

THE UNIVERSITY OF TEXAS AT LOS ANGELES

SPRING 2013

INTRODUCTION TO NEW MEDIA &

EMERGING ENTERTAINMENT

COM w324/RTF w348

INSTRUCTOR: JAMES A. FINO

UTLA CENTER, BURBANK, CALIFORNIA

Semester Credit Hours: 3

7:00 PM – 10:00 PM Thursdays

"The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY."

COURSE OVERVIEW. New media technology and platforms have without a doubt recently offered the most exciting business opportunities for storytellers to create and extend their live-action and animated properties and introduce new dimensions of interactivity.

The intention of this class is to examine the evolution of storytelling beyond traditional film and television formats and delve into emerging technologies and distribution platforms that are shaping today's and tomorrow's entertainment content. In addition to lectures and in-class exploration of new media content, there will be special guest speakers, who will share their career achievements, challenges, and demonstrate advances in their area of the rapidly evolving new media and gaming industry.

Other topics will include a brief history of new media and gaming entertainment, technological impact on the structure of storytelling, new production workflows, impact of new media and gaming business on traditional Hollywood business models, and the ongoing transformation of entertainment credits and contracts to include these new categories of entertainment content. Emphasis will be given to providing a "big picture" of the new media and gaming landscape. In addition, various career paths and opportunities will be covered.

ASSIGNMENTS. All written assignments are due no later than the commencement of the next class session (e.g.: a paper assigned on Thursday, January 17 would be due on Thursday, January 24. **Please do not submit printed material unless requested.**

Email ALL assignments (double-spaced) to jamesafino@aol.com. Include "NMG Assignment" in the subject line. Make sure your name appears on the title of the document and on the paper itself, not just on the covering letter. Extensions will be difficult to come by. However, if extenuating circumstances arise, like a death in the family or your own illness, please notify me via email before the deadline so that we can discuss it.

SPECIAL GUEST SPEAKERS. Visionary and innovative professionals from the industry will show up to offer their insights and personal experiences. Owing to their busy lives and unpredictable schedules, there may be last minute changes. In some cases you will be asked to write a brief report of the guests' presentations. Assignments will vary according to topic. ***I will provide bios on each speaker ahead of time and you will be expected to research the speakers and their work ahead of time to ask them questions in class- this is part of your grade.***

ABSENCES /TARDY. See above in "Assignments." Allow plenty of time for your commute, (to the classroom as well as various field trip locations) as L.A. traffic is both congested and unpredictable. If you have a legitimate scheduling problem (**this does NOT include business lunches, family visits and screenings!**) Please contact me prior to class via email, text, or a phone call to the office (323-512-9200). An unexcused absence will result in a half-step down in grade (e.g. A- becomes B+). Two unapproved late entries or early exits will have the same effect. **You may not use your internship as an excuse for being late. Your internship host should accommodate your classroom attendance. It is your responsibility to communicate your schedule ahead of time with your host so they can help you make this happen.**

RECOMMENDED INDUSTRY LINKS.

Variety <http://www.variety.com/>

Hollywood Reporter <http://www.hollywoodreporter.com>

Nikki Finke's Deadline Hollywood <http://www.deadline.com/hollywood/>

Tubefilter News <http://news.tubefilter.tv/>

Cynopsis <http://www.cynopsis.com/> is a free daily trade publication for the TV industry. Also has Kids, Digital, and Classified versions.

MoccoNews <http://www.mocconews.net/> chronicles the economic evolution of digital content that is shaping the future of the media information and entertainment industries.

Animation Magazine <http://www.animationmagazine.net> covers the latest news in animation for feature films, TV, new media, video games, and visual effects.

Animation World Network <http://www.awn.com> covers animation and visual effects for feature films, TV, video games, commercials, and is a great resource for classified jobs.

Social Media Today <http://socialmediatoday.com/>

Io9.com <http://io9.com/>

Fierce Wireless <http://www.fiercewireless.com> is the wireless industry's daily monitor.

OTHER RESOURCES.

DAILY VARIETY, HOLLYWOOD REPORTER, LA TIME'S CALANDER SECTION;
LAWeekly, ENTERTAINMENT WEEKLY

RECOMMENDED INDUSTRY BOOKSTORES:

SAMUEL FRENCH: 7623 Sunset Blvd., L.A.; 11963 Ventura Blvd., Studio City

WRITERS STORE: 2040 Westwood Blvd, West L.A.

RECOMMENDED VIDEO STORES:

AMOEBA MUSIC: 6400 W. Sunset Blvd. Los Angeles (next to the Arclight)

A NOTE ON TESTS. This is a course about evolving storytelling in emerging new media technologies and platforms. Although you will not be tested on the scientific details of the technologies discussed, you will be tested on your comprehension of the overall concepts of the technological breakthroughs and the impact of these breakthroughs on audiences and the Industry.

CLASS PARTICIPATION. As you can see below, **Class Participation is 50% of your grade. You will not pass this course if you don't participate!** Every student will be expected to come prepared with questions, read/screen the assigned materials, research the special guest speakers, and contribute to the group experience. **Merely showing up and occupying a chair will not translate into a good grade.**

CLASSROOM ETTIQUITE POLICY. The use of cell phones, text-messaging, iPods and all forms of outside-communication during class hours are not acceptable and will not be tolerated. Laptops (without wifi), however, ARE an acceptable form of note-taking in this class. **NO EATING OR DRINKING IN CLASS, PLEASE!**

GRADING.

Class & Online Participation:	50%
Final Transmedia Project:	25% Written Paper
	25% Oral Presentation

WEEKLY SCHEDULE (Subject to Change)**CLASS ONE: INTRODUCTIONS****(Thursday, Jan. 17)**

What's my story? What's your story? What's New about New Media?

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS TWO: STORYTELLING THE NEXT GEN (PART I)**(Thursday, Jan. 24)**

GUEST SPEAKERS: TBD

How you tell your story depends on where you tell it.
Traditional structure vs. New Media structure

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS THREE: STORYTELLING THE NEXT GEN (PART II)**(Thursday, Jan. 31)**

GUEST SPEAKER: TBD

Who and Where is your Audience?
Traditional audiences vs. Emerging audiences

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS FOUR: TRANSMEDIA/ ASSIGNMENT OF FINAL PROJECT
(Thursday, Feb. 7)

GUEST SPEAKER: TBD

Why many platforms can tell different parts of your story better than one. In-class Transmedia Mapping assignment.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS FIVE: MOBILE CONTENT/ CONNECTING TO YOUR AUDIENCE
(Thursday, Feb 14)

GUEST SPEAKER: TBD

Keep your audience interacting with your story wherever they are.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS SIX: BRANDED ENTERTAINMENT
(Thursday Feb. 21)

GUEST SPEAKER: TBD

New and Improved ways to finance your content and games.
The art of branded entertainment for studio and independent storytellers.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS SEVEN: DIGITAL VISUAL EFFECTS & ANIMATION
(Thursday, Feb. 28)

GUEST SPEAKER: TBD

Animation is used more and more to expand live-action stories into areas which would prove impossible in the physical world. From webisodes to feature films and videogames, digital animation pipelines make it possible for visual assets to be used across many platforms simultaneously.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS EIGHT: SPECIAL VENUES

(Thursday, Mar. 7)

GUEST SPEAKER: TBD

Immersing your audience in your storytelling through parks, museums, and location based events.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS NINE: DIGITAL STEREOSCOPIC 3D PRODUCTION

(Thursday, Mar. 21)

GUEST SPEAKER: TBD

New experiences for new stories.

Stereoscopic 3D Production For TV, Film, and other media

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS TEN: DEVELOPING AND PRODUCING VIDEO GAMES

(Thursday, Mar. 28)

GUEST SPEAKER: TBD

An overview of gaming concept, design, and production for emerging consoles and mobile devices.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS ELEVEN: CASUAL GAMING AND GAMING APPS

(Thursday, Apr. 4)

GUEST SPEAKER: TBD

Gaming beyond consoles. An exploration of emerging gaming trends for online networks and mobile devices.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS TWELVE: SOCIAL NETWORK GAMING

(Thursday, Mar. 11)

GUEST SPEAKER: TBD

Enhanced storytelling utilizing real-time digital graphics to enhance locations via GPS mobile devices and online web cam experiences.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS THIRTEEN: AUGMENTED REALITY AND AUGMENTED REALITY GAMES

(Thursday, Mar. 18)

GUEST SPEAKER: TBD

Immersing your audience with enhanced storytelling utilizing real-time digital graphics to transform locations via GPS mobile devices and online web cam experiences.

Assignment: Post a minimum of 4 articles on Transmedia entertainment news on the Class Facebook Page. Selected Reading assignments.

CLASS FOURTEEN: FINAL PROJECT PRESENTATIONS

(Thursday, Mar. 25)

GUEST SPEAKER: YOU

Start creating your new world of content!
Testing your new storytelling skills.