

COURSE SYLLABUS

Transmedia Storytelling and Design, 7.5 credits

Transmedia Storytelling and Design, 7,5 högskolepoäng

Course Code: LTSR25	Education Cycle: Second-cycle level
Confirmed: May 21, 2026	Disciplinary domain: Social sciences (90%) and Technology (10%)
Valid From: Aug 31, 2026	Subject group: Media and Communication Studies
	Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements
	Main field of study: Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and Understanding

- describe the theoretical perspectives on transmedia studies that are presented in the course (1)
- identify the core principles of transmedia storytelling (2)
- theoretically understand and be able to (practically) conduct an analysis of transmedia projects (3)

Skills and Abilities

- apply relevant theoretical concepts and analytical tools to study transmedia projects (4)
- design creative solutions for transmedia communication (5)

Judgement and Approach

- critically reflect upon transmedia strategies within the media and communication realms (6)
- discuss opportunities and challenges related to practical communication across multiple media platforms (7)

Content

• Transmedia theories and concepts • Critical analysis of transmedia projects • Problems and solutions related to transmedia projects • Development of creative solutions for transmedia communication

Type of Instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups.

A learning management system is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course instance to which they were accepted. After that, the right to receive instruction/supervision expires.

Entry Requirements

The applicant must hold the minimum of a bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) with at least 90 credits in media and communication studies or social studies including independent, theoretical based work, i.e. a thesis or the equivalent. Proof of English proficiency is required.

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades.

The examination is based on the intended learning outcomes.

The course is examined through an individual written assignment (ILO 1, 2, 3, 4), a workshop (ILO 5) and a seminar (ILO 6, 7).

For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided at the beginning of the course.

To receive the final grade of this course, the student needs to pass all of the examinations. In order to achieve grade A in the course, the student should have at least an A in one of the examinations.

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment	3.5 credits	A/B/C/D/E/FX/F
Seminar	1 credit	G/U
Workshop	3 credits	G/U

Other Information

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The examiner has the right to give an adapted examination or let the student carry out the examination in an alternative way provided that the intended learning outcomes can be secured and that there are exceptional reasons for this, including the student's right to targeted study support.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

Freeman, Matthew (2016). *Historicising transmedia storytelling: Early twentieth-century transmedia story worlds*. Routledge. 220 p.

Freeman, Matthew & Gambarato, Renira (2019). Introduction: Transmedia studies—Where now? In Matthe Freeman & Renira Gambarato (Eds.), *The Routledge companion to transmedia studies* (pp. 1-12). Routledge.

12 p.

Gambarato, Renira, Alzamora, Geane, & Tárzia, Lorena (2020). Theory, development, and strategy in transmedia storytelling. Routledge. 176 p.

Jenkins, Henry (2006). Searching for the origami unicorn: The Matrix and transmedia storytelling. In Henry Jenkins, *Convergence culture: Where old and new media collide* (pp. 95-134). New York University Press. 39 p.

Moloney, Kevin (2022). *Transmedia change: Pedagogy and practice for socially-concerned transmedia stories*. Routledge. 265 p.

Articles and extracts: appr. 200 p.

Citing Sources – How to Create Literature References

<https://ju.se/library/academic-language/reference-management.html>

Sourcewise: A Student's Guide to Avoiding Plagiarism

Information about plagiarism at higher education institutions

Available in the learning management system