

International Cross-Media Project

Key considerations and issues

- Characteristics
- Learning outcome
- Concepts
- Components
- Issues

Key characteristics

"The module is focused on practical explorations in market communication projects across national, cultural and traditional media boundaries.

It will emphasize visual expressions but also touch on other modalities, trans- and cross-media storytelling and other relevant alternative media strategies and tactics.

The main assignment includes planning and carrying out a cross-boundary group project in an international marketing context with partly distributed work and frequent usage of ICT. This assignment is based on briefs and requirements emanating from real-life clients and situations."

Key characteristics

1. practical explorations ...
2. market communication projects
3. across national, cultural and traditional media boundaries...
4. emphasize visual expressions...
5. also touch on other modalities,
6. trans- and cross-media storytelling...
7. other relevant alternative media strategies and tactics...
8. international marketing context...
9. frequent usage of ICT...
10. briefs and requirements emanating from real-life clients and situations

Key learning outcome

"After completing the course the students shall be able to:

- analyse client briefs and communication strategies
- perform creative communication planning and creative briefing with a regard to culture and society
- design and produce concepts and cross-/trans-media design solutions aiming at a defined context
- outline and motivate a cohesive and coordinated market communication effort ("campaign") across boundaries
- present and motivate cross-boundary design solutions based on explicit knowledge relevant for the target"

Key concepts: across

Cross/trans/hybrid

cross-culture vs international

- *mind-sets and values vs formalities and regulations*

cross-media and trans-media

- *Integrated Market Communications (?), touchpoints and narration*
- *possibly multiple modalities*

hybrid solutions

- *lateral thinking*
- *platform agnostic, combinations to serve the purpose*

Key components: research and make

Context

- *awareness for "message, medium, market"*

Concept

- *"formula", core and extension/adaptation*

Collaboration

- *planning and production, relevant formats*

Key issues: synchronization?

Students:

- *prior knowledge and skills?*

Organisation:

- *blended learning, time and tools?*
- *blended groups?*

Localisation:

- *add-ons, assessment?*

Literature:

- *Theory and practice-based learning?*

