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**MAVA 357**

**Storytelling in Extended Reality: Worldbuilding**

**(Genişletilmiş Gerçeklik ile Öyküleme: Dünya-yaratma)**

Summer 2021

**1. Course Information**

Instructor(s): Ali Vatansever ([avatansever@ku.edu.tr](mailto:avatansever@ku.edu.tr)) /

Asım Evren Yantaç([eyantac@ku.edu.tr](mailto:eyantac@ku.edu.tr))

KU Credits: 3

ECTS Credits: 6

Prerequisite(s): None

Class Loc. & Mtg Times: Monday - Thursday 10:00-14:00 / Online

PS (Yes/No): - / DS (Yes/No): - / Lab (Yes/No): -

Language of Instruction: English

Office Hours: Upon request via e-mail

Teaching Assistant(s):

**2. Course Description**

In this course, students will design Extended Reality (XR) Scenarios following worldbuilding practices. Through a variety of lectures and collaborative discussions, students will learn to use immersive storytelling and worldbuilding framework in ideating creative solutions to be applied into XR experiences. The course focuses on a holistic design process where students practice various design tools, from narrative design, persona creation, to storyboarding and user journey mapping. Students will design and present one major XR project the whole course in groups. Using this iterative design process, the students are expected to develop creative and critical thinking about the rules and systems of today's world through alternate scenarios of the near future.

**Catalog Description (EN):**

Designing Extended Reality Experiences; narrative design and worldbuilding framework; Persona creation; storyboarding and user journey mapping for the early prototype; UX design for complex interaction.

**Catalog Description (TR):**

Genişletilmiş gerçeklik deneyim tasarlama; hikayeleme tasarımı ve kurgu-dünya yapısı; persona üretimi; erken prototipleme için storyboard ve deneyim haritalaması; karmaşık etkileşim için kullanıcı deneyimi tasarım..

**3. Course Aims / Overview**

Main objective of the course is to teach students to design an immersive experience following a creative, learn by doing process. While the main focus is on the use of worldbuilding methodology, the special emphasis will be on the integrity of the final immersive interactive experience design idea. Students will gain an understanding of immersive storytelling and worldbuilding framework and experience a collaborative approach to ideate and prototype immersive experiences. They will learn to receive and give critique and iterate on feedback collected.

**4. Course Learning Outcomes (CLOs)**

Students successfully completing this course will be able to design and develop XR experiences in an interactive experience authoring tool. They will demonstrate an understanding of the holistic process of the worldbuilding framework. They will also acquire critical and creative thinking on plausible future problems of the world; refine their research and presentation skills and develop a critical eye.

**5. Assessment Methods**

Each day, students will be working on either some subject-specific practices or readings at home and in the studio. There are at least 3 hours of daily online studio practice. All assignments will be delivered in the 1st day of the course and all the small tasks will form a final project at the end of the semester. Each task and the project as a whole will be graded. Some tasks are individual, and some are group work.

10:00 - 10:50 / 50 min Class **Meeting** and introduction of the day tasks, **lecture**.

11:00 - 11:50 / 50 min 1st session:Task **discussions**

12:00 - 12:50 / 50 min 2nd session: **Presentation** and feedback.

13:00 - 13:50 / 50 min 3rd session:Elaboration on the feedback.

**Grading plan** (tentative, can change during the semester);

- attendance (students arriving 16 minutes late, will be treated as missing) (10)

- overall individual effort level (20)

- mid deliveries (20)

- final project (individual contribution) (10)

- final project (peer grading) (10)

- final project (group grade) (20)

For each assignment and project, the evaluation will be graded with following **criteria**;

- **Fluency:** amount of alternative ideas and sketches (20)

- **Flexibility:** openness to criticism, to lateral ideas (20)

- **Originality:** novelty, authenticity of the ideas (20)

- **Cohesiveness:** integrity of detail level in ideas (20)

- **Aesthetics:** verbal and visual presentation quality (20)

**6. Instructional Materials and Learning Resources**

**To Read About Design, Design Process**

Norman, D. A. (2002). [The design of everyday things](http://www.nixdell.com/classes/HCI-and-Design-Spring-2017/The-Design-of-Everyday-Things-Revised-and-Expanded-Edition.pdf).

Hanington, B. (2003). [Methods in the making: A perspective on the state of human research](http://www.ida.liu.se/divisions/hcs/ixs/material/servicedesignGbg10/2%20Additional%20readings/humancentereddesign.pdf)...  
Lowgren, J. [Interaction Design](https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/interaction-design-brief-intro)   
Overbeeke, K. & Hummels, C. [Industrial Design](https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/industrial-design)  
Hassenzahl, M. [User Experience and Experience Design](https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/user-experience-and-experience-design)  
Weinschenk, S. M. (2011) [100 things every designer need to know about people](http://color.hotglue.me/color_pdf.head.139811657448&download=1).   
Chimero, F. (2012) [The shape of design. Stories and Voids.](http://read.shapeofdesignbook.com/)  
Oliver Reichenstein (2013) [Learning to See](https://ia.net/topics/learning-to-see)

**To Read About Design Fictions, Speculative Design and Worldbuilding**

Blog: [Near Future Laboratory](http://blog.nearfuturelaboratory.com/)

Anthony Dunne, Fiona Raby (2013) [Speculative Everything](https://mitpress.mit.edu/books/speculative-everything)

Julian Bleecker (2009) [Design Fiction](https://drbfw5wfjlxon.cloudfront.net/writing/DesignFiction_WebEdition.pdf)

Joseph Lindley (2015) [A pragmatics framework for design fiction](https://eprints.lancs.ac.uk/id/eprint/73456/1/JL_Pragmatics_Framework.pdf)

Coulton, P., et al. (2019) [Design fiction as world building.](https://figshare.com/articles/Design_Fiction_as_World_Building/4746964/files/7874596.pdf)

Cechanowicz, L. et al. (2016) [World Building and the Future of Media](https://ieeexplore.ieee.org/document/7790997)

Kelly, K., (2019) [Call it Mirrorworld](https://www.wired.com/story/mirrorworld-ar-next-big-tech-platform/?curator=theedge&utm_source=NYC+Media+Lab+Mailing+List&utm_campaign=5a15e8cdc4-EMAIL_CAMPAIGN_2018_01_26_COPY_01&utm_medium=email&utm_term=0_8d8d6abf51-5a15e8cdc4-1204817725)

Wired (2019) [Future of Work](https://www.wired.com/story/future-of-work-sci-fi-issue)

Noah Harari (2018) Lessons for 21th century

UN [Climate Change Reports](https://www.un.org/en/climatechange/reports.shtml)

Blog: [Skeptical Science](https://skepticalscience.com)

Ursula K. Le Guin (1974) The Dispossessed

Isaac Asimov Foundation (future civilization, space)

William Gibson Neuromancer (cyberpunk)

**To Watch:**

[Alex McDowell — World Building (2015)](https://futureofstorytelling.org/video/alex-mcdowell-world-building);

Urbanized (2011)

Mad Max: Fury Road (2015)

Minority Report (2012)

Perfect Sense (2011)

Strange Days (1995)

Love, Death and Robots (2019)

Futurama (1999-2013)

**7. Student Code of Conduct and Academic Grievance Procedure**

http://vpaa.ku.edu.tr/academic/student-code-of-conduct

http://vpaa.ku.edu.tr/sites/vpaa.ku.edu.tr/files/Koc%20University.pdf

<http://vpaa.ku.edu.tr/academic/grievance-procedures>

**8. Course Policies**

**Attendance:** Regular attendance to lectures is necessary for completing course requirements. If you miss more than 1/3 of classes, you’ll fail the course.

**9. Other**

**10. Course Schedule**

Tentative Syllabus and Daily Assignments

|  |  |  |
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| **Week 1: Introduction to Immersive Storytelling and Worldbuilding** | | |
| 1 | 05.07.2021 Monday | **Course introduction.**  **Lecture: Immersive storytelling for XR**  **Assignment 1: Study and Report on Available Storyworlds**  Introduction to narrative design and worldbuilding framework. Presentation on the current state of XR hardware and software. Case study, breakdown and discussion of some XR experiences through storytelling perspective. |
| 2 | 06.07.2021 Tuesday | **Presentation of the Existing Worldbuilding Scenarios**  **Group Discussion: What if / Why not Provocations for Existing Worldbuilding Scenarios**  **Assignment 2: Redefining Existing Worldbuilding Scenarios**  Laying out available worldbuilding scenarios from MAVA205 - Creative Thinking in Design or partner institutes. Using what if / why not provocations method, students will challenge and reflect on the available scenarios in rotating groups. In the last section of the class, students begin to remediate the worldbuilding scenario to their choice. |
| 3 | 07.07.2021 Wednesday | **Reframing the rules of the Existing Worldbuilding Scenarios**  **Group Discussion: Establishing Groups and Roles. Deciding on a roadmap for the XR experience.**  **Assignment 3: Visual Research and Development for the New Worlds (Interview with a domain expert and reporting)**  Students will present the updated worldbuilding scenarios. They will be regrouped and assigned roles for the design of the XR experience. In groups, students begin to discuss the roadmap. |
| 4 | 08.07.2021 Thursday | **Lecture: Narrative Design - Design Fiction**  **Assignment 4.1: Create Worldbuilding Map (Mandala)**  **Assignment 4.2: Premise of the XR Experience**  Introduction to narrative design concepts: fabula vs plot, diegesis, act structure and story arcs. Presentation on Design Fiction, diegetic prototypes and XR experiences. Students will define their scenarios in terms of fiction and work on a custom mandala, laying out various systems in their worldbuilding map. |
| **Week 2: Elaborations on the Worldbuilding** | | |
| 5 | 12.07.2021Monday | **Lecture: Finding the Core of the Story**  **Assignment 4.3: Start sketching the look and feel of the world.**  Presentation and discussion on developing the story premise. Students will redraft the premise and the designing principle of their XR experience by brainstorming about the seed and the logic of their story. |
| 6 | 13.07.2021 Tuesday | **Workshop: Persona Creation**  **Assignment 5: Defining user persona**  After a brief introduction to Hero archetypes, students in groups will explore the personas in their XR experience and try to define their ideal user and interpersonal relationships within their setting. |
| 7 | 14.07.2021 Wednesday | **Project Proposal Pitching w/ custom Mandala Presentations, Personas and Visual Sketches for the World.**  **Group Discussion: Feedback on Pitching**  **Assignment 6: Build a project plan**  Students will present their concept for their XR experiences with all the materials they have been preparing for three weeks in a structured and concise format in front of the class and the invited guest from the XR ecosystem. In the second half of the course, the guest speaker will talk about the development phase of an XR product/experience. Before the next week’s class, students are expected to propose a solid project plan to be imposed immediately. |
| 8 | 15.07.2021 Thursday | **Workshop: Storyboarding as Early-Stage Prototype**  **Assignment 7: Define the MVP and create a spec sheet**  After a brief introduction of storyboarding techniques, students in groups will be sketching for the narrative flow of their XR experience and present it in front of the class for collecting feedback. Before the next week’s class, students are expected to define the MVP for their final product and submit a spec sheet. |
| **Week 3: Presentation of the Worlds** | | |
| 9 | 19.07.2021 Monday | **Workshop: User Journey Mapping**  **Assignment 8: UX Design**  Introduction of Hero’s Journey archetypal story pattern as a tool for mapping the user journey. Students will lay out the user journey for their XR experiences and, using the 2D and 3D sketches/storyboards from previous weeks, discuss and elaborate on the UX design. Before next week’s class, students are expected to implement their initial ideas into their Unity scenes. |
| 10 | 20.07.2021 Tuesday | **Workshop: UX Design**  We will hold a workshop on the UX design. Students are expected to reiterate on their UX design prototypes. |
| 11 | 21.07.2021 Wednesday | **Mockup Presentation**  Each group will present their project to another group and get feedback. Upon receiving feedback, they are required to report on their progress and revise their final output and deliverables if necessary. |
| 12 | 22.07.2021 Thursday | **Final delivery of the Final Projects**  **Guest Speaker:** will be defined later.  Students will showcase their final project in front of the class and invited guests. |