DMED540 Future of Worldbuilding

Transmedia, Metaverse and Generative AI

Course Description

This course is designed to provide students with a comprehensive understanding of Transmedia storytelling, the Metaverse, and Generative AI. The course will provide a look at how these technologies are changing the media and entertainment landscape and transforming the way we consume and interact with content. Students will learn the theoretical and practical aspects of designing and implementing Transmedia narratives, exploring the emerging Metaverse, and leveraging the power of Generative AI as a part of the production pipeline to create engaging and interactive experiences. The course will combine lectures, researching case studies, and hands-on exercises to provide students with the necessary skills and knowledge to create innovative and immersive experiences in the digital age.

Upon completion of this course students will be able to:
- Design and develop transmedia narratives and metaverse experiences
- Effectively identify the commonalities and differences of various narrative platforms
- Be able to apply a platform's unique characteristics to tell a story
- Identify the potential pros and cons of generative AI tools
- Integrate generative AI technologies into a prototyping pipeline
- Implement art and code assets into an interactive digital artifact

Format of the Course

The course will run for 12 weeks with 3-hour weekly class sessions scheduled consisting of lectures, in-class activities, and student presentations. Throughout the semester, students may be asked to book meetings with the instructor to check in with their work. Students will work in teams assigned by the instructor and will be expected to work on the projects outside of class time.

Course Schedule

Class	Topic
Week 1	CORE QUESTION: WHAT IS THE FUTURE OF WORLDBUILDING?
Week 2	CORE QUESTION: HOW CAN GENERATIVE AI HELP WORLDBUILD?
Week 3	CORE QUESTION: HOW TO WORLDBUILD FOR A METAVERSE?
Week 4	CORE QUESTION: HOW IS OUR STORY BEING TOLD?
Week 5	CORE QUESTION: HOW FLEXIBLE IS OUR METAVERSE?
Week 6	CORE QUESTION: CAN WE SELL THE CONCEPT OF OUR METAVERSE? **METAVERSE PRESENTATIONS**
Week 7	CORE QUESTION: HOW TO WORLDBUILD FOR TRANSMEDIA?
Week 8	CORE QUESTION: HOW DOES THE MEDIUM AFFECT WORLDBUILDING?
Week 9	CORE QUESTION: HOW WILL THE AUDIENCE ENGAGE THE STORY?
Week 10	CORE QUESTION: HOW CAN GENERATIVE AI BE USED IN A PIPELINE? **EXPLORATORY RESEARCH PRESENTATIONS**
Week 11	CORE QUESTION: HOW DO WE CONNECT THE STORIES BETTER?
Week 12	CORE QUESTION: CAN WE SELL OUR TRANSMEDIA CONCEPT? **TRANSMEDIA PRESENTATIONS**

Course Assignments

Exploratory Research

Throughout the semester, students will be exploring a variety of generative AI tools to identify their utility, potential uses within a pipeline, comparative analyses between similar tools, and apply it towards their own projects.

Metaverse & Transmedia Projects

The course will consist of two major projects in which students can work alone or in small teams to develop their concepts. The primary deliverables will be a concept proposal document that will detail the world that they are building, including story ideas, look and feel, interactive design, etc.

For both projects, students will create a variety of different prototypes to suite their worldbuilding needs. The focus will be on rapid iterations, creativity, and demonstrating the concept in an effective way. Students will be encouraged to use generative AI tool as part of this process.

Finally, students are expected to create a final presentation for the Metaverse and Transmedia projects, pitching the idea, explaining how it will work, and what they learned.

Evaluation

Grades will be based on the following criteria (subject to revision if deemed necessary):

Exploratory Research

Documentation	20
Presentation	10

Metaverse Project

Documentation	10
Prototypes	10
Presentation	10

Transmedia Project

Documentation	15
Prototypes	15
Presentation	10
Total	100

Note on assessment:

Unless specifically specified a student's grade will be based on their INDIVIDUAL contribution to team assignments, presentations, and projects.

There will also be an ungraded mid-term Self/Peer Assessment. This will provide a baseline and guidance for growth over the rest of the semester.

Attendance

Attendance and punctuality is mandatory. Repeated offences will not be tolerated and WILL affect your grade. You are responsible for making up for materials, in-class activities, and assignments missed. Students who are unavoidably absent due to illness or disability should notify their instructors of their situation. Note that late assignments/projects will not be accepted without prior arrangement or medical documentation.

Office Hours

Office hours will be announced at the start of the course. Please feel free to email for appointments outside of office hours, subject to availability. Questions pertaining to the overall program should be directed to your assigned program advisor.

Required Readings

The only required reading is the assigned novel for the student's team.

Written & Spoken English Requirement

As with all Pre-MDM courses, this course has a high expectation with respect to communication. You will be expected to write, speak and otherwise express yourself to a high standard in English. Written and spoken work may receive a lower mark if it is, in the opinion of the instructor, deficient in English. It is the student's responsibility to seek extra help if they are not able to perform to expectations. Please talk to your professors or to your advisors if you would like recommendations on getting extra help.

Religious Accommodation

The university accommodates students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably the first week of class, if you will require any accommodations on these grounds.

Academic Integrity

MDM considers plagiarism to be the most serious academic offense that a student can commit. Regardless of whether or not it was committed intentionally, plagiarism has serious academic consequences and can result in expulsion from the university. Plagiarism involves the improper use of somebody else's words or ideas in one's own work.It is the student's responsibility to ensure you fully understand what plagiarism is. Please see the SFU
website for an explanation of the various types of plagiarism and to take the plagiarism tutorial: http://www.lib.sfu.ca/help/writing/plagiarism

Grading Profile

A+	95-100
A	90-94
A-	85-89
B+	80-84
B	75-79
B-	70-74
C+	65-69
C	60-64
F	0 - 59

Laptops & Cell Phones

The use of laptops and cell phones during class is at the discretion of the instructor. Please respect your classmates and instructors and refrain from text messages, social media, games and videos during class and workshop times. Please note you should always bring pen and paper to class.

Policies

The student and academic policies of the Masters of Digital Media Program and of Simon Fraser University apply within this course. Relevant SFU policies can be found at:
• Graduate General Regulations
http://students.sfu.ca/calendar/for_students/grad_regulation.html
• Academic Honesty and Student Conduct Policies
http://www.sfu.ca/policies/Students/index.html
• Teaching and Instruction Policies
http://www.sfu.ca/policies/teaching/index.htm
• University Policies (complete site)
http://www.sfu.ca/policies