DEI 616: Multimedia Storytelling

Instructor: Dr. Daniel Harley

Course Description

This course offers an introduction to multimedia storytelling by examining how stories are told across a variety of venues and platforms, including immersive journalism, transmedia, video games, and virtual reality. Students will develop an in-depth understanding of the interplay between form and content by critically engaging with the social and cultural contexts that inform contemporary approaches to multimedia storytelling. By the end of the course, students will have learned theoretical and practical considerations for narrative design, providing a foundation to analyze and create multimedia stories of their own.

Learning Outcomes

By the end of this course, students will be able to:

- Develop an understanding of the principles and practice of narrative design.
- Examine and interpret current debates across the interdisciplinary fields that engage with multimedia storytelling.
- Analyze contemporary examples of multimedia storytelling by evaluating how a variety of social, cultural, and technological factors may shape how stories are told.
- Propose, design, and develop an original multimedia story by applying course concepts and themes.

COURSE SCHEDULE

IMPORTANT: ALL TIMES EASTERN - Please see the University Policies section of your Course Outline for details

Week	Module	Activities and Assessments	Due Dates	Weight (%)
Week 1	Module 1: Introduction to Multimedia Storytelling			
Week 2	Module 2: Interacting with Text	Assignment 1: Storytelling Reflection	**Reflection Due**: Thursday, January 13, 2022 at 11:59 PM	**5%**
			Peer Feedback Due: Monday, January 17, 2022 at 11:59 PM	**2%**
Week 3	Module 3: Transmedia Storytelling			
Week 4	Module 4: Space and Place			
Week 5	Checkpoint 1	Assignment 2: Interacting with Place – A Transmedia Exploration	**Twine Story and Project Statement Due**: Thursday, February 3, 2022 at 11:59 PM	**15%**
			Peer Feedback Due: Monday, February 7, 2022 at 11:59 PM	**2%**
Week 6	Module 5: Video Games			

Week 7	Checkpoint 2	Assignment 3: Video Game Analysis	**Project Statement and Video Essay Due**: Thursday, February 17, 2022 at 11:59 PM	15%
			Peer Feedback Due: Monday, February 28, 2022 at 11:59 PM	2%
Reading Week (Saturday, February 19, 2022 to Sunday, February 27, 2022)				
Week 8	Module 6: Non-Fiction	Form groups for the Multimedia Story Project	Groups should be created by Thursday, March 3, 2022 at 11:59 PM	
Week 9	Checkpoint 3	Assignment 4: Platform Analysis	**Project Statement and Video Essay Due**: Thursday, March 10, 2022 at 11:59 PM	15%
			Peer Feedback Due: Monday, March 14, 2022 at 11:59 PM	2%
Week 10	Module 7: Immersive and Interactive Theatre	Multimedia Story Project: Proposal	**Documentation and Overview Due**: Thursday, March 17, 2022 at 11:59 PM	10%
			Proposal Presentations: times vary	
Week 11	Module 8: Virtual and Mixed Reality Storytelling			

| Week 12 | [Final Presentations](#) | [Multimedia Story Project: Final Presentation](#) | **Overview and Presentation Due**: Thursday, March 31, 2022 at 11:59 PM | 30% |
| | | | **Peer Feedback Due**: Monday, April 4, 2022 at 11:59 PM | 2% |

There is no final examination for this course

GRADE BREAKDOWN

The following table represents the grade breakdown of this course.

Activities and Assessments	Weight
Assignment 1: Reflection / Peer feedback	7%
Assignment 2: Interacting with Place - A Transmedia Exploration / Peer feedback	17%
Assignment 3: Video Game Analysis / Peer feedback	17%
Assignment 4: Platform Analysis / Peer feedback	17%
Multimedia Story Project: Proposal	10%
Multimedia Story Project: Final Presentation / Peer feedback	32%

Official Grades

Official Grades and Academic Standings are available through [Quest](#).

Announcements

Your instructor uses the **Announcements** widget on the **Course Home** page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

Discussions

A General Discussion topic* has also been made available to allow students to communicate with peers in the course. Your instructor may drop in at this discussion topic.

Contact Us

Who and Why	Contact Details
Instructor • Course-related questions (e.g., course content, deadlines, assignments, etc.) • Questions of a personal nature • Questions about Microsoft Teams • Technical problems with Twine or Miro	**Post your course-related questions** to the Questions about Content and Questions about Assignments discussion topics. This allows other students to benefit from your question as well. **Questions of a personal nature** can be directed to your instructor. Instructor: Daniel Harley daniel.harley@uwaterloo.ca Your instructor checks email and the Questions about Content and Questions about Assignments discussion topics

	frequently and will make every effort to reply to your questions within 24–48 hours, Monday to Friday.
Technical Support, Centre for Extended Learning • Technical problems with Waterloo LEARN • Technical problems with Video Assignments	learnhelp@uwaterloo.ca Include your full name, WatIAM user ID, student number, and course name and number. Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time). IST Knowledge Base: For Students
Learner Support Services, Centre for Extended Learning • General inquiries • Examination information	Student Resources extendedlearning@uwaterloo.ca Include your full name, WatIAM user ID, student number, and course name and number.

*Discussion topics can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

MATERIALS AND RESOURCES

Readings

There are no required textbooks for this course. All required readings are available through Course Reserves.

Course Reserves

Course Reserves can be accessed using the **Library Resources** widget on the **Course Home** page.

Resources

- Library services for [Co-op students on work term and students taking online courses](#)

COURSE AND SCHOOL POLICIES

Course Policies

Deadlines

All assignment due dates are final and are indicated in the [Course Schedule](#). Yet, a serious issue (e.g., an illness or a personal/family emergency) may arise.

If you are not able to complete your work well or within the final due date because of a serious issue, you may request an extension.

Process to Request an Extension:

1. Write to the instructor as soon as you become aware of the issue, or at least within 72 hours of the final due date; and
2. Propose an alternative plan for when you can submit your work.

The instructor will consider all requests for an extension on a case-by-case basis. If a serious issue arises, you may access any of the relevant [Student Services](#).

Late Work

Late assignments are subject to a 5% (per day) penalty, including weekends. Penalties for late assignments will be deducted from the final grade received on the assignment.

Discussion boards and dropboxes will close two weeks after an assignment is due. It is not possible to post to a closed discussion board.

Working in Teams

Individual and group assignments are indicated in the Course Outline. Individual assignments are to be completed by each student alone. Collaboration on the production of individual deliverables (i.e. working on designs, sharing code, providing writing services, creating video production etc.) constitutes unauthorized collaboration as outlined in Policy 71.

The final group assignment (proposal and presentation) is to be completed collaboratively, including effectively managing goals, tasks and workflow, completing deliverables on time and on schedule, managing change and learning from mistakes, and collegially resolving conflicts. Each team member is expected to make tangible contributions to the project, drawing from their expertise, and/or developing new skills and expertise. These contributions will be assessed in a Peer Evaluation once the assignment is complete.

Attendance Policy

While this course is designed to be completed asynchronously, the group assignment will require synchronous teamwork, as well as a meeting with the instructor. Students are expected to collaboratively schedule group activities at times that work for them. If you are unable to attend a scheduled meeting, inform your group members or instructor as soon as possible.

Privacy Protection

In accordance with regulations set out by the University of Waterloo's Freedom of Information and Privacy Protection Act, assignments must be submitted by, and returned directly to, the student. Similarly, grades for assignments for courses may only be posted using the last 5 digits of the student number as the identifying data.

LEARN and Microsoft Teams

In this course we will be using LEARN and Microsoft Teams. Students should be aware that, when they access the electronic components of this course, private information such as first and last names, usernames for the University of Waterloo email accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss with the course instructor.

Workload

This course involves weekly modules, readings, related activities, media production, and discussion feedback. Therefore, the time commitment required to achieve the intended learning outcomes for this course is approximately 8 hours per week.

School Policies

Plagiarism and Copyright Policy

The offence of plagiarism as defined by Policy 71 (Student Discipline) includes visual and aural plagiarism of creative work (drawings, photographs, graphics, video, sound, graphics, or creative ideas conceived of, or made by others). The rules of conduct that apply to text-based work at the University of Waterloo also apply to work completed for creative assignments and research. There are two issues to consider with visual and aural plagiarism: ethics, i.e. expectations related to academic integrity as outlined in Policy 71; and copyright infringement, for which you could also be legally liable. Plagiarism and copyright infringement occurs when you produce creative material that is substantially similar to the original source. Please take note of the following points:

- All work submitted for evaluation must be your own. If the submitted work is determined not to be your own, has been created by another on your behalf, or has been created for another context (i.e. another course, client work, etc.), the Academic Discipline Procedure of Policy 71 will be invoked.
- Design templates, software plug-ins, icon sets (FontAwesome, Noun Project, material.io icons, etc.), stock images, and other generative software may only be used with the expressed permission of the instructor. Any material that is not yours must be cited. Any original material used as the basis for any work you create – whether manipulated digitally or manually, or otherwise incorporated or appropriated for your work as part of a conceptual idea – must be cited.

Resources that are available in the public domain are identified as copyright free or that fall under licenses from Creative Commons. Public domain is a term used for works that are not protected by copyright law. Works identified as Creative Commons

allow varying degrees of use. In this case, the authors decide how you can use their content. For more information, see the guidelines on creativecommons.org.

Discipline

A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course professor, Associate Director, Graduate, or the Associate Dean, Graduate Studies. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline. For typical penalties check Guidelines for the Assessment of Penalties.

UNIVERSITY POLICIES

Submission Times

Please be aware that the University of Waterloo is located in the **Eastern Time Zone** (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the Ontario, Canada Time Converter.

Accommodation Due to Illness

If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions. Otherwise:

Missed Assignments/Tests/Quizzes

Contact the instructor as soon as you realize there will be a problem, and preferably within 48 hours, but no more than 72 hours, have a medical practitioner complete a [Verification of Illness Form](#).

Email a scanned copy of the Verification of Illness Form to your instructor. In your email to the instructor, provide your name, student ID number, and exactly what course activity you missed.

Further information regarding Management of Requests for Accommodation Due to Illness can be found on the [Accommodation due to illness](#) page.

Missed Final Examinations

If this course has a final exam and if you are unable to write a final examination due to illness, seek medical treatment and have a medical practitioner complete a [Verification of Illness Form](#). Email a scanned copy to the Centre for Extended Learning (CEL) at extendedlearning@uwaterloo.ca within 48 hours of your missed exam. Make sure you include your name, student ID number, and the exam(s) missed. You will be REQUIRED to hand in the original completed form before you write the make-up examination.

After your completed Verification of Illness Form has been received and processed, you will be emailed your alternate exam date and time. This can take up to 2 business days. If you are within **150 km** of Waterloo you should be prepared to write in Waterloo on the additional CEL [exam dates](#). If you live outside the 150 km radius, CEL will work with you to make suitable arrangements.

Further information about [Examination Accommodation Due to Illness](#) regulations is available in the Undergraduate Calendar.

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. **If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.** Undergraduate students should see the [Academic Integrity Tutorial](#) and graduate students should see the [Graduate Students and Academic Integrity](#) website.

Proper citations are part of academic integrity. Citations in CEL course materials usually follow CEL style, which is based on APA style. Your course may follow a different style. If you are uncertain which style to use for an assignment, please confirm with your instructor or TA.

For further information on academic integrity, please visit the Office of Academic Integrity.

Turnitin

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin® in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

Turnitin® at Waterloo

Discipline

A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration, should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71 - Student Discipline. For typical penalties, check Guidelines for the Assessment of Penalties.

Appeals

A decision made or penalty imposed under [Policy 70 - Student Petitions and Grievances](#), (other than a petition) or [Policy 71 - Student Discipline](#), may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72 - Student Appeals](#).

Grievance

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70 - Student Petitions and Grievances](#), Section 4. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Final Grades

In accordance with [Policy 46 - Information Management](#), Appendix A - Access to and Release of Student Information, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to [Quest](#) to see all final grades. Any grades posted in Waterloo LEARN are unofficial.

AccessAbility Services

[AccessAbility Services](#), located in Needles Hall, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodation to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term and for each course.

Accessibility Statement

The Centre for Extended Learning strives to meet the needs of all our online learners. Our ongoing efforts to become aligned with the Accessibility for Ontarians with Disabilities Act (AODA) are guided by University of Waterloo accessibility Legislation and policy and the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0. The majority of our online courses are currently delivered via the Desire2Learn Learning Environment. Learn more about Desire2Learn's Accessibility Standards Compliance.

Use of Computing and Network Resources

Please see the Guidelines on Use of Waterloo Computing and Network Resources.

Copyright Information

UWaterloo's Web Pages

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If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or extendedlearning@uwaterloo.ca.

TERRITORIAL ACKNOWLEDGEMENT

We acknowledge that we live and work on the traditional territory of the Attawandaron (Neutral), Anishinaabeg, and Haudenosaunee peoples. The University of Waterloo's Main Campus is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometres on each side of the Grand River. The Stratford School is situated on the traditional territory of the Anishnabek, Haudenosaunee (Iroquois), and the Ojibway/Chippewa peoples. This territory is covered by the Upper Canada Treaties.

CREDITS AND COPYRIGHT

This online course was developed by Daniel Harley, with instructional design and multimedia development support provided by the Centre for Extended Learning. Further media production was provided by Instructional Technologies and Multimedia Services.

Credits

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