

Unit Title	Multi-Platform Production
FHEQ Level	Level 5 / Term 2 and Term 3
Unit Code	DTP18202
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	80
Supervised access to resources	15	Preparation for Assessment	20
		Unsupervised Access to Resources	125
Total			300

Unit Description

The **Multi platform** unit studies how narratives can cross platforms and how transmedia theories and methods can make this work. You are asked to create either a location-based episodic drama or factual/documentary series that crosses multiple platforms.

In this unit you will learn about audience consumption behaviours, and discuss how producers, marketers and creatives may work from the audience up, to enhance and extend a digital television brand to other platforms.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

Market overview:

- Research information sources - audience data, production studies, analyses of the television industry, government and international reports.
- Using formats, channels and platforms in episodic drama or documentary series.
- The creative potential for episodic programming: traditional single viewing or box-set “binging” - Sky satellite, Virgin, AppleTV, Amazon Prime, NowTV, Netflix etc.
- Producing and developing a multiplatform brand.

Content development:

- Episodic format development and transmedia story construction for episodic drama and factual series.

- Other mechanisms - social media and UGC as marketing tools: using Twitter, Facebook, LinkedIn or Instagram
- Techniques for managing narrative across platforms and over a series.
- How to create a social media strategy and social media management tools. Managing user-generated content.
- National/international regulatory and policy perspectives. Legalities and rules relevant to social channels and online activity
- Responding to a commissioner's brief.
- Writing proposal and honing pitching skills.

Unit Aims

Develop an episodic/series-based format and produce programming for drama or factual.

Understand the industry, market and brand fundamentals behind the creation of transmedia content brands.

Understand the creative potential of range of content platforms.

Understand how it is possible to enhance audience numbers and viewer experience by strategic use of social media and other platforms.

Hone skills in development, pitching and proposal-writing in the context of programme formats.

Unit Learning Outcomes

LO1 Research/Inspiration - Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

LO2 Concept/Ideation - Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

LO3 Development/Prototyping - Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

LO5 Presentation /Storytelling for Influence - Evidence effective communication of projects, whether in visual, oral or written form.

LO 7 Employability Effectively employ professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work

- Online activity
- Individual Presentations and critiques
- Group presentations and critiques
- Self-directed independent study
- Peer learning, group discussion, guest speakers

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%)
Content package including programmes and production pack	75%
Research and Development Pack	25%

Indicative Assessment Criteria

1. Evidence of research and analysis of audience and industry data to build a convincing rationale for a proposal. (LO1)
2. The appropriateness of your digital television concept, the relationship with a specified target audience. (LO2)
3. Evidence of use of developed screen-writing and production skills to show how the narrative can drive audience across platforms and episodes. (LO3)
4. Show an understanding of the potential and effectiveness of a platform strategy by describing how storytelling is used within your idea. (LO5)
5. Demonstrate professional transferrable and employability skills (LO 7)

Essential Reading list

1. Clarke, M. (2013), *Transmedia Television: New Trends in Network Serial Production*, London: Bloomsbury Academic
2. Doyle, Gillian. (2010) *From Television to Multi-Platform*, *Convergence*, Vol 16 (4): 1-19.
3. Dunleavy, Trisha (2017) *Complex Serial Drama and Multiplatform Television*. Routledge
4. Proulx, Mike, Shepatin, Stacey, (2012), *Social TV: How Marketers Can Reach and Engage Audiences by Connecting Television to the Web, Social Media, and Mobile*, Wiley.
5. Turner, Graeme, Tay, Jinna (Eds) (2009) *Television Studies After TV: Understanding Television in the Post-Broadcast Era*, London and New York: Routledge.