



COURSE GUIDE

2024/25

Faculty 323 - Faculty of Social and Communication Sciences

Cycle .

Degree GPERIO31 - Bachelor's Degree in Journalism

Year Second year

COURSE

27104 - Multimedia and Transmedia Storytelling

Credits, ECTS: 6

COURSE DESCRIPTION

In the Multimedia and Transmedia Storytelling course, students learn to discern and compare multimedia and transmedia journalistic production systems; they plan and execute a multimedia journalistic production through the use of multimedia narrative techniques; and they evaluate the impact of "multimedia and transmedia" on society.

The subject is an important part of the Journalism degree, since the multimedia and transmedia reality is the dominant force in digital journalism.

This course is adequately complemented with other specific subjects in the area of journalism.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

LEARNING COMPETENCIES:

G001- Use effective multimedia communication skills, knowing how to take advantage of the journalistic language that is most appropriate to the different media.

G002- Search, select, prioritize and analyze different sources, adapting journalistic contents to various narrative forms and strategies.

G003- Develop skills and apply multimedia technologies and resources to develop communication and information processes.

G004- Correctly design the formal and aesthetic aspects of the contents according to the characteristics of the different media.

G005- Devise, plan, execute and successfully manage multimedia journalistic projects.

G006- Apply the main journalistic genres and formats to journalistic work using the language of each of the media.

CROSS-CURRICULAR COMPETENCIES:

CT1. Autonomy and self-regulation.

CT3. Communication and multilingualism.

CT5. Information management and digital citizenship.

CT7. Critical thinking.

CT8. Teamwork.

SPECIFIC COURSE COMPETENCIES:

C2CC03- Analyze, design and plan the production of multimedia journalistic projects, adopting strategies for their development and the optimization of teamwork.

C2CC04- Communicate, argue and expose the objectives and procedures to create multimedia journalistic projects, applying the characteristics of each medium.

C2CC05- Develop strategies of oral, written and audiovisual communication appropriate to the different genres and media formats: online radio, online television, webs and social media.

LEARNING RESULTS:

After taking the course of Multimedia and Transmedia Storytelling, students will be able to:

1- Analyze and compare the different multimedia and transmedia narratives.

2- Understand and apply the theories and methodological approaches of multimedia and narratives to the practical assignments of the course.

3- Identify the features of the different types of multimedia and transmedia narratives for the creation of an original multimedia story.

4- Produce, write and broadcast a self-made podcast on a journalistic issue with digital audio tools.

5- Produce, announce and edit a self-made video on a journalistic issue with digital video tools.

6- Learn about technology and digital tools to design a self-made multimedia production.

7- Design, plan and manage a self-made multimedia production on a journalistic issue.

8- Prepare and edit the contents of a self-made multimedia production on a journalistic issue for a web platform.

9- Learn the distribution strategies of a self-made multimedia production on social media and mobile messaging



applications.

10- Distribute the contents of a self-made multimedia production in social media and mobile messaging applications.

11- Make an effective use of oral and written communication as essential tools for the presentation of the contents of a multimedia production.

12- Work with values of equity and equality.

13- Acquire constructive values to work with ethical journalistic principles.

Theoretical and Practical Contents

Master classes:

Chapter 1. Main concepts of multimedia and transmedia storytelling.

Chapter 2. Writing for the web.

Chapter 3. Digital audio production and editing techniques.

Chapter 4. Digital video production and editing techniques.

Chapter 5. Digital narratives and digital design.

Chapter 6. Visual and interactive journalism.

Chapter 7. Artificial intelligence applied to multimedia and transmedia narratives.

Practical assignments:

PA1. Analysis of a multimedia production. Individual assignment.

PA2. Creation of a web story. Individual assignment.

PA3. Production and editing of digital audio: podcasting. Group assignment.

PA4. Production and editing of online video. Group assignment.

PA5. Production and design of a self-made multimedia journalistic story. Group assignment.

PA6. Distribution of the contents of the self-made multimedia journalistic story in social media platforms. Group assignment.

Students should attend class with their laptops fully charged in order to carry out the practical assignments.

TEACHING METHODS

Attendance for lab hours is mandatory. Practical assignments will be done in groups of 3 or 4 students.

Practical assignments will count towards 70% of the grade (40 points to pass), and the written (theory) exam will count towards 30% of the grade (15 points to pass).

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	32				28				
Horas de Actividad No Presencial del Alumno/a	48				42				

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups
 GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups
 TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 30%
- Exercises, cases or problem sets 70%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

ORDINARY ONGOING EVALUATION:

-Practical assignments: 70% (40 points to pass).



-Theory exam: 30% (15 points to pass).

Students will have to attend at least 80% of the practical classes during the semester to qualify for the ordinary ongoing evaluation. To pass the course students must pass the practical part and the theory part separately.

If students fulfill the attendance requirements and pass the practical part but not the theory part or viceversa, the final grade in May will be Fail, but the grade for the practical part or the theory part, if passed, will be kept until the recall exam in June.

FINAL EVALUATION (IN MAY):

-Practical exam: 70% (40 points to pass).

-Theory exam: 30% (15 points to pass).

This is the option for students who choose not to follow the ongoing evaluation during the semester.

According to the UPV/EHU Student Regulations, students who choose not to follow the ongoing evaluation and opt to do the final evaluation in May will have to communicate it in writing to the course professor at least nine weeks after the beginning of the semester.

Students can also waive their rights to the final evaluation if they communicate it in writing to the course professor four weeks before the end of the semester.

To pass the course, students must pass both the practical part and the theory part independently. If they fail either part or both in May, the final grade will be Fail, but the grade for the practical part or the theory part, if passed, will be kept until the recall exam in June.

Students who don't do either the practical or the theory part in May will have a No Show as their final grade for the course.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

RECALL EXAM (IN JUNE):

-Practical exam: 70% (40 points to pass).

-Theory exam: 30% (15 points to pass).

This is the option for students who have failed the ongoing evaluation or the final evaluation in May. They will have to retake the part they failed in May (theory, practice or both).

To pass the course, students must pass both the practical part and the theory part independently. If they fail either part or both in June, the final grade will be Fail. Students who don't do either the practical or the theory part in June will have a No Show as their final grade for the course.

MANDATORY MATERIALS

Each student should have a photo camera, a digital voice recorder, and a digital video camera. A smartphone can be used for all these three functions instead. These devices are needed to record and edit multimedia material for the final self-made multimedia journalistic story.

BIBLIOGRAPHY

Basic bibliography

The following books are important but they will not be the only material for the theory exam:

BRADSHAW, P. (2018). The Online Journalism Handbook. Skills to Survive and Thrive in the Digital Age. Second edition. Oxon: Routledge.

BRIGGS, M. (2020). journalismNEXT. A Practical Guide to Digital Reporting and Publishing. Los Angeles: SAGE Publications.

Detailed bibliography



- BENDER, J.; DAVENPORT, L.; DRAGER, M.; FEDLER, F. (2019). Writing and Reporting for the Media. Twelfth Edition. New York: Oxford University Press.
- BULL, A. (2016). Multimedia journalism: a practical guide. Second edition. Oxon: Routledge.
- COLEMAN DOWLING, J. (2012). Multimedia Demystified. The McGraw-Hill Companies.
- HARROWER, T. (2012). Inside Reporting. A Practical Guide to the Craft of Journalism. 3rd edition.
- PRATTEN, R. (2011). Getting Started in Transmedia Storytelling. A Practical Guide for Beginners. San Bernardino: Robert Pratten.
- RICH, C. (2016). Writing and Reporting News. A Coaching Method. Eighth Edition. Boston: Cengage Learning.
- TOMPKINS, A. (2012). Aim for the Heart. Write, Shoot, Report and Produce for TV and Multimedia. Washington, D.C.: CQ Press.
- VAUGHAN, T. (2011). Multimedia: Making It Work. Eighth Edition. The McGraw-Hill Companies.

Journals

Web sites of interest

Poynter's News University: <https://www.poynter.org/>

OBSERVATIONS

Rules and Ethics:

- 1- Students are expected to have a very good English proficiency in order to take this class.
- 2- Class attendance is of the utmost importance to pass this class.
- 3- Students will fail the course if they commit any kind of plagiarism in the exam or in any practical assignments, and only original reporting material will be allowed.