Course Syllabus

Code - Course Title	**GİT406U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	Prof. Dr. Funda Erzurum

Mode of Delivery	Online
Prerequisites	There is no prerequisite or co-requisite for this course.
Recommended Resources	Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York University Press.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Transmedia Storytelling and Basic Concepts	
Week - 2		Transmedia Storytelling and Artificial Intelligence (AI)	
Week - 3		Narrative and Transmedia in Extended Reality (XR)	
Week - 4		Transmedia and Digital Games	
Week - 5		Transmedia Storytelling	
Week - 6		Preparing for Exam	
Week - 7		Midterm	
Week - 8		Transmedia and Mass Communication	
Week - 9		Transmedia and Education	
Week - 10		Advertising and Public Relations in Transmedia	
Week - 11		Transmedia in Visual Communication Design	
Week - 12		Transmedia Storytelling	
Week - 13		Preparing for Exam	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	To be able to distinguish the basic principles and characteristics of transmedia storytelling.
2	To be able to compare the differences between traditional and transmedia narrative.
3	To be able to explain the concepts related to artificial intelligence
4	To be able to evaluate the effects of artificial intelligence on transmedia narrative.
5	To be able to analyze the potential and limitations of AI-enabled transmedia project
6	To be able to discuss the role of artificial intelligence in the digital age and its reflections on narrative.
7	To be able to explain concepts related to augmented reality.
8	To be able to explain the role and importance of extended reality in transmedia narrative.
9	Explain how XR technologies can be integrated into transmedia projects with examples.
10	To be able to evaluate how XR enriches the audience experience in transmedia narratives.
11	To be able to relate gamification and digital games to transmedia narrative.
12	To be able to analyze transmedia strategies and examples in the gaming industry.
13	To be able to discuss the effects of convergence culture on games and transmedia.
14	To be able to evaluate the interaction of mass communication with transmedia narrative.
15	To be able to explain the importance of audience and participation in transmedia narrative.
16	To be able to discuss how to disseminate transmedia projects through mass media.
17	To be able to evaluate the integration of educational technologies with transmedia narrative.
18	To be able to explain the potential and benefits of transmedia approaches in education.
19	To be able to discuss predictions about the use of transmedia in education in the future.
20	To be able to establish the relationship between branding and transmedia narrative.
21	To be able to analyze the applications of transmedia projects in advertising and public relations.
22	To be able to explain the role and importance of visual communication design in transmedia narrative.
23	To be able to evaluate the use of multimedia and interactivity in transmedia projects.
24	To be able to discuss the role and responsibilities of the designer in transmedia projects.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.