

Course Title: **Producing for Media Ecosystems**

Course Code: **DIGM810**

Descriptor Start Date: **03/03/2025**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

## LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

**Total learning hours: 150**

## PRESCRIPTOR

Provides the conceptual knowledge and practical skills for transmedia storytelling in connected media ecosystems. Delivers the critical understanding of contemporary and emerging narrative forms and communication strategies for the media environment. Critically appraises the interactions between communicative purpose, media platform and communicative product. Investigates, produces and synergises adaptable media constructs for media ecosystems.

## LEARNING OUTCOMES

1. Demonstrate a critical understanding of transmedia storytelling in Aotearoa New Zealand.
2. Assess and appraise connections between existing and emergent media forms and strategies.
3. Critically reflect on connections between purpose platform and product.
4. Plan, produce, and authentically combine various media across multiple ecosystems.

## CONTENT

Weekly classes will include but are not limited to: media and stakeholder ecosystems: forms, technologies, topologies, dynamics; transmedia forms, transformation & morphology; strategic transmedia planning; creating media objects: content creation, remix, co- and cross-authoring; producing transmedia media for adaptive systems: workflows and best practice; digital sustainability for media ecosystems.

## LEARNING & TEACHING STRATEGIES

**Disclaimer: Course descriptors may be amended between teaching periods/semesters**

Weekly workshops will introduce concepts and ideas and provide opportunities for learners to develop their own group-based and individual creative practice. These may include online resources; collaborative learning in workshops; student-led research and discussion groups, presentations, and peer critique.

## ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Portfolio (mid-point)	0.00	1 - 4
Portfolio (final)	100.00	1 - 4

<b>Grade Map</b>	<b>MAP1</b> A+ A A- Pass with Distinction B+ B B- Pass with Merit C+ C C- Pass D Fail
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### Overall requirement/s to pass the course:

The student must submit assignments by the due date and gain an overall C- grade.

## LEARNING RESOURCES

Will be provided via Canvas. For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

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**Principal Programme:** AK1323, Master of Communication Studies

**Related Programme/s:** AK1299  
AK1322  
ICE1  
INEXCH1  
SABRD1

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