

Module code: MOD008673	Version: 1 Date Amended: 14/Dec/2021
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1. Module Title
Multiplatform Storytelling 1

2a. Module Leader
Jon Stone

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Creative Writing, BA (Hons) Writing and English Literature, BA (Hons) Writing and Film		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

On this module you will explore storytelling in many forms, studying how writers craft narratives for different media and platforms, studying how writers adapt the core concepts of new and existing stories, creating your own narratives, and analysing your creative work. You will also investigate craft, learning about other writers' techniques and experimenting with and reflecting on your own writing practice.

You will work across a range of forms, such as television, radio and comic scripts, podcasts, poetry, interactive fiction and writing for games, and engage in analysis of a diverse range of classic and contemporary examples. You will examine creative processes, both your own and those of others, from the collection of ideas, to planning in forms such as maps, outlines and treatments, to the production and editing of finished work. You will be required to engage in this process by maintaining a reading journal and writer's notebook where you will record your responses to material viewed and listened to, read, played, and created; thereby encouraging the integration of viewing/listening/reading/playing and writing.

Writing exercises will focus on practical writing techniques, such as writing an effective treatment or outline, and exploring the different techniques needed for different platforms and audiences so that each piece you produce serves to further expand and develop a shared fictional world. Seminar workshops are based around the reading and writing exercises prepared each week. You will be expected to read out and listen to other students' work and engage in constructive criticism of the techniques and sources used; you will also discuss questions of audience, style, and research.

In craft workshops, exercises will focus on how you direct your time, attention, and focus towards creative projects, and how you shape your personal narrative as a writer. You will study different ways of planning and executing work, document your own experiments, investigate what inspires and motivates you, share insights with your writing group, and contribute to peers' understandings of self-concept and identity as well as your own.

In Part 1, you will emphasise breadth, understanding and utilising the techniques and conventions that apply to different formats, technologies and platforms, preparing you for focus on selected platforms and techniques in Part 2.

6b. Outline Content

- * Analysis of classic texts.
- * Screenings and discussion across the different mediums.
- * Student presentations of feature films, television series, games, etc.
- * The opportunities, techniques, and limitations of different forms.
- * Introduction to dramatic structure and screen language through practical workshops, performed read throughs and writing exercises.
- * Constructing effective scenes.
- * Giving and receiving constructive criticism.
- * Discussion of current practice and employability.
- * Interactive and online storytelling tools, including open-source interactive fiction engines, digital audio editors and character creation software.
- * Using poetry as part of worldbuilding.
- * Planning writing: time, place, and measuring progress.
- * Personal narrative and identity as a writer.
- * Structured craft experiments.
- * Keeping a journal and documenting writing practice.
- * Collaborative writing.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate an understanding of fundamentals of narrative and techniques and conventions of storytelling in different media.
2	Knowledge and Understanding	Demonstrate an understanding of the expectations and needs of audiences for storytelling in different forms and genres.
3	Intellectual, practical, affective and transferrable skills	Enrich own writing through intensive and attentive reading, viewing, listening, playing, and experimentation with craft.
4	Intellectual, practical, affective and transferrable skills	Plan, write, and edit narrative works and document process.
5	Intellectual, practical, affective and transferrable skills	Analyse and reflect on own writing and writing process, and those of peers.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	48	1-5	12 x 2hr session/seminar per week and 12 x 2hr workshop per week
Student managed learning	252	1-5	Reading and writing several times a week. See module tutor during office hours
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	100 (%)	Fine Grade	30 (%)
Creative portfolio of interrelated works, supported by a story bible, with accompanying annotated reading/viewing/playing journal and annotated process journal (6,000 word equivalent)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*). In addition, students are required to: (a) achieve the qualifying mark for each element of fine graded assessment as specified above (b) pass any pass/fail elements [* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]
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