



MODULE HANDBOOK

for the Master's Program

SERIAL STORYTELLING

at ifs internationale filmschule köln

Last update: October 24, 2019

| Content | Module Description | Page |
|----------------|---------------------------------|-------------|
| Module 1 | Introduction to Series Creation | 3 |
| Module 2 | Series Dramaturgy | 5 |
| Module 3 | Spec Script | 7 |
| Module 4 | Series Markets | 9 |
| Module 5 | Media Studies | 11 |
| Module 6 | Writers' Room | 13 |
| Module 7 | Research I | 15 |
| Module 8 | Research II | 17 |
| Module 9 | Writers' Lab | 19 |
| Module 10 | Master's Project – Preparation | 21 |
| Module 11 | Master's Project and Colloquium | 23 |

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|--|--|---------------------|-------------------|------------------|
| Module | Introduction to Series Creation | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Creative Ideation and Collaboration Techniques (Excursion) | 5 hours | 25 hours | 1 points |
| | Social Responsibility in Storytelling I (Lecture / Workshop / Conference) | 20 hours | 10 hours | 1 points |
| | Constructing a Series (Seminar) | 10 hours | 20 hours | 1 points |
| | Series Formats (Seminar) | 5 hours | 25 hours | 1 points |
| | Text Formats (Seminar) | 5 hours | 25 hours | 1 points |
| | Web Series Project (Project) | 65 hours | 85 hours | 5 points |
| | Pitching (Seminar) | 5 hours | 25 hours | 1 points |
| | Workload/Credits | 115 hours | 215 hours | 11 points |
| Semester | 1 | | | |
| Duration of Module | One semester | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Ability to assess material with respect to its series potential ▪ Ability to create stories and characters suitable for series projects ▪ Increased awareness of pressing issues in modern day society and the responsibility of narrators ▪ Knowledge of key models for creative collaboration and writing techniques ▪ Ability to actively apply these models and to adjust and expand according to the specific demands of a project ▪ Ability to work productively in a team and overcome creative differences ▪ Ability to give, assess, and incorporate professional feedback ▪ Cross-cultural sensitivity and an increased awareness of issues of diversity both in matters of professional interaction and in story material ▪ Advanced knowledge of current standards in series formats and other screenplay conventions ▪ Ability to apply these standards in analysis and practice | | | |
| Content | <ul style="list-style-type: none"> ▪ Methods of creative collaboration (Theory) ▪ Collaborative story development (Practice) ▪ Constructive teamwork: areas of responsibility and problem solving ▪ Communication skills and feedback techniques ▪ Diversity, social responsibilities and aspects of cross-cultural communication ▪ Ideation techniques and assessment of story material ▪ Screenplay formats ▪ Series formats with a special focus on web series | | | |

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| | <ul style="list-style-type: none"> ▪ Structuring a series (from first idea to finalized episode screenplays) ▪ Pitching as a story development tool |
| Type of Examination | Overall Exam (graded) |
| Exam | Work Samples (Web Series Concept & Episode Outline), 8-10 pages |
| Credit Requirements | Work Samples and Project Work |
| Percentage of Final Grade | 9,2% |
| Responsible for Module | Prof. Dr. Joachim Friedmann |
| Lecturers | Prof. Dr. Joachim Friedmann, John Yorke, Csongor Dobrotka, Marina Bendocchi-Alves, Charles Harris |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none"> ▪ Douglas, Pamela: Writing the TV Drama Series. How to Succeed as a Professional Writer in TV. <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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|--|---|---------------------|-------------------|----------------|
| Module | Series Dramaturgy | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Premise & Theme (Seminar & Exercises) | 5 hours | 25 hours | 1 points |
| | Character Development (Seminar & Exercises) | 10 hours | 20 hours | 1 points |
| | Structure: Sequences, Episodes, Seasons (Seminar & Exercises) | 15 hours | 15 hours | 1 points |
| | Scene Writing (Seminar & Exercises) | 10 hours | 20 hours | 1 points |
| | Series Analysis (Seminar & Exercises) | 5 hours | 25 hours | 1 points |
| | Case Studies I (Seminar & Exercises) | 10 hours | 20 hours | 1 points |
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| Workload/Credits | 55 hours | 125 hours | 6 points | |
| Semester | 1 and 2 | | | |
| Duration of Module | Two semesters | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Advanced knowledge of dramaturgical theories, models and methods ▪ Advanced practical screenwriting skills ▪ Advanced practical dramaturgical skills relating to key aspects of serial storytelling ▪ Ability to analyze existing series formats with respect to dramaturgical issues ▪ Ability to assess and create multidimensional characters, strong character arcs, and dynamic ensembles ▪ Ability to recognize and create sustainable stories and plot structures ▪ Ability to create, manage, and orchestrate information strategies to keep the audience engaged | | | |
| Content | <ul style="list-style-type: none"> ▪ Recap and In-depth training of screenwriting essentials (premise, theme, character, plot, structure, scene, sequence, dialogue, genre) ▪ Cinematic storytelling ▪ Specifics of serial storytelling (characters, character orchestration, beats, act structures, episodes) ▪ Procedural vs. serial story structures ▪ Dramaturgical models and methods ▪ "Mystery management," suspense, and audience engagement | | | |
| Type of Examination | Overall Exam (graded) | | | |
| Exam | Work Samples (Dramaturgical Analysis Spec Script Series), 3-5 pages | | | |
| Credit Requirements | Work Samples and Project Work | | | |

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| Percentage of Final Grade | 5,0% |
| Responsible for Module | Prof. Dr. Joachim Friedmann |
| Lecturers | Tatjana Samopjan, Alkioni Valsari, Tom Abrams, Prof. Mika Kallwass, Nicola Lusuardi, NN (e.g. Jeppe Gjervig Gram, Lisa Albert, Jane Espenson, Hagai Levi) |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none"> ▪ Douglas, Pamela: Writing the TV Drama Series. How to Succeed as a Professional Writer in TV ▪ Eschke, Gunter & Bohne, Rudolf : Bleiben Sie dran! – Dramaturgie von TV-Serien. Konstanz. ▪ Truby, John: The Anatomy of Story: 22 Steps to Becoming a Master Storyteller ▪ McKee, Robert: Story: Substance, Structure, Style, and the Principles of Screenwriting <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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| Module | Spec Script | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Spec Script I - Daily Drama (Project) | 25 hours | 35 hours | 2 points |
| | Spec Script II - Drama Series: Analysis (Seminar) | 15 hours | 15 hours | 1 points |
| | Spec Script II - Drama Series: Story Development I (Project) | 10 hours | 110 hours | 4 points |
| | Spec Script II - Drama Series: Story Development II (Project) | 10 hours | 110 hours | 4 points |
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| Workload/Credits | 60 hours | 270 hours | 11 points | |
| Semester | 1 and 2 | | | |
| Duration of Module | Two semesters | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Knowledge of the specific requirements of industrially produced series formats such as daily drama and telenovela ▪ Ability to independently analyze a given serial concept, and creatively craft an episode script that remains true to the series' creator's original concept ▪ Ability to work in a creative team, led by a showrunner and/or head writer | | | |
| Content | <p>Analysis of existing series with a focus on the following aspects:</p> <ul style="list-style-type: none"> ▪ Series formats and markets ▪ Dramaturgy ▪ Characters and ensembles, setting, theme, tone, look, genre ▪ Collaborative forms and techniques ▪ Roles and responsibilities in a series team ▪ Series production ▪ Series budgets, financing, distribution ▪ Identifying and addressing boundaries and possibilities of an existing series project <p>Application of this analysis when developing speculative screenplays for existing serial formats</p> | | | |
| Type of Examination | Weighted Exams (graded) | | | |

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| Exam | 1) Work Samples (Scene Breakdown Daily Drama), 2-4 pages (30%) 2) Work Samples (Episode Screenplay Drama Series), 30-50 pages (70%) |
| Credit Requirements | Work Samples and Project Work |
| Percentage of Final Grade | 9,2% |
| Responsible for Module | Prof. Dr. Joachim Friedmann |
| Lecturers | Andreas Fuhrmann, Franziska Müller (tbc), Lucy V. Hay |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none"> ▪ Douglas, Pamela: Writing the TV Drama Series. How to Succeed as a Professional Writer in TV ▪ Eschke, Gunter & Bohne, Rudolf : Bleiben Sie dran! – Dramaturgie von TV-Serien. Konstanz. <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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|--|---|---------------------|-------------------|----------------|
| Module | Series Markets | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Series Markets I - Home Markets (Oral Reports) | 15 hours | 15 hours | 1 points |
| | Series Markets II - Festivals (Lecture & Individual Study) | 3 hours | 24 hours | 1 points |
| | European Co-Productions (Seminar) | 5 hours | 25 hours | 1 points |
| | Selling Documents (Seminar) | 5 hours | 25 hours | 1 points |
| | Legal & Business Issues (Seminar) | 5 hours | 25 hours | 1 points |
| | Series Markets III - Festivals (Excursion) | 15 hours | 15 hours | 1 points |
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| Workload/Credits | 48 hours | 129 hours | 6 points | |
| Semester | 1 and 2 | | | |
| Duration of Module | Two semesters | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Advanced knowledge of current serial formats and markets ▪ Ability to analyze market environment and production realities ▪ Ability to asses individual series projects with respect to current market standards ▪ Ability to present individual series projects appropriate to market standards ▪ Knowledge about key legal aspects relevant to series writers | | | |
| Content | <ul style="list-style-type: none"> ▪ Analysis of various series markets and formats in classes and field trips to series festivals and conferences ▪ Introduction to legal and business issues ▪ Selling documents | | | |
| Type of Examination | Overall Exam (graded) | | | |
| Exam | Work Samples (Selling Documents), 1-2 pages | | | |
| Credit Requirements | Work Samples, Oral Reports, and Homework | | | |
| Percentage of Final Grade | 4,9% | | | |
| Responsible for Module | Prof. Dr. Joachim Friedmann | | | |

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| Lecturers | Prof. Dr. Joachim Friedmann, Dr. Peter Nadermann, Eszter Anyalosy, Jim Charne |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none">▪ Whitcomb, Cynthia: Writer's Guide to Selling Your Screenplay <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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|--|---|---------------------|-------------------|----------------|
| Module | Media Studies | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Storytelling Theory (Seminar) | 20 hours | 40 hours | 2 points |
| | Series History (Seminar) | 15 hours | 15 hours | 1 points |
| | Comparative Media Studies (Seminar) | 15 hours | 45 hours | 2 points |
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| Workload/Credits | 50 hours | 100 hours | 5 points | |
| Semester | 1 and 2 | | | |
| Duration of Module | Two semesters | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ In-depth knowledge of contemporary storytelling theory ▪ Ability to transfer this knowledge to benefit fictional writing projects ▪ Enhanced knowledge of media studies relating to serial storytelling ▪ Ability to critically reflect on audiovisual media and serial narration ▪ Ability to categorize and assess series projects in a media theory context ▪ Knowledge of series history and the ability to categorize personal projects in this context | | | |
| Content | <ul style="list-style-type: none"> ▪ Academic analysis of series and serial formats ▪ History of serial storytelling in various media and cultures ▪ Transmedia ▪ VR, games, and interactive forms: influences, convergences, and implications for innovation in serial storytelling | | | |
| Type of Examination | Weighted Exams (graded) | | | |
| Exam | 1) Oral Reports (Assigned Topics), 30 min (50%) 2) Theory Clip (Audiovisual Clip), 90-300 sec (50%) | | | |

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| Credit Requirements | Oral Reports, Theory Clip, and Homework |
| Percentage of Final Grade | 4,2% |
| Responsible for Module | Prof. Dr. Gundolf S. Freyermuth, Prof. Dr. Joachim Friedmann |
| Lecturers | Prof. Dr. Joachim Friedmann, Gerhard Maier, Prof. Dr. Gundolf S. Freyermuth |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none"> ▪ Friedmann, Joachim: Transmediales Erzählen. Narrative Gestaltung in Literatur, Film, Graphic Novel und Game ▪ Freyermuth, Gundolf S.: Games, Game Design, Game Studies: An Introduction <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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| Module | Writers' Room | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Producing (Seminar) | 10 hours | 20 hours | 1 points |
| | Character Development II (Seminar) | 15 hours | 45 hours | 2 points |
| | Social Responsibility in Storytelling II (Seminar) | 10 hours | 20 hours | 1 points |
| | Writers' Room Project (Project) | 130 hours | 140 hours | 9 points |
| | Pitch Training (Seminar) | 5 hours | 25 hours | 1 points |
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| Workload/Credits | 170 hours | 250 hours | 14 points | |
| Semester | 2 | | | |
| Duration of Module | One semester | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Ability to identify themes and topics relevant to pressing issues of current society ▪ Ability to collaboratively create a series from idea to season outlines and zero draft episodes in a hierarchally structured writer's room setting ▪ Ability to identify and apply the adequate collaboration tools for each stage of the collaborative story development process ▪ Enhanced understanding of collaborative aspects and roles within a writers' room ▪ Enhanced awareness of personal strength and weaknesses in collaborative writing processes ▪ Ability to independently structure and lead collaborative writing processes ▪ Ability to adapt elements of the writers' room concept presented according to the specific demands of upcoming creative tasks ▪ Enhanced knowledge of the production conditions of contemporary series ▪ Enhanced knowledge of the skills and responsibilities of a showrunner throughout the story development ▪ Advanced presentation skills | | | |
| Content | <ul style="list-style-type: none"> ▪ Creating meaningful stories (discussions on current issues with scholars and scientists from various fields) ▪ Character development and orchestration ▪ Incorporating aspects of budget and packaging into the story development process ▪ The producing side of show running (overview) ▪ Collaborative story development in a hierarchially structured writers' room simulation ▪ Interdisciplinary concept meetings with departments such as DoP, directing, set design, etc. ▪ Testing characters, scenes and dialog in table readings with actors ▪ Pitch training and network pitch simulation with industry professionals | | | |

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| 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 | experienced Showrunners (e.g. Morgan Gendel, Richard Manning, Tina Müller), Prof. Dr. Joachim Friedmann, Marion Esch, Christian Rank, Laurie Hutzler, Michael Schwarz, Christiane Ruff |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none"> ▪ Pérez-Gomez, Miguel A.: Previously on. Interdisciplinary Studies on TV Series in the Third Golden Age of Television ▪ Meyers, Lawrence (Ed.): Inside the TV Writers' Room. Practical Advice for Succeeding Television ▪ Kallas, Christina: Inside The Writers' Room. Conversations with American TV Writers ▪ Martin, Brett: Difficult Men. Behind the Scenes of a Creative Revolution. From The Sopranos and The Wire to Mad Men and Breaking Bad <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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|--|---|---------------------|-------------------|----------------|
| Module | Research I | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | How to Write an Academic Paper (Seminar) | 5 hours | 25 hours | 1 points |
| | Today's and Future Series Formats I (Seminar) | 5 hours | 25 hours | 1 points |
| | Research Project (Part I) (Project) | 10 hours | 140 hours | 5 points |
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| Workload/Credits | 20 hours | 190 hours | 7 points | |
| Semester | 2 | | | |
| Duration of Module | One semester | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Ability to recognize trend-setting developments in the area of serial storytelling ▪ Ability to critically reflect on various aspects of serial storytelling ▪ Advanced knowledge of tools and conventions in current media theory ▪ Ability to critically analyze and place individual creations within a larger creative context ▪ Enhanced ability to contribute to the academic discourse on serial storytelling ▪ Enhanced ability to fulfill the requirements of academic research and writing | | | |
| Content | <ul style="list-style-type: none"> ▪ Analysis of trend-setting projects within the field of serial storytelling ▪ Innovative strategies of international companies and influential industry representatives ▪ Individual research on topics with reference to innovative narrative, historical, sociological or production-related aspects of serial storytelling ▪ Basic and advanced techniques of academic research | | | |
| Type of Examination | Overall Exam (graded) | | | |
| Exam | Term Paper (Research Paper – First Draft), 15-20 pages | | | |

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| Credit Requirements | Term Paper and Homework |
| Percentage of Final Grade | 5,9% |
| Responsible for Module | Prof. Dr. Joachim Friedmann |
| Lecturers | Prof. Dr. Joachim Friedmann, Prof. Dr. Nanna Heidenreich, Prof. Lena Thiele, Dr. André Czauderna, Top level industry experts (e.g. Johnathan Young (HBO), Jens Richter (Freemantle), Philipp Steffens (RTL)) |
| Preparation (Reading List etc.) and Further Information | <p>Literature:</p> <ul style="list-style-type: none">Swales, John M.: Academic Writing for Graduate Students: Essential Tasks and Skills (= Michigan Series in English for Academic & Professional Purposes) <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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| Module | Research II | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Research Project (Part II) (Project) | 10 hours | 110 hours | 4 points |
| | Today's and Future Series Formats II (Seminar) | 15 hours | 15 hours | 1 points |
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| Workload/Credits | 25 hours | 125 hours | 5 points | |
| Semester | 3 | | | |
| Duration of Module | One semester | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Ability to recognize and identify trend-setting developments in various areas of serial storytelling ▪ Ability to develop individual responses to current questions and themes ▪ Ability to analyze individual artistic contributions within a critical discourse ▪ Expansion of the individual professional network with a focus on innovation ▪ Advanced presentation skills ▪ Enhanced ability to develop individual strategies for creating innovative formats | | | |
| Content | <ul style="list-style-type: none"> ▪ Discussions with top-level experts regarding strategies and visions for future series formats ▪ Completion of individual research on topics with reference to innovative narrative, historical, sociological or production-related aspects of serial storytelling | | | |

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| Type of Examination | Overall Exam (graded) |
| Exam | Term Paper (Research Paper – Final Draft), 15-20 pages |
| Credit Requirements | Term Paper and Homework |
| Percentage of Final Grade | 4,2% |
| Responsible for Module | Prof. Dr. Joachim Friedmann |
| Lecturers | Prof. Dr. Joachim Friedmann, Prof. Dr. Nanna Heidenreich, Prof. Lena Thiele, Top level industry experts (e.g. Johnathan Young (HBO), Jens Richter (Freemantle), Philipp Steffens (RTL)) |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none"> ▪ Swales, John M.: Academic Writing for Graduate Students: Essential Tasks and Skills (= Michigan Series in English for Academic & Professional Purposes) <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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|--|--|---------------------|-------------------|------------------|
| Module | Writers' Lab | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Writers' Lab I - Introduction (Seminar) | 15 hours | 15 hours | 1 points |
| | Writers' Lab I - Project (Project) | 80 hours | 130 hours | 7 points |
| | Writers' Lab II - Introduction (Seminar) | 10 hours | 20 hours | 1 points |
| | Writers' Lab II - Project (Project) | 80 hours | 100 hours | 6 points |
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| Workload/Credits | | 185 hours | 265 hours | 15 points |
| Semester | 3 | | | |
| Duration of Module | One semester | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ 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 ▪ Ability to develop individual strategies for innovative formats ▪ Knowledge of and ability to apply tools and methods of creative innovation ▪ Awareness of varying challenges, possibilities, strategies, approaches and mindsets related to different media ▪ Advanced skills in the areas of teamwork and leadership | | | |
| Content | <ul style="list-style-type: none"> ▪ Extensive story development focusing on creative experimentation such as story worlds, transmedia storytelling, social media storytelling, games, VR, etc. ▪ Artistic exploration with the option to test findings discovered in modules "Research I & II" | | | |
| Type of Examination | Overall Exam (graded) | | | |
| Exam | Work Samples (Writers' Lab Concept), 15-20 pages | | | |
| Credit Requirements | Work Samples and Project Work | | | |
| Percentage of Final Grade | 12,5% | | | |

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| Responsible for Module | Prof. Dr. Joachim Friedmann |
| Lecturers | Top level experts in related fields (e.g. Jörg Ihle), Prof. Dr. Joachim Friedmann, NN |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none">▪ Kackman, Michael, et al.: Flow TV: Television in the Age of Media Convergence▪ Clarke, M. J.: Transmedia Television: New Trends in Network Serial Production <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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| Module | Master's Project – Preparation | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Case Studies II (Seminar) | 10 hours | 20 hours | 1 points |
| | Working in the Industry (Seminar) | 10 hours | 20 hours | 1 points |
| | Master's Project I (Project) | 20 hours | 220 hours | 8 points |
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| Workload/Credits | | 40 hours | 260 hours | 10 points |
| Semester | 3 | | | |
| Duration of Module | One semester | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Advanced ability to analyze key components of successful series projects ▪ Knowledge of key business aspects when working as writers in the series industry ▪ Ability to apply all skills acquired throughout modules 1-9 in developing an original series project ▪ Ability to develop an individual creative vision, reflecting on social and sociological implications | | | |
| Content | <ul style="list-style-type: none"> ▪ Introduction to business issues ▪ Communicating with producers and broadcasters ▪ Organizational and legal aspects for freelancers ▪ Self-marketing ▪ The producing side of showrunning (overview) ▪ Ideation and start of story development for an original series project | | | |
| Type of Examination | Overall Exam (graded) | | | |
| Exam | Work Samples (Idea Outline of Master's Project), 3-5 pages | | | |
| Credit Requirements | Work Samples and Project Work | | | |
| Percentage of Final Grade | 8,4% | | | |

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| Responsible for Module | Prof. Dr. Joachim Friedmann |
| Lecturers | Writers and showrunners from exceptional current series (e.g. Jörg Winger, Annette Hess, Hagai Levi), Prof. Mika Kallwass, Matthew Dench, Prof. Dr. Joachim Friedmann, NN (e.g. Nicola Lusuardi, Lucy V. Hay, Gunther Eschke) |
| Preparation (Reading List etc.) and Further Information | <p><u>Literature:</u></p> <ul style="list-style-type: none">• Basin, Ken: The Business of Television <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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| Module | Master's Project and Colloquium | | | |
| Type of Module | Compulsory Module | | | |
| Module Components | Type of Course | Contact Time | Self-Study | Credits |
| | Master's Project II (MA) | 15 hours | 765 hours | 26 points |
| | Colloquium (MA) | 1 hours | 113 hours | 4 points |
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| Workload/Credits | | 16 hours | 878 hours | 30 points |
| Semester | 4 | | | |
| Duration of Module | One semester | | | |
| Frequency Offered | Every two years | | | |
| Prerequisites | None | | | |
| Qualification Objectives/Learning Outcomes/Skills | <ul style="list-style-type: none"> ▪ Advanced ability to develop complex and compelling series characters ▪ Advanced ability to develop innovative series concepts ▪ Ability to apply all skills acquired throughout modules 1-9 in developing an original series project | | | |
| Content | <ul style="list-style-type: none"> ▪ Completion of individual series project ▪ Oral exam | | | |
| Type of Examination | Weighted Exams (graded) | | | |
| Exam | 1) Master's Project (Series Bible and Pilot Screenplay), 35-75 pages (50%) 2) Oral Examination (Colloquium), 30 min (50%) | | | |
| Credit Requirements | Master's Project | | | |
| Percentage of Final Grade | 24,9% | | | |
| Responsible for Module | Prof. Dr. Joachim Friedmann | | | |
| Lecturers | Prof. Dr. Joachim Friedmann, NN (e.g. Nicola Lusuardi, Lucy V. Hay, Gunther Eschke) | | | |
| Preparation (Reading List etc.) and Further Information | <p style="text-align: center;">./.</p> <p>Further details on reading lists and additional information will be provided at the beginning of the semester or course.</p> | | | |