent working in an ALL teams work session

Blog post #6 – Identify an emerging technology and share how it could be used within storytelling. Keep in mind the class project. Bonus if you can tie it into something the class could use.

CLASS #8 - 10/31

Lecture

Understanding the role of data within storytelling - from paper testing to monitoring feedback to automation to knowing when to apply a human touch.

By Weiler

Group Work Session

Teams work on group project and share current status with the class.

CLASS #9 – 11/7

Conversation

The role of strategy in the shaping of participatory experiences

A discussion with Wayne Fletcher (Innovation Partner, McCann Erickson) and Esther Lim (Digital Strategist / Story Architect).

Group Work Session

Students work with mentors to discuss and shape a strategy for the class project

Final hour is spent working in an ALL teams work session

Blog post #7 - Find an interesting online / offline experience and consider what strategy was deployed to both generate awareness and encourage participation.

CLASS #10 - 11/14

Conversation

Producing for cross-media, transmedia and immersive experiences - how to budget, plan and execute new forms of storytelling.

A discussion with Catlin Burns (transmedia producer Starlightrunner) and Julia Pontecorvo (transmedia producer @RadicalMedia)

Group Work Session

Teams work through production plan with input from mentors

Final hour is spent working in an ALL teams work session

Blog post #8 - 5 questions for someone who pitches. Interviewee can be in any industry but your questions must focus on what it takes to make a good pitch.

CLASS #11 - 11/21

Pitches

Teams present concepts that focus on their areas of concentration (story, experience, tech, production & community) for the class project to a panel of experts. Experts TBD

Group Work Session

Teams work through plan

Final hour is spent working in an ALL teams work session

Blog post #9 - 5 questions for a producer working in film, TV, gaming, interactive and / or live events. Focus on questions that your teams are struggling with.

CLASS #12 - 11/28

Group work session

Teams prep the immersive storytelling experience

Blog post #10 - Everyone will be assigned an industry (film, TV, advertising, gaming). You'll need to ask 5 questions around how they handle feedback and

measure the success of their projects.

CLASS #13 – 12/5

Conversation

New emerging biz opportunities for storytelling - thinking like a startup

A discussion with Brian Clark (founder GMD Studios) and a member of the NYC VC community TBD.

Group Work Session

Teams refine immersive storytelling project

Blog post #11 Find an interesting startup and breakdown what you think they're biz model is. Bonus for startups working in the storytelling space.

CLASS #14 - 12/12

Lecture

Story R&D - a look at rapid prototyping and learning to embrace failure.
with Weiler

Contained BETA run of experience

A contained beta is run over the course of an hour with a test group.

Group Work Session

Review results and tweak experience as needed.
Experience is released to the public.

Blog post #12 - Research an epic failure and then attempt to see what can be learned from it.

Course Requirements

CLASS TUMBLR - ALL STUDENTS are to participate in a tumblr blog. The tumblr will become a collection of interesting links, projects and technology that could be applied to storytelling. Each student is responsible to make a post per week. Posts should be 400 words or less. Focus on why and how you'd apply what your posting to storytelling. In addition some post during the semester will be interviews with a key figure utilizing storytelling in interesting and innovative ways.

GROUP WORK - ALL STUDENTS are to participate in the creation of an immersive storytelling experience that will be designed, produced and run for the public at the close of the semester. Teams will be formed and roles will be assigned as groups rotate through the various aspects of taking an idea from concept to execution. Group work will require teams to design, write, direct, produce and release the elements necessary to build an effective immersive storytelling experience.

TRANSMEDIA PITCHES - The class will split into groups of four to six people. Together the teams will work collaboratively on a presentation deck that will be used to make a group presentation to a panel of experts and their fellow classmates. The pitches are to be no longer than 10 minutes in length. This is a mix between a pitch and a collaborative brainstorming session. Each group has 10 minutes to present and this will be followed by 10 minutes of open discussion intended to identify ways to strengthen the projects.

GRADES will be Pass or Fail for Arts students and letter grades for those from other schools. Incompletes and CPs will not be given except under dire circumstances.

REQUIRED READING

“The Art of Immersion - how the digital generation is remaking Hollywood, Madison Avenue, and the way we tell stories”

Author FRANK ROSE

Publisher NORTON

“Little Bets: How Breakthrough Ideas Emerge from Small Discoveries”

Author PETER SIMS

Publisher SIMON & SCHUSTER

"Open Design Now - Why Design Cannot Remain Exclusive"

Author BAS VAN ABEL, LUCAS EVERS, ROEL KLAASSEN, PETER TROXLER

Publisher BIS & WAAG SOCIETY

"A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms"

Author ANDREA PHILLIPS

Publisher McGraw-Hill

“Casual Game Design: Designing Play for the Gamer in ALL of Us”

Author GREGORY TREFRY

Publisher IGDA

"Learn Do Share - a look at collaboration, storytelling and social innovation"

Authors ELE JANSEN & JASMINE IDUN LYMAN

Publisher REBOOT STORIES

Free download - <http://learndoshare.net/#/book/>

“If It Doesn’t Spread, It’s Dead”

HENRY JENKINS, XIAOCHANG LI, ANA DOMB

Online resource can be found here in 8 parts

http://www.henryjenkins.org/2009/02/if_it_doesnt_spread_its_dead_p.html