Degree in Transmedia Project Management and Design.

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Narratives unfolded in different media and manifested in continuous encounters form part of our life ecologies. Our society is hyperconnected and the stories that have an impact are mostly unfolded in different media, taking the best of each to its service, in order to reach their target in different formats and through different experiences.

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.

The Degree in Transmedia Project Management and Design prepares its students to design and coordinate transmedia projects in a highly creative environment. It offers a learning experience based on a permanent contact with real transmedia projects and with the professional environment in which they will further on develop their careers.
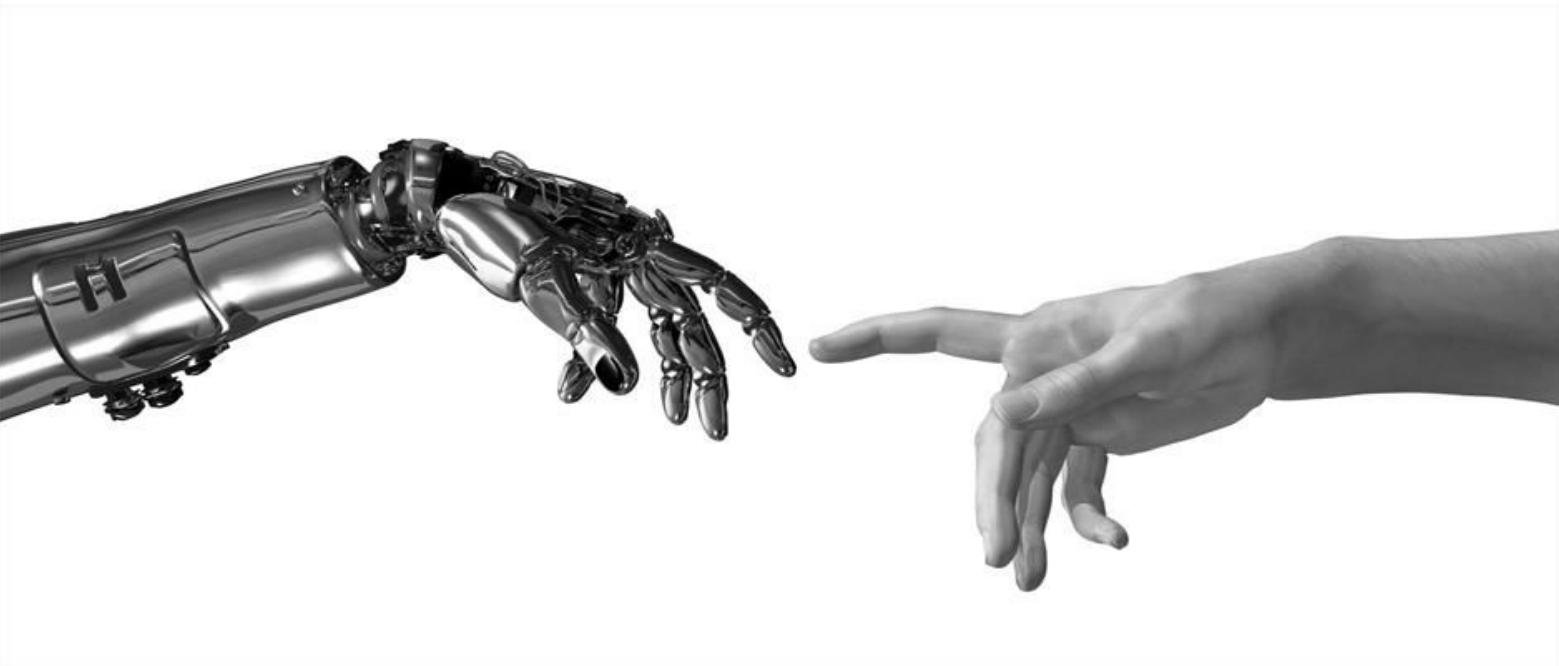
Learning Outcomes

Students in the Degree in Transmedia Project Management will be able to create persuasive narratives, with different levels of depth adapted to each media aiming to engage the audience in the story. They will be ready to adopt an active role in the design, development and assessment of transmedia projects in different professional contexts such as marketing, education, editing, videogames and gamification and fiction. They will be ready to start up their own projects as well.

Throughout the degree students will work in teams, in real projects, to:

- Get to know the different divisions in companies and the way to unfold narratives to their service.
- Understand the transcendence of narratives in the life of human beings and the behavior of people around stories; how they behave in the psico-social level and how this conditions media communication.
- Generate persuasive narratives adapted to different media aiming to engage the audience in the story.
- Use the different technologies that facilitate the creation and dissemination of transmedia narratives.
- Develop skills to manage a Project and facilitate the work of teams.
- Get to know themselves and develop personal creativity in a cooperative context.
- Get to know alternatives to start their own projects.

Study plan

1 Year courses	ECTS	Semester
From Multimedia to Transmedia: The history of ICT	6	1
Agile Methodologies in Transmedia Project Management	6	1
Leadership and entrepreneurship	6	1
Generating the visual experience	6	1
Psychology and creative processes	6	1
Interactive narrative production	6	2
Anthropology	6	2
Game design	6	2
Artificial Intelligence, robotics and big data	6	2
Foreign language I (English)	6	2
2 Year courses	ECTS	Semester
Transmedia project management in organizations	6	1
Transmedia narrative	6	1
Interface design and customer experience	6	1
Transmedia and education	6	1
Transmedia tools integrated	6	1
Digital marketing and communication	6	2
Project assessment in organizations	6	2
Foreign language II (English)	6	2
Gamification	6	2
Designing scenarios and Omni channel languages	6	2
3 Year courses	ECTS	Semester
Universal accessibility and design for all	6	1
Web projects and mobile applications	6	1
Facilitating the customer experience	6	1
Virtual and augmented reality	6	1
Technological trends	6	1
Start-ups and entrepreneurship	6	2
People, organizations and social responsibility	6	2
Placement I	18	2
4 Year courses	ECTS	Semester
Placement II	24	2
Final degree project	12	1 y 2

Specialization in one of the three itineraries
(Editing, Education, Videogames and Gamification)

Editing	ECTS	Semester
Editorial project management	6	1
Editorial project design	6	1
Tools for editorial production	6	1
Digital composing and content digital integration	6	1
Education	ECTS	Semester
Education project management	6	1
Education project design	6	1
Tools for Education production	6	1
Foreign language III (English)	6	1
Videogames and Gamification	ECTS	Semester
Videogames design and usability	6	1
Interface design	6	1
Gamification action design	6	1
Serious games	6	1