



Course Details

Students will take a minimum of 12 credits. Applicants should discuss how these credits would count towards their RIT degree program with their academic advisor.

Required Anchor Courses:

IDTL 500 - Transmedia Storytelling (3 credits)

In the 21st century, narratives transcend traditional boundaries and come to life across various platforms. Transmedia storytelling is an innovative approach that has gained significant prominence in the digital age and is being deployed today in the commercial/entertainment industry to extend a narrative universe beyond a single medium. It allows the story to exist and evolve through various channels such as film, television, books, graphic novels, video games, social media, augmented reality, and interactive exhibitions. In this project-based class, you will delve into the theory, practice and ethics of commercial transmedia storytelling in the entertainment industry, gaining insights into the mechanics that drive this exciting phenomenon.

VISL 387 - Imag(in)ing the City (3 credits)

This course examines the ways in which culture, ethnicity, languages, traditions, governance, politics, and histories interact in the production of the visual experience. We will approach the city of LA in its various urban spatial forms as image experiences, subject to interpretive strategies and the influence of other discourses. We will wander the well-traveled and the unbeaten paths, participating in and interrogating a wide range of LA's, treasures and embarrassments, secrets and norms. We will also read from literature and cultural studies, as well as viewing films, advertisements and websites, and attending entertainment events.

Internship (3 or 6 credits)

Students will participate in hands-on professional experiences with local companies, studios and organizations for either 8-10 hours per week (3 credits) or 16-20 hours per week (6 credits). These professional experiences can be formal or informal, paid or unpaid or a few different experiences combined to meet the minimum hours per week. While students are ultimately responsible for finding their own experiences, RIT staff, faculty and alumni will coach students on job search skills and help make connections with companies and alumni.

Optional Additional Courses:

VISL 320: Contemporary Cinema (3 credits)

Online asynchronous course at RIT main campus. If you take this course (or already have), you will complete a full immersion in Transmedia Storytelling.

We will study cinema in the United States and abroad from the mid-20th century to contemporary screen cultures. We will consider shorts, war documentaries, biographical and autobiographical films, animation, mockumentaries, video diaries, and immersive installations. Questions we will ask include: How does cinema represent or transform social and historical events in local and global contexts? Which ethical and aesthetic

responsibilities does a filmmaker have to their audience and filmed subjects? What ethical questions do the films raise for us as spectators? How do we understand the role of media technologies in the making of these films? We will investigate the structures, techniques, and ideologies that identify cinematic practices as fiction or non-fiction and consider films that challenge these representational systems, helping us examine the line between fact and fiction.

SOFA 557: Chasing Rainbows: Business and Innovation in Entertainment (3 credits)

We are in a transformative age in entertainment. New technologies and distribution platforms are changing the way consumers engage with movies, television, games and new media – disrupting the traditional business models and creating new markets. This course will examine the business aspects of the entertainment ecosystem and the transformative trends that are driving innovation in production, visual effects, storytelling, AI and immersive experiences.

You may also take any online synchronous or asynchronous courses offered at the RIT main campus in the fall.