



Course Specifications (SDU.OBE3)

Course Title Transmedia Storytelling

Course Code 1542218

Semester 1 Academic Year 2024

Suan Dusit University

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Course Specifications

Institution	Suan Dusit University
Faculty/School	คณะมนุษยศาสตร์และสังคมศาสตร์
Field of Study	Choose an item.

Section 1 General Information

1. Course Code and Course Title

1542218 : Transmedia Storytelling

2. Number of Credits

3 (3-0-6) credits

3. Course Type

Language Literacy and Communication Curriculum

4. Course Coordinator and Lecturer

Full name: Daljeet Singh Nagra

Mobile No.: 0626975144

E-mail: bcmdaljeet@gmail.com

5. Semester/Year of Study

Semester 2 Academic Year 2024 / Year of Study 2024

6. Pre-requisite (If any)

[Click and type]

7. Co-requisites (If any)

[Click and type]

8. Venue of Study

Choose an item.

9. Latest Date of Course Revision

23 มิถุนายน 2567

Section 2 Goals and Objectives

1. Course Goals

Be self-disciplined, punctual, responsible and have a positive attitude for study and assigned work. Be able to acquire and apply the knowledge morally and ethically. Have the general and systematic knowledge of the English language and be able to integrate the knowledge to learn other subjects for 21st century. Exhibit the ability to draw logical conclusions from critical evaluations of facts and ideas for academic and professional communications. Develop cooperative interpersonal skills, work effectively as a team and exhibit a sense of responsibility to achieve personal and professional development. To be able to utilize information technology in acquiring and gathering accurate knowledge and use media and information technology to communicate with people correctly and appropriately.

(Explain course goals, principles, knowledge and skills relating to the field of study. Also, clarify the significance of linking subject knowledge which aims to develop skills that students can utilize in studying or working.)

2. Objectives of Course Development/Revision

To provide students the knowledge, skills and abilities to improve English communication skills, and culture which are essential for their professions and real life in the 21st century

(Explain the objectives of course development and revision by applying PDCA process.)

3. Course Learning Outcomes

By the end of the course, students are able to achieve the course learning outcomes (CLOs) as follows:

1. CLO1: Students can have a basic understanding of Storytelling
2. CLO2: Students can express story line using Transmedia.
3. CLO3: Morals and Ethics – A) Students Have a positive work attitude and have responsibility for duties. B) Have punctuality and discipline. Respect and comply with university and social regulations.

Section 3 Description and Implementation

1. Course Description

Principles and techniques of tone usage, rhythms and speaking styles, personalities when speaking, summary of speech, telling story, practice transmedia storytelling.

2. Number of Hours per Semester

Theory	Practice	Self-study	Supplementary Teaching
45hours (3hrs x15 weeks)	[Click and type]	90 hours (6hrs x15 weeks)	[Click and type]

3. Concept of Learning Management Process

ESA stands for Engage. Here's a brief breakdown: **Engage:** This phase aims to capture students' interest and attention. It involves activities or materials that introduce the topic, ignite curiosity, or create a context for learning. It could be a discussion, a video, a game, or any interactive element to stimulate interest. **Study:** In this phase, students delve deeper into the subject matter. Teachers provide the necessary information, explanations, or examples. It involves guided learning, where students absorb new information through various methods like lectures, reading materials, group work, or exercises. **Activate:** Here, students apply what they've learned in a more independent and creative way. They engage in activities that encourage them to use the newly acquired knowledge or skills actively. It could involve discussions, debates, role-plays, problem-solving tasks, or projects. ESA encourages a dynamic, varied approach to teaching, ensuring students are engaged, given the chance to understand the material, and then allowed to apply it in different contexts to reinforce learning.

4. Number of Hours per Week for Individual Advice and Academic Guidance

[1] Group and/or individual consultations in person can be done on Tuesday & Wednesday during office hours.

2) The instructor can be contacted at any time via Group Line Messenger: (daljeet_leo), email bcmdaljeet@gmail.com or by phone - 0626975

Section 4 Student Learning Development

4.1 The relation between Course-Level Learning Outcomes and Level of Learning

(No. of CLO)	CLO Statement	Level of Learning
1	Students can have a basic understanding of Storytelling.	Level 3 - Applying
2	Students can express story lines using Transmedia.	Level 6 – Creating
3	Morals and Ethics	Level 2 - Understanding

4.2 The relation between Course-Level Learning Outcomes (CLOs) and Program-Level Learning Outcomes (PLOs)

Course-Level Learning Outcomes	Program-Level Learning Outcomes					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: Storytelling Basics	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLO2: Transmedia Storytelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLO3: Morals and Ethics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

****Note: Program-Level Learning Outcomes: PLOs**

PLO2: Students use words and actions to reveal the elements and images of a story

PLO4: Students express tell a single story or story experience across multiple platforms and formats

PLO5: Students demonstrate morality and ethics while working in the language and communication field

4.3 Course-Level Learning Outcomes (CLO), Teaching Strategies and Assessment Method

CLO	Teaching Strategies	Assessment Method
Students can have a basic understanding of Storytelling.	Lecture and Debate Active Learning Task Based Learning	Presentations Participation Tests
Students can express story lines using Transmedia.	Lecture and Debate Active Learning Task Based Learning	Presentations Participation Tests
Morals and Ethics	<p>* Students will be coached on Discipline, punctuality & responsibility towards assignments & behavior.</p> <p>* Students will undertake in teams' theme-based research, analyses & debate & discussion on various social issues throughout their learning activities, and will be coached in issues of honesty, integrity, respecting others' opinions & using reasonable reasons while having to participate in cooperative activities in the classroom & tests on assignments.</p>	(Authentic Assessments)

Section 5 Lesson Plan and Evaluation

1. Lesson Plan

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
1	Chapter 1: Introduction to Transmedia Storytelling a) Goals of Storytelling b) What is transmedia, c) The Different Types of Media Used	6	-Explain class discipline, rules and course specification. - Interactive lecture (1) This lecture aims to introduce students to the fundamental concepts of transmedia storytelling, emphasizing its goals and the various media types utilized. By exploring the objectives of storytelling, defining transmedia, and examining the diverse platforms through which stories can be told, readers will gain a comprehensive understanding of how to create and deliver cohesive narratives across multiple channels.	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			Activity: (1) - Students practice the concept orally - Students do the assignment mention in the Course Book (<i>Transmedia Storytelling First Edition</i>)	
2	Chapter Two: Developing Transmedia a) Types of Stories b) Writing the Story c) Understanding Audience d) Platform Selection e) Execution	9	-Explain class discipline, rules and course specification. - Interactive lecture (2) This Lecture aims to guide students through the process of developing transmedia stories, covering the essential elements of storytelling, audience understanding, and strategic execution. By examining different types of stories, the craft of writing compelling narratives, the importance of audience analysis, the criteria for platform selection, and effective execution strategies, readers will gain the skills necessary to create and implement engaging transmedia projects.	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>Activity: (2)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (<i>Transmedia Storytelling First Edition</i>) 	
3	<p>Chapter Three: Documentation</p> <ul style="list-style-type: none"> a) Writing Headlines b) Narrative Vs Experience c) Documenting the Story World 	6	<p>-Explain class discipline, rules and course specification.</p> <p>- Interactive lecture (3) This Lecture aims to provide students with the essential techniques and strategies for documenting transmedia stories effectively. By focusing on the art of writing impactful headlines, differentiating between narrative and experiential storytelling, and thoroughly documenting the story world, readers will learn how to create comprehensive and engaging transmedia documentation.</p>	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>Activity: (3)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (<i>Transmedia Storytelling First Edition</i>) 	
4	<p>Chapter Four: Participation and Engagement</p> <ul style="list-style-type: none"> a) Immersion b) Audience Engagement c) Crowdsourcing d) Viral Video 	6	<p>-Explain class discipline, rules and course specification.</p> <p>- Interactive lecture (4) This Lecture aims to explore the critical components of fostering participation and engagement in transmedia storytelling. By delving into immersion techniques, strategies for audience engagement, the power of crowdsourcing, and the creation of viral videos, students will learn how to actively involve their audience in the storytelling process.</p>	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			Activity: (4) - Students practice the concept orally - Students do the assignment mention in the Course Book (<i>Transmedia Storytelling First Edition</i>)	
5	Chapter Five: Financing Transmedia Storytelling a) Business Model b) Audience Financing c) Sponsorship d) Advertising and Product placement e) Crowdfunding	6	-Explain class discipline, rules and course specification. - Interactive lecture (5) This Lecture aims to provide students with a comprehensive understanding of the various methods for financing transmedia storytelling projects. By exploring different business models, audience financing strategies, sponsorship opportunities, advertising and product placement techniques, and the use of crowdfunding, students will learn how to secure the necessary funds to bring their transmedia stories to life.	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>Activity: (5)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (<i>Transmedia Storytelling First Edition</i>) 	
6	<p>Chapter Six: Web Series</p> <ul style="list-style-type: none"> a) Planning b) Writing c) Scheduling d) Shooting e) Editing 	9	<p>-Explain class discipline, rules and course specification.</p> <p>- Interactive lecture (6) This lecture aims to guide students through the comprehensive process of creating a successful web series. By covering the critical stages of planning, writing, scheduling, shooting, and editing, students will gain a step-by-step understanding of how to produce engaging and high-quality web series content.</p>	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>Activity: (6)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (Transmedia Storytelling <i>First Edition</i>) 	
15	Pre- Test - Student organized Debate Tournament	3	<p>-Interactive lecture (15) on the concept of Debate.</p> <p>- Activity(15):</p> <ul style="list-style-type: none"> - Students test on assignment & participate in the production of a web series. 	Daljeet Singh Nagra
16	Final Exam	3	Students take the Exam	Daljeet Singh Nagra

2. Learning Outcome Assessment and Evaluation

Course-Level Learning Outcomes	Assessment and Evaluation Methods	Percentage	
CLO1: Students can have a basic understanding of Storytelling	Presentation	[Click and type]	50
	Test		
CLO2: Students can express story lines using Transmedia	Presentation	[Click and type]	40
	Test		
CLO3: Morals and Ethics	Authentic Assessments	[Click and type]	10
Total			100

Type of Grading Evaluation A-F S/U P

Section 6 Learning Resources

1. Primary Textbook/Documents

1.1 Daljeet Singh Nagra (2023). Transmedia Storytelling, (First Edition) Suan Dusit Graphic Site.

2. Recommended Books and Reference Material

2.1 [Click and type]

2.2 [Click and type]

2.3 [Click and type]

3. Other Resources

3.1 [Click and type]

3.2 [Click and type]

3.3 [Click and type]

4. Improvement / Learning Resources Development (added)

Choose an item.

Section 7 Course Evaluation and Improvement

1. Student Course Evaluation Strategies

Confidential Evaluation of the course by the relevant Program online.

2. Teaching Evaluation Strategies

- 1) Students' evaluation of classes
- 2) Observation of classes

3. Teaching Improvement Process

- 1) Training and workshops on pedagogy
- 2) Peer observation
- 3) Collegial sharing and reflection

4. Standard Verification of Student Achievement

Verification of student learning outcome is done through behavioral observation, test scores, activities and presentations.

Learning Outcome	Evaluation Methods		
	Behavioural Observation	Tests / Exams	Activities / Presentations
Morals and ethics	✓	✓	✓
Knowledge		✓	✓
Cognitive Skills	✓	✓	✓
Interpersonal skills and responsibility	✓	✓	✓
Analytical, Communicative and IT skills		✓	✓

5. Action Plan for Verifying and Improving Course Effectiveness

1. Verification is done following the standards in 7.4.
2. Check effectiveness of course from students' score.

ลำดับ (CLO)	คำอธิบายผลลัพธ์การเรียนรู้ CLO Statement	ระดับการเรียนรู้ Level of Learning
[คลิกพิมพ์]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]

ระดับผลลัพธ์การเรียนรู้ในรายวิชา Course-Level Learning Outcomes	ระดับผลลัพธ์การเรียนรู้ในหลักสูตร Program-Level Learning Outcomes					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: [Click and type]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLO2: [Click and type]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLO3: [Click and type]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

หมายเหตุ ผลลัพธ์การเรียนรู้ที่คาดหวังระดับหลักสูตร (Program-Level Learning Outcomes : PLOs)

PLO1: [Click and type]

PLO2: [Click and type]

PLO3: [Click and type]

(สามารถเพิ่มเติมจำนวนข้อได้ตามที่กำหนดไว้ในรายวิชาและหลักสูตร)

CLO	กลยุทธ์การสอน	กลยุทธ์การประเมิน
[Click and type]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]

[Click and type]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]

1. แผนการสอน

ลำดับที่	หัวข้อ/รายละเอียด	จำนวน ชั่วโมง	กิจกรรมการเรียนรู้ การสอนสื่อที่ใช้ (ถ้ามี)	ผู้สอน
1	[Click and type]	[Click and type]	[Click and type]	[Click and type]
2	[Click and type]	[Click and type]	[Click and type]	[Click and type]
3	[Click and type]	[Click and type]	[Click and type]	[Click and type]
4	[Click and type]	[Click and type]	[Click and type]	[Click and type]
5	[Click and type]	[Click and type]	[Click and type]	[Click and type]
6	[Click and type]	[Click and type]	[Click and type]	[Click and type]
7	[Click and type]	[Click and type]	[Click and type]	[Click and type]
8	[Click and type]	[Click and type]	[Click and type]	[Click and type]
9	[Click and type]	[Click and type]	[Click and type]	[Click and type]
10	[Click and type]	[Click and type]	[Click and type]	[Click and type]
11	[Click and type]	[Click and type]	[Click and type]	[Click and type]
12	[Click and type]	[Click and type]	[Click and type]	[Click and type]

ลำดับที่	หัวข้อ/รายละเอียด	จำนวน ชั่วโมง	กิจกรรมการเรียน การสอนสื่อที่ใช้ (ถ้ามี)	ผู้สอน
13	[Click and type]	[Click and type]	[Click and type]	[Click and type]
14	[Click and type]	[Click and type]	[Click and type]	[Click and type]
15	[Click and type]	[Click and type]	[Click and type]	[Click and type]
16	[Click and type]	[Click and type]	[Click and type]	[Click and type]

2. การประเมินผลการเรียนรู้

ผลลัพธ์ การเรียนรู้	วิธีการวัดผล	น้ำหนักการประเมินผล (ร้อยละ)	
CLO1: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
CLO2: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
CLO3: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
รวม			100

รูปแบบการบันทึกผลการเรียน A-F S/U P

1. ตำราและเอกสารหลัก

1.1 [Click and type]

1.2 [Click and type]

1.3 [Click and type]

2. เอกสารและข้อมูลเสนอแนะ

2.1 [Click and type]

2.2 [Click and type]

2.3 [Click and type]

3. ทรัพยากรอื่น ๆ

3.1 [Click and type]

3.2 [Click and type]

3.3 [Click and type]

4. การปรับปรุง / การพัฒนาทรัพยากรประกอบการเรียนการสอน (เพิ่มเติม)

Choose an item.

1. กลยุทธ์การประเมินประสิทธิผลของรายวิชาโดยนักศึกษา

[Click and type]

2. กลยุทธ์การประเมินการสอน

[Click and type]

3. การปรับปรุงการสอน

[Click and type]

4. การทวนสอบมาตรฐานผลสัมฤทธิ์ของนักศึกษาในรายวิชา

[Click and type]

5. การดำเนินการทบทวนและการวางแผนปรับปรุงประสิทธิผลของรายวิชา

[Click and type]