

Danish School of Media and Journalism
Media Production and Management
Course description
Spring semester 2025
Media Production
4th semester

Number of ECTS Credits: 10 ECTS

Aims:

Media Production aims to give the student a deeper understanding of a specific media production through electives covering distinct aspects of a given media type.

Two electives are offered, one of which can be chosen by the students:

Elective 1) Game Design and Interactive Storytelling

This elective will introduce the students to the principles of game design, transmedia storytelling, and worldbuilding. Students will also be introduced to basic concepts and development processes within the three fields. Teaching will be structured around continuous workshops, where students get experience working with, among other things, game mechanics, narrative design, prototyping, and play-testing. Students will design and prototype games with software such as Twine and Figma. Where applicable, AI tools will be used for ideation.

The elective will end with one assignment that consists of two parts: 1) A playable prototype that ties in with the worldbuilding done throughout the course and 2) A written assignment that analyses and reflects on the development process, from ideation to final prototype.

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Elective 2) Podcast Production

This elective offers both a theoretical and practical approach to the production of podcasts. Each phase in a podcast production will be covered: Pre-production (creative thinking, pitching, production planning, business strategy), production (recording), post-production (editing), and distribution.

The elective will end with one assignment that consists of two parts: 1) An original podcast production and 2) A written assignment that analyses and reflects on the podcast production.

Pedagogical and didactic approaches:

Both electives include lectures and technical/practical workshops. Students receive compulsory assignments and subsequent guidance while working on group projects.

Groups will be partly formed by students and will be based on, for instance, professional ambitions and competencies.

Tools:*Elective 1) Game Design and Interactive Storytelling*

Twine (Free to download)

Figma (Free to download)

Elective 2) Podcast Production

Hindenburg Pro or a resembling editing software (provided by DMJX)

Access to the recording studio (provided by DMJX)

Students themselves must provide external recording equipment.

Learning outcomes:

This course equips students with theoretical knowledge that will be evaluated through practical application.

Students will acquire **knowledge and understanding** about:

- Theory, history, and aesthetics in podcast or interactive production
- Narration, design, and style in podcast or interactive production
- The business context of the games or podcast industry

Students will acquire the following **skills**:

In:

- Practical production of podcasts – including development, recording, and editing

Or:

- Practical development of games and prototypes – including ideation, design, prototyping, and playtesting

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Students will acquire the following **competencies**:

- The ability to explain, analyze, and reflect on the narrative and aesthetic choices made in the production of interactive storytelling or podcasts
- The capacity to discuss the strengths and weaknesses of business models or designs

LiteratureElective 1) Game Design and Interactive Storytelling**Literature** (to be purchased before the course begins):

Fullerton, T. (2024) *Game Design Workshop: A Playcentric Approach to Creating Innovative Games, 5th edition*. CRC Press.

Literature (handout):

Abbott, H. P. (2008). *The Cambridge introduction to narrative, 2nd Edition*. Cambridge, UK: Cambridge University Press. (pp. 13-27)

Yorke, J. (2013). *Into the Woods: How stories work and why we tell them*. Penguin UK. (pp. 3-31)

Elective 2) Podcast Production**Literature** (to be purchased before the course begins):

Kammer, A. & Sejersen, T. (2025). *The Institutional Development of Podcasting*. Routledge.

Weldon, G. (2021). *NPR's Podcast Start Up Guide*. Ten Speed Press.

Literature for the elective in Podcast Production (handout):

Abel, J. (2015). *Out on the Wire. The Storytelling Secrets of the New Masters of Radio*.

Broadway Books, p. 45-60+107-133

Berg, F.S.A (2021). *Independent Podcasts on Apple Podcasts in the Streaming Era*.

MedieKultur, 70, p. 110-131.

Berry, R. (2015). A Golden Age of Podcasting? Evaluating Serial in the context of podcast histories. *Journal of Radio and Audio Media*, 22:2.

Sullivan, J. (2019). The Platforms of Podcasting: Past and Present. *Social Media + Society*.

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Podcasts:

Hysterical (Wonderly, 2024)

Reply All: The Case of 4The Missing Hit, #158 (Gimlet Media, 2020)

Serial, Season 1 (This American Life & Wbez, 2014)

Startup: Season 1, Ep. 1-2 (Gimlet Media, 2014)

Preconditions for the exam:

Fulfillment of attendance requirements and/or submission of assignments and projects, etc., are required to be allowed to take the examination. In this course, the preconditions are:

Participation: Group work is required for the group exam. Specifically, to take the final examination, every student in each group must have delivered and passed 80% of the compulsory assignments.

Exam:

Graded using the ECTS scale with an internal examiner.

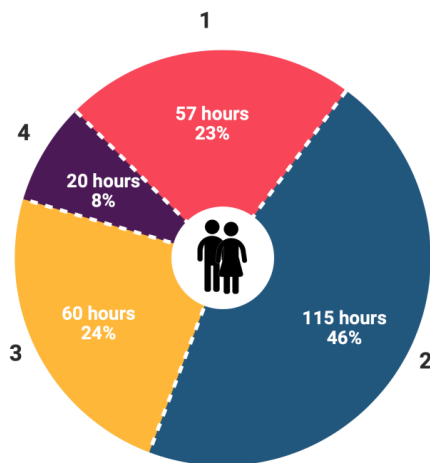
Media Production ends with a final assignment in groups of two to four students. The final assignment consists of two equally important parts: an original media production and a written assignment reflecting on that production. Each group member's contribution must be noted to ensure individual grading. Writing and spelling skills will influence the grading.

Study Activity Model:

The Study Activity Model

Media Production

252 hours in total
10 ECTS points



DMJX
Danish School of
Media and Journalism

Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Lectures and workshops

Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Group work

Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Individual work - read,

Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

Evaluation, guidance, feedback

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Godkendt, DTM, 20.01.2025