

ATEC 6356: “TRANSMEDIA WORLDS” DELIVERABLES

IN SHORT: You will exhaustively explore a cross-media intellectual property franchise, then compile an encyclopedic concordance of the primary and secondary sources related to that world. You will write a comprehensive and detailed essay, using numerous and specific examples from your bibliography for the purpose of analyzing the purpose, theme(s), and rationale of the work as a whole, and present your findings to the class. FINALLY, you will adapt an entry from this universe into another form and present your finished work and rationale to the class, along with a brief post-mortem.

DELIVERABLE 1: (DUE WEEK 6-8)

- I. Choose a property carefully, being sure to abide by most of ‘THE RULES’– especially #1!
- II. Read, view, listen to, screen, ingest, internalize, and obsess about everything you can get your hands on relating to and derived from that intellectual property universe.
- III. Compile as you go an exhaustive annotated concordance (bibliography/encyclopedia) of all primary and secondary sources related to your property and its world.

(NOTE: This has the potential to be VERY large – so you may wish to do some research BEFORE picking a topic!! e.g.: the “wookiepedia” which has 96,000+ topics - <http://starwars.wikia.com/>)

- IV. Present your findings to the class via a 20 minute audio-visual presentation using powerpoint, prezi, or similar. Videos, dramatic readings, audio books, let’s plays, etc. are strongly encouraged!

DELIVERABLE 2: (DUE WEEK 8)

- V. Write a detailed 3-12k word essay using numerous and specific examples from your bibliography for the purpose of analyzing the purpose, theme(s), and rationale of the work as a whole as it relates to the audience of that universe.

DELIVERABLE 4: (DUE WEEK 16) (out of order because it must be begun first)

- VI. Choose a mainstream commercial story that has never been adapted to another format. (You may use one from the universe you chose for D1/D2 if you like, and it is in fact STRONGLY recommended.)
- VII. Rewrite/translate/adapt the story into a new form. This might mean writing a screenplay or TV episode, novelizing a movie or TV episode, or writing a game design document, transmedia game, etc. (Yes, this is the largest part and yes it must be complete – but not every form will require a major lifestyle-changing time commitment. Choose wisely, pace yourself, and use something you love!)

DELIVERABLE 3: (DUE WEEKS 14-16)

- VIII. Present your personal adapted work to the class via a 20 minute presentation, video, reading, summary, etc., explaining in detail your vision, purpose, and rationale. Be prepared with visuals, but mostly, you are an author of an original adaptation and this is a “celebrity Q&A.”

DELIVERABLE 5: (DUE WEEK 16)

- IX. Prepare a BRIEF (2-3 pgs) Post-mortem (of the class and your work) summarizing your experience, choices, growth, etc. covering the following three topics: PURPOSE, PROCESS, PRODUCT

THE RULES:

- 1) CHOOSE A UNIQUE PROPERTY THAT YOU CAN LOVE AND BECOME ONE OF THE TOP 10% TIP OF THE WEDGE FOREMOST EXPERTS IN - BUT AVOID IT BEING TOO POPULAR OR TOO OBSCURE.
GOOD: Starship Troopers, Walking Dead, Tron, Matrix *BAD: Starship Girl Yamamoto Yohko, Harry Potter, Shadow of Israphel*
- 2) CHOOSE SOMETHING THAT HAS A CLEARLY IDENTIFIABLE STORYLINE(S) / PLOT(S) or HISTORY/ LORE WITH A DEEP BACKSTORY AND A CLEAR STORYTELLING MECHANIC OR ELEMENT
GOOD: Star Wars, Fallout, Batman, Martian Chronicles *BAD: LEGO, Mine craft, Warhammer 40k, Twilight Imperium, MST3K, 2nd Life*
- 3) CHOOSE SOMETHING THAT HAS AN IDENTIFIABLY FUNDAMENTAL WORLD/UNIVERSE
GOOD: Hunger Games, Harry Potter, Lord of the Rings *BAD: NCIS, Dexter, Pillars of the Earth, Eaters of the Dead, Clancy-verse*
- 4) CHOOSE SOMETHING THAT IS CURRENT, MAINSTREAM, AND COMMERCIAL
GOOD: Game of Thrones, Buffyverse, Mass Effect *BAD: Groo the Wanderer, Darkman, Zork, AI, The Godfather, GI Joe*
- 5) CHOOSE A PROPERTY THAT HAS MULTIPLE MEDIA ITERATIONS OR EXTENSIONS (3+)
GOOD: Halo, Transformers, Firefly, D&D, Evil Dead *BAD: Fallout, Portal, Diablo, Dr. Who, The Stand, The Lorax*
- 6) CHOOSE SOMETHING THAT HAS CLEAR "RULES" OF CONTINUITY OR LACK THEREOF
GOOD: Lord of the Rings, Watchmen, Jurassic Park *BAD: The Tick, Simpsons, League of Extraordinary Gentlemen*
- 7) DON'T CHOOSE A SUPER-MASSIVE PROPERTY (unless you already have a vast knowledge of it backed by many years of personal interest and time in the world)
GOOD: Spiderman, Simpsons, Stargate, Superman *BAD: Spiderman, Simpsons, Stargate, Superman, Star Wars, Lord of the Rings*
- 8) CHOOSE SOMETHING YOU HAVE ENOUGH TIME TO EXPLORE EVERY MAJOR ELEMENT OF (and read every book, see every movie, play the board/video games and see the documentary!)
GOOD: Hunger Games, Harry Potter, 49 Clues, HHG2TG *BAD: Fairy Tales, Wheel of Time, Star Wars, Hardy Boys, Nancy Drew*
- 9) IF ALL ELSE FAILS, CHOOSE A NARROW SUB-SECTION OF A BROADER PROPERTY/WORLD
GOOD: SW: Clone wars, SW: Old Republic, SW: Legacy *BAD: Star Trek Reboot, Spell-jammer, TNG meets the X-men*

EXAMPLE LIST OF IP "UNIVERSES" WITH MULTIPLE TRANSMEDIA ITERATIONS (These are just suggestions!)

Beowulf/13 th Warrior/Eaters of the Dead	Prince of Persia
Cartoon Network	Resident Evil
D.C. Universe (Batman, etc.)	Scott Pilgrim vs. the World
Dr. Who	Simpsons
Dune	Stargate
Dungeons & Dragons	Star Trek
Firefly	Star Wars
Game of Thrones	The Tick
Halo	Tomb Raider
Harry Potter	Transformers
Hitchhiker's Guide to the Universe	Walking Dead
Hunger Games	Warcraft
Jurassic Park	Warhammer
Martian Chronicles	Warhammer 40k
Marvel Universe (X-men, Avengers, etc.)	Watchmen
Middle Earth/LotR/Tolkien	Yu Gi Oh!
Nero Wolfe	**Any title game
Nintendo (cross-overs only)	**Any novelization of a film/game franchise
Pillars of the Earth	
Pokémon	