



Master in Documentary and Transmedia Journalism Feature

Universidad Carlos III de Madrid

Online documentary projects

SCHEDULE

Day 1

Session 1 (09:00 - 10:30)

Description: Presentation of the subject

Session 2 (10: 45-12: 15)

Title of the session: Introduction to interactive realization

Description: Interactive typologies. Practice Timeline Js and Eko Stories

Session 3 (12: 30-14: 00)

Title of the session: Structure of an interactive project.

Description: Analysis of the entry page. Sketch.

Day 2

Sesión 4 (09:00 - 10:30)

Title of the session: Transmedia narratives

Description: Introduction to the transmedia term as understood by Henry Jenkins. Evolution of the term, spreadable media and examples of transmedia fiction.

Sesión 5 (10:45 - 12:15)

Title of the session: Introduction to webdocs I

Description: Classification of webdocs, national and international webdoc production paradigms. Script keys in the narration of a webdoc, development of interfaces, visual metaphors in the composition of an interface.

Session 6 (12:30 - 14:00)

Title of the session: Introduction to webdocs II

Description: Classification of webdocs, national and international webdoc production paradigms. Script keys in the narration of a webdoc, development of interfaces, visual metaphors in the composition of an interface.

Day 3

Session 7 (9:00 - 10:30)

Session title: Immersive tools I

Description: Practical class to learn digital tools and to develop immersive multimedia narratives. The student will learn to develop their own stories by providing them with interactivity, through tools such as Immersive, Creatavist, Medium, Storymap, etc.

Session 8 (10:45 - 12:15)

Session title: Immersive tools II

Description: Continuation of the practical class to learn digital tools and to develop immersive multimedia narratives. The student will learn to develop their own stories by providing them with interactivity, through tools such as Immersive, Creatavist, Medium, Storymap, etc.

Session 9 (12:30 - 14:00)

Title of the session: The video on the internet

Description:

Evolution of video on the internet. The student will also know the basic differences between the different free video platforms and the different possibilities of monetization depending on the platforms.

Día 4

Session 10 (09: 00-10: 30)

Title of the session: The video on the Internet II

Description: Second session explaining the particularities of the audiovisual format on the internet;

We will expand knowledge of videos in social networks paying special attention to Facebook and we will see new streaming video platforms. Introduction to new interactive video narratives that we will develop in session 11 in a practical way.

Session 11 (10:45 - 12:15)

Title of the session: Interactive video, practical class

Description: The student must complete an interactive video practice with one of the following free interactive video tools that we will explain in class: Wideo, Thinglink or Youtube interactive.

Session 12 (12: 30-14: 00)

Session title: Multimedia Script

Description: Templates to create a multimedia script. Input, output, background and interaction tasks. Realization of a navigation tree.

Considerations for developing a budget for an interactive application

Session 13 (14: 15-15: 30)

Title of the session: Evaluation and conclusions.