

Spring Erasmus Program Transmedia Narratives February to April or May (22-30 ECTS)

Degree in Transmedia Project Management and Design.
Faculty of Education and Social Studies, CSEU La Salle. Madrid Campus in Spain

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Most projects based on communication involve **Transmedia** nowadays. This applies to different fields and professional contexts, such as fiction, editing, education, videogames, marketing and communication.

One of our Transmedia students, Julia García-Maroto, has defined Transmedia Narratives as: "Stories that can be unfolded in different media. These stories have a thread which flows in the different media; each media enriches the story and all together generate a universe which promotes an immersive experience where the audience is engaged. The key factor in Transmedia is us, the human factor."

Walking Dead, Game of Thrones, Ikea, Overwatch, Transmedia Literacy (Horizon 2020) are transmedia references in editing, series, marketing, videogames and education.

Within this context we offer the **Transmedia Narratives** international program, adapted to different degree backgrounds, such as **marketing** and **communication, education, graphic design, multimedia design** or to any student interested in insights on the latest communication trends and how to use technologies as a genuine service for people.

This module is a funny, engaging and practical opportunity to engage in an international experience full of chances to create, think and feel. For any additional information contact Nuria Hernandez Sellés (Vicedean of the degree in transmedia narratives) at: nuria@lasallescampus.es

METHODOLOGY

Methodology in this program is **project based**. There are full of opportunities to create and to learn by doing. So come prepared with an open mind, open to share what you have to share in a creative context. Working in projects is an excellent opportunity to develop group work skills, to learn from different perspectives and to learn by doing, thinking and feeling... Most projects are real... they will happen, not just pretend to happen.

You'll also have the chance and challenge to work in heterogeneous groups, both with other Erasmus students as well as with Lasalian Spanish students... Yes, you are in Spain... you need to have opportunities to gather with Spanish people...

If you wish to have a look at part of the teachers in this module in a Performance where you can get a taste of the philosophy of the program check this video: [click](#).

TRANSMEDIA ERASMUS MODULE (in brief + module description)

The Spring experience in Transmedia Narratives @CSEULaSalle @gradotransmedia is articulated around the following courses and experiences:

ERASMUS MODULE Transmedia Narratives	
La Salle Transmedia Jam (intensive weekend creating projects open to university students from all around Spain and Europe)	6 ECTS
Transmedia Narratives	2 ECTS
Gamification (game dynamics mediated by technologies)	3 ECTS
Robotics and AI	2 ECTS
ACAI (International Academic Activities)	6 ECTS
Spanish Language Course	3 ECTS
	22 ECTS

Placement (during the month of May)

Placement I (Extensive to Placement II)	4 ECTS
Placement II	4 ECTS
	8 ECTS

La Salle Transmedia Jam (6 ECTS) is an intensive weekend generating projects open to university students from all around Spain and Europe. Do you know what a Hackaton is? Well that is very similar to this experience. You'll be sleeping in campus, either camping or inside, that's up to you. You will be accompanied by expert teachers guiding you through the process... This is an unforgettable experience.

Transmedia Jam 2018, to give you an idea, is articulated around generating an educational videogame. Education Students, Transmedia Students and Programming Students collaborate in heterogeneous teams to create a project proposal. The winners spend a 2 week placement working at MineAcademy, the education project based on Microsoft Minecraft.

Transmedia Narratives (2 ECTS) invites students to analyze the relevance of narratives in the life of human beings ¿why do we need to tell stories and to listen to stories? Our identities are thread through narratives. We'll link the development of identity and narratives to the opportunities generated by the media ecology; integrating biology and culture. We'll search our narrative authenticity through different projects, analyzing the way we tell our own stories and the most successful stories in history (Myths, tales...). We'll create our own Transmedia project, based on the story we want to tell, maybe recalling a story we started in the past and did not finish, maybe a story linked to us in the way we decide in the present.

Game, Play & Culture (3 ECTS) invites students to explore the nature of games in our society. Why do we play? Where can we play games? Or What is a game? We'll explore this questions through different lenses, focusing on how games are made, from traditional games and videogames to gamification and marketing strategies. We'll learn how to appeal to multiple types of players, analyzing the applications of games, play and ludic activities in our culture, while experimenting with different types of games. The students will develop their own games and interactive experiences, using the principles of modern game design, from the early stages of conceptualization to prototyping

and testing, learning in a practical, free and ludic environment, designed to make the class a living game.

Robotics and AI (2 ECTS) invites students to explore how Artificial Intelligence works, to debate on its philosophical background and to understand the main areas of AI. You'll understand what a robot is and its basic parts. Using Kits, you'll create a robot to explore and understand the interaction between electronics and mechanics. Throughout different creative projects you'll generate solutions to real problems or challenges by means of robotics.

ACAI (6 ECTS) ACAI is an English module marked by its academic, interdisciplinary and international character. It consists of different blocks of contents whose link is the Health Education and Communication, addressed to all students of CSEU La Salle. It means that Spanish students of Faculty of Education, Social Sciences and Health share lessons with Erasmus students from European Universities and students from La Salle Universities in The World, studying on our campus. We live in the era of Technology and Globalization and there are public global goods such as health, environmental quality, peace and human security, or access to information of interest to the entire world population. According to the World Health Organization "Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity". The fact of including the physical, mental and social levels requires the coordinated efforts of agents of Health, Education Transmedia Communication and Social Work. Health Education is a valuable tool for professionals in Health, Education, Transmedia and Social Work. The module is intended to indicate positive and negative behaviors for health, promote healthy lifestyles and help change negative health behaviors, contextualized into a globalized world which is marked by Information Technology and Communication.

SPANISH LANGUAGE COURSE (6 ECTS) One of the major goals for a satisfactory international experience is to have opportunities to be in touch with other cultural realities. Having a basis to communicate generates more opportunities for exchanges and understanding of the culture. This is a course design to facilitate a minimum knowledge of Spanish and Spanish culture to promote fluency for real life and culture immersion.

Placement (4+4 ECTS) is articulated around different interventions and projects in our campus, cooperating with transmedia students and in cooperation with professional agents both internal and external to our campus. There is also a 2-week period of in company placement.