

Course outline: Creative Producing for Digital Platforms

Beginning The Year: Introduction and Inspiration

An introduction to the diversity of content that can be classified as digital, transmedia or multiplatform.

MODULE 1: CREATIVE TECHNOLOGY & DIGITAL ARTS

What is a creative digital producer? We'll start by working on creativity and brainstorming techniques, and using case study material from leading digital artists and arts institutions to inspire us about what is possible in this space.

MODULE 2: SHORT FORM VIDEO & CONTENT FOR SOCIAL

We will look at the economics and production of developing & making short form video for online distribution – for existing broadcasters, for agencies and brands, and for new platforms like YouTube, Facebook and Twitter. Also - how to measure and monetise social video

MODULE 3: KIDS, GAMES & PLAY

We'll be developing playful content - on physical and digital platforms simultaneously - for young audiences who don't see much difference between TV, web interaction and smartphone apps in terms of engagement and entertainment value.

MODULE 4: EXTENDING SCRIPTED DRAMA & IMMERSIVE STORYTELLING

How to extend and augment a drama online and explore immersive 'personalised' storytelling, using 360 video, immersive VR and mobile AR. We'll collaborate with scriptwriting and producer students.

MODULE 3: IMMERSIVE FACTUAL, INTERACTIVE DOCUMENTARY & CAMPAIGNING

Students will learn about how to engage audiences much more deeply with factual content through different platforms and technologies, and to help broadcasters, media companies, charities and campaigners extend their content beyond the schedule.

MODULE 6: MAINSTREAM TV ENTERTAINMENT & LIVE EVENTS

This module covers strategy, marketing and business for mass-audience multi-platform productions - talent shows, game shows, reality shows and one-off event TV such as music festivals.

WORKSHOPS

We take time out to run intensive workshops throughout the year. These have included: a video boot camp to ensure you have the basic camera, lighting and sound skills to organise your own short form shoot; a design bootcamp to introduce you to simple desktop editing tools, notably the Adobe Creative Suite; a VR workshop for understanding photogrammetry and developing in Unity; an introduction to HTML and simple coding for prototyping.

MODULE 7: FINAL GRADUATION PROJECT

During the final module, students will undertake self-directed work on their final projects - including delivering a working prototype - supported by tutors and industry mentors.

Ending the Year: Managing Your Career

During the final week of term, students will have the opportunity to plan and refine their internet presence – social accounts, LinkedIn profiles - and CVs to help them move into the job market.