



Internationale  
Filmschule  
Köln

## **MODULE HANDBOOK**

**for the Master's Program**

## **SERIAL STORYTELLING**

**at ifs internationale filmschule köln**

Last update: Sep 24, 2021

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<b>Module</b>	<b>Introduction to Series Creation</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Ideation and Creative Collaboration (Excursion, Seminar)	5 hours		1 points
	Social Responsibility in Storytelling I (Excursion, Seminar)	10 hours		1 points
	Series Formats: Genre & Digital Short Form Series (Seminar)	10 hours		1 points
	Constructing a Series (Seminar)	5 hours	127,5 hours	1 points
	Text Formats (Seminar)	5 hours		1 points
	Web Series Project (Project)	95 hours		5 points
	Pitching (Seminar, Exercise)	5 hours		1 points
	<b>Workload/Credits</b>	<b>135 hours</b>	<b>127,5 hours</b>	<b>11 points</b>
<b>Semester</b>	1			
<b>Duration of Module</b>	One semester			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Ability to assess material with respect to its series potential</li> <li>▪ Ability to create stories and characters suitable for series projects</li> <li>▪ Increased awareness of pressing issues in modern day society and the responsibility of narrators</li> <li>▪ Knowledge of key models for creative collaboration and writing techniques</li> <li>▪ Ability to actively apply these models and to adjust and expand according to the specific demands of a project</li> <li>▪ Ability to work productively in a team and overcome creative differences</li> <li>▪ Ability to give, assess, and incorporate professional feedback</li> <li>▪ Cross-cultural sensitivity and an increased awareness of issues of diversity both in matters of professional interaction and in story material</li> <li>▪ Advanced knowledge of current standards in series formats and other screenplay conventions</li> <li>▪ Ability to apply these standards in analysis and practice</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Methods of creative collaboration (Theory)</li> <li>▪ Collaborative story development (Practice)</li> <li>▪ Constructive teamwork: areas of responsibility and problem solving</li> <li>▪ Communication skills and feedback techniques</li> <li>▪ Diversity, social responsibility and aspects of cross-cultural communication</li> <li>▪ Ideation techniques and assessment of story material</li> <li>▪ Screenplay formats</li> <li>▪ Series formats with a special focus on web series</li> </ul>			

	<ul style="list-style-type: none"> <li>▪ Structuring a series (from first idea to finalized episode screenplays)</li> <li>▪ Pitching as a story development tool</li> </ul>
<b>Teaching/Learning Concept</b>	Active learning, tutored collaborative writing, meta-cognitive awareness, meta-affective awareness
<b>Type of Examination</b>	Overall Exam (graded)
<b>Exam</b>	Work Samples (Web Series Concept & Episode Screenplay), 15-20 pages
<b>Credit Requirements</b>	Work Samples and Project Work
<b>Percentage of Final Grade</b>	9,2%
<b>Responsible for Module</b>	Prof. Dr. Joachim Friedmann
<b>Lecturers</b>	Prof. Dr. Joachim Friedmann, Lisa Blumenberg, Prof. Dr. Joachim Friedmann, Dr. Marion Esch, Prof. Dr. Joachim Friedmann, Sullivan Lepostec, David Franca Mendes (tbc), Marina Bendocchi-Alves, Joe Wielosinski, Prof. Dr. Joachim Friedmann, David Daubitz, Thomas Franke, Pilar Alessandra, Corinna Nilson (tbc)
<b>Preparation (Reading List etc.) and Further Information</b>	<p><u>Literature:</u></p> <ul style="list-style-type: none"> <li>▪ Douglas, Pamela: Writing the TV Drama Series. How to Succeed as a Professional Writer in TV.</li> </ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>

<b>Module</b>	<b>Series Dramaturgy</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Premise & Theme (Seminar)	5 hours	25 hours	1 points
	Character Development (Seminar)	10 hours	20 hours	1 points
	Structure: Sequences, Episodes, Seasons (Seminar)	10 hours	20 hours	1 points
	Scene Writing (Seminar)	10 hours	20 hours	1 points
	Series Analysis (Seminar)	5 hours	25 hours	1 points
	Case Studies I (Seminar)	10 hours	20 hours	1 points
<b>Workload/Credits</b>	<b>50 hours</b>	<b>130 hours</b>	<b>6 points</b>	
<b>Semester</b>	1 and 2			
<b>Duration of Module</b>	Two semesters			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Advanced knowledge of dramaturgical theories, models and methods</li> <li>▪ Advanced practical screenwriting skills</li> <li>▪ Advanced practical dramaturgical skills relating to key aspects of serial storytelling</li> <li>▪ Ability to analyze existing series formats with respect to dramaturgical issues</li> <li>▪ Ability to assess and create multidimensional characters, strong character arcs, and dynamic ensembles</li> <li>▪ Ability to recognize and create sustainable stories and plot structures</li> <li>▪ Ability to create, manage, and orchestrate information strategies to keep the audience engaged</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Recap and In-depth training of screenwriting essentials (premise, theme, character, plot, structure, scene, sequence, dialogue, genre)</li> <li>▪ Cinematic storytelling</li> <li>▪ Specifics of serial storytelling (characters, character orchestration, beats, act structures, episodes)</li> <li>▪ Procedural vs. serial story structures</li> <li>▪ Dramaturgical models and methods</li> <li>▪ "Mystery management," suspense, and audience engagement</li> </ul>			
<b>Teaching/Learning Concept</b>	Active learning			
<b>Type of Examination</b>	Overall Exam (graded)			
<b>Exam</b>	Work Samples (Dramaturgical Analysis Spec Script Series), 10-15 pages			
<b>Credit Requirements</b>	Work Samples and Project Work			

Percentage of Final Grade	5,0%
Responsible for Module	Prof. Dr. Joachim Friedmann
Lecturers	Prof. Dr. Joachim Friedmann, Joy C. Mitchell (tbc), Alkioni Valsari, Eszter Angyalosy, Barbara Machin, Rachel O'Flanagan, tbc (Series Writers and Script Consultants)
Preparation (Reading List etc.) and Further Information	<p><u>Literature:</u></p> <ul style="list-style-type: none"><li>▪ Douglas, Pamela: Writing the TV Drama Series. How to Succeed as a Professional Writer in TV</li><li>▪ Eschke, Gunter &amp; Bohne, Rudolf : Bleiben Sie dran! – Dramaturgie von TV-Serien. Konstanz.</li><li>▪ Truby, John: The Anatomy of Story: 22 Steps to Becoming a Master Storyteller</li><li>▪ McKee, Robert: Story: Substance, Structure, Style, and the Principles of Screenwriting</li></ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>

<b>Module</b>	<b>Spec Script</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Spec Script I: Daily Drama (Project)	20 hours	40 hours	2 points
	Spec Script II: Drama Series: Analysis (Seminar)	10 hours	20 hours	1 points
	Spec Script II: Drama Series: Story Development I (Project)	15 hours	75 hours	3 points
	Spec Script II: Drama Series: Story Development II (Project)	10 hours	140 hours	5 points
<b>Workload/Credits</b>	<b>55 hours</b>	<b>275 hours</b>	<b>11 points</b>	
<b>Semester</b>	1 and 2			
<b>Duration of Module</b>	Two semesters			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Knowledge of the specific requirements of industrially produced series formats such as daily drama and telenovela</li> <li>▪ Ability to independently analyze a given serial concept, and creatively craft an episode script that remains true to the series' creator's original concept</li> <li>▪ Ability to work in a creative team, led by a showrunner and/or head writer</li> </ul>			
<b>Content</b>	<p>Analysis of existing series with a focus on the following aspects:</p> <ul style="list-style-type: none"> <li>▪ Series formats and markets</li> <li>▪ Dramaturgy</li> <li>▪ Characters and ensembles, setting, theme, tone, look, genre</li> <li>▪ Collaborative forms and techniques</li> <li>▪ Roles and responsibilities in a series team</li> <li>▪ Series production</li> <li>▪ Series budgets, financing, distribution</li> <li>▪ Identifying and addressing boundaries and possibilities of an existing series project</li> </ul> <p>Application of this analysis when developing speculative screenplays for existing serial formats</p>			
<b>Teaching/Learning Concept</b>	Active learning, tutored collaborative writing, tutored individual writing, meta-cognitive awareness, meta-affective awareness			
<b>Type of Examination</b>	Weighted Exams (graded)			
<b>Exam</b>	1) Work Samples (Episode Treatment Daily Drama), 5-10 pages (30%) 2) Work Samples (Episode Screenplay Drama Series), 30-50 pages (70%)			
<b>Credit Requirements</b>	Work Samples and Project Work			
<b>Percentage of Final Grade</b>	9,2%			

<b>Responsible for Module</b>	Prof. Dr. Joachim Friedmann
<b>Lecturers</b>	Andreas Fuhrmann, tbc (Series Writers and Script Consultants)
<b>Preparation (Reading List etc.) and Further Information</b>	<p><u>Literature:</u></p> <ul style="list-style-type: none"><li>▪ Douglas, Pamela: Writing the TV Drama Series. How to Succeed as a Professional Writer in TV</li><li>▪ Eschke, Gunter &amp; Bohne, Rudolf : Bleiben Sie dran! – Dramaturgie von TV-Serien. Konstanz.</li></ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>



<b>Module</b>	<b>Series Markets</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Series Markets I: Home Markets (Exercise)	10 hours	20 hours	1 points
	Series Markets II: Festivals & Networking (Lecture, Seminar)	10 hours	20 hours	1 points
	Selling Documents I: Individual Projects (Seminar)	15 hours	45 hours	2 points
	Legal & Business Issues (Seminar)	5 hours	25 hours	1 points
	Series Markets III: Festivals (Excursion)	15 hours	15 hours	1 points
<b>Workload/Credits</b>	<b>55 hours</b>	<b>125 hours</b>	<b>6 points</b>	
<b>Semester</b>	1 and 2			
<b>Duration of Module</b>	Two semesters			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Advanced knowledge of current serial formats and markets</li> <li>▪ Ability to analyze market environment and production realities</li> <li>▪ Ability to assess individual series projects with respect to current market standards</li> <li>▪ Ability to present individual series projects appropriate to market standards</li> <li>▪ Knowledge about key legal aspects relevant to series writers</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Analysis of various series markets and formats in classes and field trips to series festivals and conferences</li> <li>▪ Introduction to legal and business issues</li> <li>▪ Selling documents</li> </ul>			
<b>Teaching/Learning Concept</b>	Active learning, tutored individual writing, learning by difference			
<b>Type of Examination</b>	Overall Exam (graded)			
<b>Exam</b>	Work Samples (Selling Documents: Pitch Paper), 1-2 pages			
<b>Credit Requirements</b>	Work Samples, Oral Reports, and Homework			
<b>Percentage of Final Grade</b>	5,0%			
<b>Responsible for Module</b>	Prof. Dr. Joachim Friedmann			
<b>Lecturers</b>	Prof. Dr. Joachim Friedmann, Eszter Angyalosy, Kirsten Loose, Rachel O'Flanagan (tbc), Robert Schaefer, Francoise von Roy (tbc), Julian Wilkins (tbc)			

<p>Preparation (Reading List etc.) and Further Information</p>	<p><u>Literature:</u></p> <ul style="list-style-type: none"><li>▪ Whitcomb, Cynthia: Writer's Guide to Selling Your Screenplay</li></ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>
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<b>Module</b>	<b>Media Studies</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Storytelling Theory (Lecture, Exercise)	20 hours	40 hours	2 points
	Series History (Seminar)	10 hours	50 hours	2 points
	Comparative Media Studies (Seminar)	15 hours	15 hours	1 points
<b>Workload/Credits</b>	<b>45 hours</b>	<b>105 hours</b>	<b>5 points</b>	
<b>Semester</b>	1 and 2			
<b>Duration of Module</b>	Two semesters			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ In-depth knowledge of contemporary storytelling theory</li> <li>▪ Ability to transfer this knowledge to benefit fictional writing projects</li> <li>▪ Enhanced knowledge of media studies relating to serial storytelling</li> <li>▪ Ability to critically reflect on audiovisual media and serial narration</li> <li>▪ Ability to categorize and assess series projects in a media theory context</li> <li>▪ Knowledge of series history and the ability to categorize personal projects in this context</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Academic analysis of series and serial formats</li> <li>▪ History of serial storytelling in various media and cultures</li> <li>▪ Transmedia</li> <li>▪ VR, games, and interactive forms: influences, convergences, and implications for innovation in serial storytelling</li> </ul>			
<b>Teaching/Learning Concept</b>	Active learning, application-oriented research			
<b>Type of Examination</b>	Weighted Exams (graded)			
<b>Exam</b>	1) Oral Reports (Assigned Topics), 30 min (50%) 2) Theory Clip (Audiovisual Clip), 90-300 sec (50%)			
<b>Credit Requirements</b>	Oral Reports, Theory Clip, and Homework			
<b>Percentage of Final Grade</b>	4,2%			
<b>Responsible for Module</b>	Prof. Dr. Joachim Friedmann			

<b>Lecturers</b>	Prof. Dr. Joachim Friedmann, Gerhard Maier, Prof. Dr. Gundolf S. Freyermuth
<b>Preparation (Reading List etc.) and Further Information</b>	<p><u>Literature:</u></p> <ul style="list-style-type: none"><li>▪ Friedmann, Joachim: Transmediales Erzählen. Narrative Gestaltung in Literatur, Film, Graphic Novel und Game</li><li>▪ Freyermuth, Gundolf S.: Games, Game Design, Game Studies: An Introduction</li></ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>

<b>Module</b>	<b>Writers' Room</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Producing (Seminar)	10 hours	20 hours	1 points
	Character Development II (Seminar)	25 hours	35 hours	2 points
	Social Responsibility in Storytelling II (Seminar)	10 hours	20 hours	1 points
	Writers' Room Project (Project)	135 hours	135 hours	9 points
	Pitch Training (Seminar)	5 hours	25 hours	1 points
<b>Workload/Credits</b>	<b>185 hours</b>	<b>235 hours</b>	<b>14 points</b>	
<b>Semester</b>	2			
<b>Duration of Module</b>	One semester			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Ability to identify themes and topics relevant to pressing issues of current society</li> <li>▪ Ability to collaboratively create a series from idea to season outlines and zero draft episodes in a hierarchally structured writer's room setting</li> <li>▪ Ability to identify and apply the adequate collaboration tools for each stage of the collaborative story development process</li> <li>▪ Enhanced understanding of collaborative aspects and roles within a writers' room</li> <li>▪ Enhanced awareness of personal strength and weaknesses in collaborative writing processes</li> <li>▪ Ability to independently structure and lead collaborative writing processes</li> <li>▪ Ability to adapt elements of the writers' room concept presented according to the specific demands of upcoming creative tasks</li> <li>▪ Enhanced knowledge of the production conditions of contemporary series</li> <li>▪ Enhanced knowledge of the skills and responsibilities of a showrunner throughout the story development</li> <li>▪ Advanced presentation skills</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Creating meaningful stories (discussions on current issues with scholars and scientists from various fields)</li> <li>▪ Character development and orchestration</li> <li>▪ Incorporating aspects of budget and packaging into the story development process</li> <li>▪ The producing side of show running (overview)</li> <li>▪ Collaborative story development in a hierarchially structured writers' room simulation</li> <li>▪ Interdisciplinary concept meetings with departments such as DoP, directing, set design, etc.</li> <li>▪ Testing characters, scenes and dialog in table readings with actors</li> <li>▪ Pitch training and network pitch simulation with industry professionals</li> </ul>			
<b>Teaching/Learning Concept</b>	Active learning, tutored collaborative writing, meta-cognitive awareness, meta-affective awareness, learning by difference			

Type of Examination	Overall Exam (graded)
Exam	Work Samples (Bible and Episode Screenplay), 35-75 pages
Credit Requirements	Work Samples and Homework
Percentage of Final Grade	11,7%
Responsible for Module	Prof. Dr. Joachim Friedmann
Lecturers	tbc (Showrunners), Kath Lingenfelter (tbc), Laurie Hutzler (tbc), Marc Lepetit (tbc), Christiane Ruff (tbc)
Preparation (Reading List etc.) and Further Information	<p><u>Literature:</u></p> <ul style="list-style-type: none"> <li>▪ Pérez-Gomez, Miguel A.: Previously on. Interdisciplinary Studies on TV Series in the Third Golden Age of Television</li> <li>▪ Meyers, Lawrence (Ed.): Inside the TV Writers' Room. Practical Advice for Succeeding Television</li> <li>▪ Kallas, Christina: Inside The Writers' Room. Conversations with American TV Writers</li> <li>▪ Martin, Brett: Difficult Men. Behind the Scenes of a Creative Revolution. From The Sopranos and The Wire to Mad Men and Breaking Bad</li> </ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>

<b>Module</b>	<b>Research I</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	How to Write an Academic Paper (Seminar)	5 hours	25 hours	1 points
	Today's and Future Series Formats I (Seminar)	10 hours	20 hours	1 points
	Research Project (Part I) (Project)	5 hours	145 hours	5 points
<b>Workload/Credits</b>	<b>20 hours</b>	<b>190 hours</b>	<b>7 points</b>	
<b>Semester</b>	2			
<b>Duration of Module</b>	One semester			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Ability to recognize trend-setting developments in the area of serial storytelling</li> <li>▪ Ability to critically reflect on various aspects of serial storytelling</li> <li>▪ Advanced knowledge of tools and conventions in <b>application-oriented</b> media theory</li> <li>▪ Ability to critically analyze and place individual creations within a larger creative context</li> <li>▪ Ability to contribute to the <b>application-oriented</b> academic discourse on serial storytelling</li> <li>▪ Ability to fulfill the requirements of <b>application-oriented</b> academic research and writing</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Analysis of trend-setting projects within the field of serial storytelling</li> <li>▪ Innovative strategies of international companies and influential industry representatives</li> <li>▪ Individual <b>application-oriented</b> research on topics with reference to innovative narrative, historical, sociological or production-related aspects of serial storytelling</li> <li>▪ Basic and advanced techniques of <b>application-oriented</b> academic research</li> </ul>			
<b>Teaching/Learning Concept</b>	<b>Active learning, application-oriented research</b>			
<b>Type of Examination</b>	Overall Exam (graded)			
<b>Exam</b>	Term Paper (Research Paper – First Draft), 15-20 pages			
<b>Credit Requirements</b>	Term Paper and Homework			
<b>Percentage of Final Grade</b>	5,8%			

Responsible for Module	Prof. Dr. Joachim Friedmann
Lecturers	Prof. Dr. Joachim Friedmann, Prof. Dr. Lisa Gotto (tbc), Dr. Marion Esch (tbc), Dr. Keyvan Sarkhosh (tbc), Su-Jin Song (tbc), tbc (Producers, Broadcasters and Distributors)
Preparation (Reading List etc.) and Further Information	<p><u>Literature:</u></p> <ul style="list-style-type: none"><li>▪ Swales, John M.: Academic Writing for Graduate Students: Essential Tasks and Skills (= Michigan Series in English for Academic &amp; Professional Purposes)</li><li>▪ Booth, W. C., Colomb, G. G., &amp; Williams, J. M.: <i>The Craft of Research</i></li><li>▪ Graff, Gerald, and Cathy Birkenstein. <i>"They Say / I Say": The Moves That Matter in Academic Writing, With Readings.</i></li></ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>



<b>Module</b>	<b>Research II</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Research Project (Part II) (Project)	15 hours	105 hours	4 points
	Today's and Future Series Formats II (Seminar)	15 hours	15 hours	1 points
<b>Workload/Credits</b>	<b>30 hours</b>	<b>120 hours</b>	<b>5 points</b>	
<b>Semester</b>	3			
<b>Duration of Module</b>	One semester			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Ability to recognize and identify trend-setting developments in various areas of serial storytelling</li> <li>▪ Ability to develop individual responses to current questions and themes</li> <li>▪ Ability to analyze individual artistic contributions within an <b>application-oriented</b> critical discourse</li> <li>▪ Expansion of the individual professional network with a focus on innovation</li> <li>▪ Advanced presentation skills</li> <li>▪ Enhanced ability to develop individual strategies for creating innovative formats</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Discussions with top-level experts regarding strategies and visions for future series formats</li> <li>▪ Completion of individual <b>application-oriented</b> research on topics with reference to innovative narrative, historical, sociological or production-related aspects of serial storytelling</li> </ul>			
<b>Teaching/Learning Concept</b>	Active learning, application-oriented research			
<b>Type of Examination</b>	Overall Exam (graded)			
<b>Exam</b>	Oral Presentation (Oral Presentation), 15-20 minutes			
<b>Credit Requirements</b>	Oral Presentation and Homework			

<b>Percentage of Final Grade</b>	4,2%
<b>Responsible for Module</b>	Prof. Dr. Joachim Friedmann
<b>Lecturers</b>	Prof. Dr. Joachim Friedmann, Prof. Dr. Lisa Gotto (tbc), Dr. Marion Esch (tbc), Dr. Keyvan Sarkhosh (tbc), tbc (Producers, Broadcasters and Distributers)
<b>Preparation (Reading List etc.) and Further Information</b>	<p><u>Literature:</u></p> <ul style="list-style-type: none"><li>Swales, John M.: Academic Writing for Graduate Students: Essential Tasks and Skills (= Michigan Series in English for Academic &amp; Professional Purposes)</li></ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>

<b>Module</b>	<b>Writers' Lab</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Writers' Lab I: Introduction (Seminar)	15 hours	15 hours	1 points
	Writers' Lab I: Project (Project)	20 hours	70 hours	3 points
	Writers' Lab II: Introduction (Seminar)	15 hours	15 hours	1 points
	Writers' Lab II: Project (Project)	90 hours	210 hours	10 points
<b>Workload/Credits</b>		<b>140 hours</b>	<b>310 hours</b>	<b>15 points</b>
<b>Semester</b>	3			
<b>Duration of Module</b>	One semester			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Ability to transfer knowledge and skills acquired in serial storytelling to other media such as animated series, comics, games, VR projects or interactive narrative forms</li> <li>▪ Ability to develop individual strategies for innovative formats</li> <li>▪ Knowledge of and ability to apply tools and methods of creative innovation</li> <li>▪ Awareness of varying challenges, possibilities, strategies, approaches and mindsets related to different media</li> <li>▪ Advanced skills in the areas of teamwork and leadership</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Extensive story development focusing on creative experimentation such as story worlds, transmedia storytelling, social media storytelling, games, VR, etc.</li> <li>▪ Artistic exploration with the option to test findings discovered in modules "Research I &amp; II"</li> </ul>			
<b>Teaching/Learning Concept</b>	Active learning, tutored collaborative writing, application-oriented research, meta-cognitive awareness, meta-affective awareness			
<b>Type of Examination</b>	Overall Exam (graded)			
<b>Exam</b>	Work Samples (Writers' Lab Concept), 15-20 pages			
<b>Credit Requirements</b>	Work Samples and Project Work			
<b>Percentage of Final Grade</b>	12,5%			
<b>Responsible for Module</b>	Prof. Dr. Joachim Friedmann			
<b>Lecturers</b>	tbc, tbc			

<p>Preparation (Reading List etc.) and Further Information</p>	<p><u>Literature:</u></p> <ul style="list-style-type: none"><li>▪ Kackman, Michael, et al.: Flow TV: Television in the Age of Media Convergence</li><li>▪ Clarke, M. J.: Transmedia Television: New Trends in Network Serial Production</li></ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>
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<b>Module</b>	<b>Master's Project – Preparation</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Case Studies II (Seminar)	10 hours	20 hours	1 points
	Working in the Industry (Seminar)	10 hours	20 hours	1 points
	Selling Documents II: Pitch Paper MA Project (Seminar)	5 hours	25 hours	1 points
	Master's Project I (Project)	20 hours	190 hours	7 points
<b>Workload/Credits</b>		<b>45 hours</b>	<b>255 hours</b>	<b>10 points</b>
<b>Semester</b>	3			
<b>Duration of Module</b>	One semester			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Advanced ability to analyze key components of successful series projects</li> <li>▪ Knowledge of key business aspects when working as writers in the series industry</li> <li>▪ Ability to apply all skills acquired throughout modules 1-9 in developing an original series project</li> <li>▪ Ability to develop an individual creative vision, reflecting on social and sociological implications</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Introduction to business issues</li> <li>▪ Communicating with producers and broadcasters</li> <li>▪ Organizational and legal aspects for freelancers</li> <li>▪ Self-marketing</li> <li>▪ The producing side of showrunning (overview)</li> <li>▪ Ideation and start of story development for an original series project</li> </ul>			
<b>Teaching/Learning Concept</b>	Active learning, tutored individual writing, learning by difference, meta-cognitive awareness, meta-affective awareness			
<b>Type of Examination</b>	Overall Exam (graded)			
<b>Exam</b>	Work Samples (Idea Outline of Master's Project), 3-5 pages			
<b>Credit Requirements</b>	Work Samples and Project Work			
<b>Percentage of Final Grade</b>	8,3%			
<b>Responsible for Module</b>	Prof. Dr. Joachim Friedmann			

<b>Lecturers</b>	tbc (Series Writers and Screenwriting Teachers), Marie Baracco (tbc), Andrea Etz (tbc), Prof. Dr. Joachim Friedmann, tbc (Script Consultants)
<b>Preparation (Reading List etc.) and Further Information</b>	<u>Literature:</u> <ul style="list-style-type: none"><li>▪ Basin, Ken: The Business of Television</li></ul> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>

<b>Module</b>	<b>Master's Project and Colloquium</b>			
<b>Type of Module</b>	Compulsory Module			
<b>Module Components</b>	<b>Type of Course</b>	<b>Contact Time</b>	<b>Self-Study</b>	<b>Credits</b>
	Master's Project II (MA)	15 hours	765 hours	26 points
	Colloquium (MA)	1 hours	119 hours	4 points
<b>Workload/Credits</b>		<b>16 hours</b>	<b>884 hours</b>	<b>30 points</b>
<b>Semester</b>	4			
<b>Duration of Module</b>	One semester			
<b>Frequency Offered</b>	Every two years			
<b>Prerequisites</b>	None			
<b>Qualification Objectives/Learning Outcomes/Skills</b>	<ul style="list-style-type: none"> <li>▪ Advanced ability to develop complex and compelling series characters</li> <li>▪ Advanced ability to develop innovative series concepts</li> <li>▪ Ability to apply all skills acquired throughout modules 1-9 in developing an original series project</li> </ul>			
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Completion of individual series project</li> <li>▪ Oral exam</li> </ul>			
<b>Teaching/Learning Concept</b>	Active learning, tutored individual writing, learning by difference, meta-cognitive awareness, meta-affective awareness			
<b>Type of Examination</b>	Weighted Exams (graded)			
<b>Exam</b>	1) Master's Project (Series Bible and Pilot Screenplay), 35-75 pages (85%) 2) Oral Examination (Colloquium), 30 min (15%)			
<b>Credit Requirements</b>	Master's Project			
<b>Percentage of Final Grade</b>	25,0%			
<b>Responsible for Module</b>	Prof. Dr. Joachim Friedmann			
<b>Lecturers</b>	Prof. Dr. Joachim Friedmann, second examiners			
<b>Preparation (Reading List etc.) and Further Information</b>	<p>.i.</p> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p>			