

## Dramatic Worlds: An Introduction to Multi-platform Storytelling

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**Start date** 13<sup>th</sup> January 2017

**End date** 15<sup>th</sup> January 2017

**Venue** Madingley Hall  
Madingley  
Cambridge

**Tutor** Rick Harvey

**Course code** 1617NRX061

**Director of Programmes**

Emma Jennings

**For further information on this  
course, please contact**

Public Programme Coordinator, Clare Kerr  
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**To book** See: [www.ice.cam.ac.uk](http://www.ice.cam.ac.uk) or telephone 01223 746262

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### Tutor biography

Rick is a Cambridge-based screenwriter, story design consultant, lecturer and mentor.

Since attaining an MA in Screenwriting & Research from the London College of Communication, he has storylined for 'Family Affairs' (Talkback Thames), developed projects for Hewland International and Bigger Pictures, mentored on First Light, Media Box and BFI projects and written and developed feature screenplays for EON Productions.

He was trained by the UK Film Council to devise, develop and deliver industry-standard courses on screenwriting, and he lectures regularly on all aspects of the writing process.

Rick is currently writing and developing an interactive Thriller, *Heretic[s]* for TELL/Settle Stories.

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## Course programme

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### Friday

Please plan to arrive between 16:30 and 18:30. You can meet other course members in the bar which opens at 18:15. Tea and coffee making facilities are available in the study bedrooms.

19:00 Dinner

20:30 – 22:00 **What is Multi-platform (transmedia) storytelling?**

22:00 Terrace bar open for informal discussion

### Saturday

07:30 Breakfast

09:00 – 10:30 **Dramatic Worlds: Case study – ‘Heretic[s]’**

10:30 Coffee

11:00 – 12:30 **Generating Ideas (Combining the familiar and the original)**

13:00 Lunch

14:00 – 16:00 Free

16:00 Tea

16:30 – 18:00 **Developing Ideas I (Writing an Intro / Character Profiles / Storylines)**

18:00 – 18:30 Free

18:30 Dinner

20:00 – 21:30 **Developing Ideas II (Creating a Mood board / Creating a Soundscape / Identifying a Target Audience / Identifying potential platforms)**

21:30 Terrace bar open for informal discussion

## **Sunday**

07:30	Breakfast
09:00 – 10:30	<b>Presentation of Story Worlds</b>
10:30	Coffee
11:00 – 12:30	<b>Next Steps - BCre8ive &amp; SEAM TV: An Introduction to online development platforms</b>
12:45	Lunch

**The course will disperse after lunch**

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## Course syllabus

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### Aims:

This short course aims to:

- introduce students to the concept of multi-platform storytelling, and to distinguish it from conventional forms of storytelling;
- foster an understanding of the dramatic tools available to students for developing a Dramatic World;
- enable students to apply, and to experiment with these dramatic tools to create their own Dramatic World.

### Content:

The aim of this weekend course is to introduce students to the “nuts and bolts” of creating a Dramatic World that could be developed for a range of platforms – i.e. film, TV, radio, video game, graphic novel, etc. We will begin by defining “multi-platform storytelling”, and we will assess the creative perspective versus the business perspective and look at new options available to creatives. We will identify and explore the key differences between multi-platform storytelling and conventional storytelling, and the essential components of a Dramatic World (theme, genre, character, story, setting, period, mood/atmosphere, etc.). Students will then have an opportunity, either individually or as part of a small group, to devise, develop and pitch a Dramatic World, which they may then choose to upload and develop further on an online platform, such as BCre8ive or SEAM TV.

The course would be of interest to writers, artists, illustrators, musicians, and game designers.

### Presentation of the course:

The prevailing atmosphere in the classroom is relaxed and mutually supportive while remaining focused. You will look at examples of Dramatic Worlds and discuss them. You will be expected to participate in some creative exercises as an individual and as part of a group. You will be encouraged to pitch and workshop ideas as the course progresses.

**As a result of the course, within the constraints of the time available, students should be able to:**

- gain an understanding of the demands of creating and developing Dramatic Worlds for multi-platform storytelling;
- identify the key elements of a Dramatic World;
- identify and understand techniques and strategies for creating Dramatic Worlds;
- experiment with, and apply these techniques and strategies to create a pitch presentation;
- identify online initiatives to enable them to develop work further;
- critique their own work and the work of others in a sensitive, but constructive manner.

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## Reading and resources list

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Listed below are a number of texts that might be of interest for future reference, but do not need to be bought (or consulted) for the course.

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<b>Author</b>	<b>Title</b>	<b>Publisher and date</b>
Giovagnoli, Max	<i>Transmedia Storytelling</i>	ETC Press, 2011
Handler Miller, Carolyn	<i>Digital Storytelling: A Creator's Guide to Interactive Entertainment</i>	Focal Press, 2014
Pratten, Robert	<i>Getting Started in Transmedia Storytelling: A Practical Guide For Beginners</i>	CreateSpace, 2015

**Note** Students of the Institute of Continuing Education are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current Institute course should be taken as evidence of enrolment.

*Information correct as of:* 11 November 2016