COURSE DETAIL

DIGITAL FILM AND MEDIA STRATEGIES: SEMINAR A: FILM, TV, AND DIGITAL STORYTELLING

Country
Denmark

Host Institution
University of Copenhagen

Program(s)
University of Copenhagen

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Film & Media Studies

UCEAP Course Number
145

UCEAP Course Suffix

UCEAP Official Title
DIGITAL FILM AND MEDIA STRATEGIES: SEMINAR A: FILM, TV, AND DIGITAL STORYTELLING

UCEAP Transcript Title
DIGITAL STORYTELLNG

UCEAP Quarter Units
12.00

UCEAP Semester Units
8.00

Course Description
The course focuses on strategic communication in a creative and production-oriented marketing perspective and includes production exercises with different media such as video, podcast, virtual reality, and written material. The course works with campaigns and branding from a creative as well as strategic perspective, looking at distribution of factual and fictional narratives in the form of short as well as feature length films, web series, and podcasts on different digital platforms, using very different means such as influencers and event making to attract attention. Students also work with the issue of storytelling itself and the question of a data driven creation and marketing dialogue between storyteller and audience. This question is actualized in planning and production and student productions are given feedback from a commissioning editor from a major film company. Other guests come from film institutions talking about strategic distribution of feature films and about their support for the development of web series projects. Students meet a commissioning editor for TV fiction series and a commissioning editor from a streaming service. The guests focus on the creative aspect of storytelling as well. This aspect is followed by a cooperation in idea making and branding by a major storytelling institution.

Language(s) of Instruction
English

Host Institution Course Number
HFMK03542U

Host Institution Course Title
DIGITAL FILM AND MEDIA STRATEGIES: FILM, TV, AND DIGITAL STORYTELLING

Host Institution Course Details
https://kurser.ku.dk/course/HFMK03542U

Host Institution Campus Humanities
Host Institution Faculty
Host Institution Degree
Host Institution Department Media, Cognition and Communication
Course Last Reviewed 2020-2021

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