2023 - 2024 / ENMD405 - Transmedia / Transmedia

GENEL TANIM / GENERAL DESCRIPTION

Ders Adı / Course Name	Transmedia / Transmedia	
Ders Kodu / Course Code	ENMD405	
Ders Türü / Course Type		
Ders Seviyesi / Course Level	Bachelor / Bachelor	
Ders Akts Kredi / ECTS	5.00	
Haftalık Ders Saati (Kuramsal) / Course Hours For Week (Theoretical)	3.00	
Haftalık Uygulama Saati / Course Hours For Week (Objected)	0.00	
Haftalık Laboratuar Saati / Course Hours For Week (Laboratory)	0.00	
Dersin Verildiği Yıl / Year	4	
Öğretim Sistemi / Teaching System	Daytime Class / Daytime Class	
Eğitim Dili / Education Language		
Ön Koşulu Olan Ders(ler) / Precondition Courses		
Amacı / Purpose	.	'Transmedia' is defined as narrative that has been conceived across multiple storytelling platforms to take advantage of each in order to enhance the experience of the audience.
İçeriği / Content	.	Most transmedia experience has success in one medium expanded into another for commercial as well as artistic reasons. The course focuses on the basics of solid storytelling in speculative fiction and explores how different presentations in different media can complement and enhance the experience for the audience.
Önerilen Diğer Hususlar / Recommended Other Considerations		
Staj Durumu / Internship Status		
Kitabı / Malzemesi / Önerilen Kaynaklar / Books / Materials / Recommended Reading		
Öğretim Üyesi (Üyeleri) / Faculty Member (Members)		

ÖĞRENME ÇIKTILARI / LEARNING OUTCOMES

1	.	Student has effective oral and written communication skills.
2		Student recognizes how a scientific research can be conducted in theory and practice.
3		Student recognizes the fundamentals of social sciences, communication sciences and media professionals.
4		Student recognizes basic concepts and methods of social sciences and fine arts to gain insights on the world and the given society.
5		Student lists theoretical and judicial approaches in the field of communication and applies them.
6		Student expresses the relationship between communication sciences and other fields of science.
7		Student summarizes media history and the societal, artistic, economic, political background of these historical advancements.
8		Student discusses societal, economic, cultural and artistic effects of new media.
9		Student lists legal arrangements in media and the Internet.
10		Student recognizes basic concepts and applications of new media and new media professions.
11		Student uses the technical equipment and informatics technologies required for both traditional and new media in an effective and creative way.
12		Student develops content for new media publishing and designs web sites.
13		Student develops content for both traditional and new media.
14		Student creates content aesthetically for visual media applying the principals of visual aesthetics.
15		Student uses the required software for video and sound editing.
16		Student identifies social media management, digital marketing and advertising and develops strategies for digital marketing.
17		Student analyzes discourse of every media text and uses good command of new media literacy.

HAFTALIK DERS İÇERİĞİ / DETAILED COURSE OUTLINE

Hafta / Week					
1	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	.				
	Introduction to Transmedia Storytelling				
2	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	History of Transmedia Storytelling				
	History of Transmedia Storytelling				
3	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Transmedia Experience				
	Transmedia Experience				
4	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Samples I				
	Samples I				
5	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Samples II				
	Samples II				

	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
6	Transmedia in Education				
	Transmedia in Education				
7	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Transmedia in Marketing				
	Transmedia in Marketing				
8	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Midterm				
	Midterm				
9	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Creating Story for Transmedia				
	Creating Story for Transmedia				
10	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Giving Detailed Content for the Story				
	Giving Detailed Content for the Story				
11	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
	Practicing the Story in Real Life				
	Practicing the Story in Real Life				

	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
12	Evaluation of the Experience				
	Evaluation of the Experience				
	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
13	Practice I				
	Practice I				
	Teorik Dersler / Theoretical	Uygulama	Lab	Öğretim Yöntem ve Teknikleri/Teaching Methods Techniques	Ön Hazırlık / Preliminary
14	Practice II				
	Practice II				

DEĞERLENDİRME / EVALUATION

Yarıyıl (Yıl) İçi Etkinlikleri / Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Ara Sınav / Midterm Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		40

Yarıyıl (Yıl) Sonu Etkinlikleri / End Of Term (or Year) Learning Activities	Sayı / Number	Katkı Yüzdesi / Percentage of Contribution (%)
Final Sınavı / Final Examination	1	100
Toplam / Total:	1	100
Başarı Notuna Katkı Yüzdesi / Contribution to Success Grade(%):		60

Etkinliklerinin Başarı Notuna Katkı Yüzdesi(%) Toplamı / Total Percentage of Contribution (%) to Success Grade:	100
Değerlendirme Tipi / Evaluation Type:	

İŞ YÜKÜ / WORKLOADS

Etkinlikler / Workloads	Sayı / Number	Süresi (Saat) / Duration (Hours)	Toplam İş Yükü (Saat) / Total Work Load (Hour)
Ara Sınav / Midterm Examination	1	3.00	3.00
Ara Sınav İçin Bireysel Çalışma / Individual Study for Mid term Examination	1	20.00	20.00
Bireysel Çalışma / Self Study	5	5.00	25.00
Ev Ödevi / Homework	5	5.00	25.00
Final Sınavı / Final Examination	1	3.00	3.00
Final Sınavı içiin Bireysel Çalışma / Individual Study for Final Examination	1	20.00	20.00
Soru-Yanıt / Question-Answer	5	7.00	35.00
Toplam / Total:	19	63.00	131.00

PROGRAM VE ÖĞRENME ÇIKTISI / PROGRAM LEARNING OUTCOMES

Öğrenme Çıktıları / Learning Outcomes	Program Çıktıları / Program Outcomes													
	1.1.1	1.1.2	1.1.3	1.1.4	1.1.5	1.1.6	1.1.7	1.1.8	1.1.9	1.1.10	1.1.11	1.1.12	1.1.13	1.1.14
1.. / Student has effective oral and written communication skills.	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2. / Student recognizes how a scientific research can be conducted in theory and practice.	5	5	5	5	5	4	4	4	4	4	4	5	5	5
3. / Student recognizes the fundamentals of social sciences, communication sciences and media professionals.	5	5	5	5	5	5	5	5	4	4	4	4	5	5
4. / Student recognizes basic concepts and methods of social sciences and fine arts to gain insights on the world and the given society.	5	5	4	4	5	5	5	5	5	4	5	5	5	5
5. / Student lists theoretical and judicial approaches in the field of communication and applies them.	4	5	5	5	5	4	4	4	5	5	5	5	5	5
6. / Student expresses the relationship between communication sciences and other fields of science.	5	5	5	5	5	4	4	5	5	5	5	5	5	5
7. / Student summarizes media history and the societal, artistic, economic, political background of these historical advancements.	5	4	5	5	5	4	4	5	5	5	4	5	5	5
8. / Student discusses societal, economic, cultural and artistic effects of new media.	5	5	5	4	4	5	5	5	5	5	5	4	4	4
9. / Student lists legal arrangements in media and the Internet.	5	5	4	5	5	5	5	5	5	5	5	4	5	5

10. / Student recognizes basic concepts and applications of new media and new media professions.	5	5	4	5	4	5	5	5	5	4	4	4	5	5
11. / Student uses the technical equipment and informatics technologies required for both traditional and new media in an effective and creative way.	4	4	5	4	5	5	5	5	5	5	5	5	4	5
12. / Student develops content for new media publishing and designs web sites.	5	5	5	5	4	5	5	5	5	5	5	5	4	5
13. / Student develops content for both traditional and new media.	5	5	5	5	5	4	4	5	5	5	4	5	5	5
14. / Student creates content aesthetically for visual media applying the principals of visual aesthetics.	5	5	4	5	5	5	5	5	5	4	5	5	5	5
15. / Student uses the required software for video and sound editing.	5	5	5	5	5	5	5	4	4	4	4	4	5	5
16. / Student identifies social media management, digital marketing and advertising and develops strategies for digital marketing.	4	5	5	5	5	5	5	5	4	5	5	5	5	5
17. / Student analyzes discourse of every media text and uses good command of new media literacy.	5	4	5	5	5	5	5	4	4	5	5	5	5	5

Katkı Düzeyi / Contribution Level : 1-Çok Düşük / Very low, 2-Düşük / Low, 3-Orta / Moderate, 4-Yüksek / High, 5-Çok Yüksek / Very high