



SUBJECT: Mobile and Interactive Narratives		
MASTER DEGREE: Documental y Reportaje Periodístico Transmedia	ECTS: 6	QUARTER: 1º

TIMETABLE FOR THE SUBJECT								
WEEK	SESSION	DESCRIPTION OF EACH SESSION	GROUP (X mark)		Indicate if a different lecture room is needed (computer, audiovisual, etc.)	HOMEWORK PER WEEK		
			1	2		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1 D	1 S	Management Models Configuration	1		Aula	It explains how to configure a business model	1,30 H	
	2 S	Analysis of different business models	1		Aula	Various business models of transmedia reporting are analyzed	1,30 H	
	3 S	Development of a concrete business model Explanation of project to be developed throughout the course	1		Aula	A business model is applied to a concrete project	1,30 H	
2D	1 S	New narrative developments for mobile	1		Aula de informática	Explanation and practice of narrative elements in mobile	1,30 H	3 H
	2 S	Keys to producing content like Mobile Journalism	1		Aula de informática	Analysis and realization of contents for mobile	1,30 H	



	3 S	The mobile as a generator of experiences	1		Aula de informática	Execution of narratives on mobiles	1,30 H	
3D	1 S	Verification of open source content	1		Aula de informática	Analysis of open sources that can be used for mobile narratives	1,30 H	3 H
	2 S	Open source content verification practice	1		Aula de informática	Practices of use of open sources	3 H	
4 D	1 S	Development of navigation tree.	1		Aula	Explanation of how a navigation tree develops	1,30 H	3 H
	2 S	Practical development of a navigation tree	1		Aula de informática	Running a navigation tree	1,30 H	
	3 S	Development Strategies and Tools	1		Aula de informática	Use of development tools and strategies	1,30 H	
5 D	1 S	Transmedia strategies for the distribution and promotion of transmedia documentary	1		Aula	Explanation of distribution strategies and promotion of documentaries.		3 H
	2 S	Practice Strategies	1		Aula de informática	Implementation of promotional strategies.		



	3 S	Presentation of the work of the subject	1		Aula	Tutoring and presentation of the works developed		
TOTAL HORAS							22,30 H	12 H