Professional Certificate in Immersive Storytelling and Content Development (50.0504)

This continuing education certificate teaches skills and competencies in creative writing, storytelling, and scripting in linear and non-linear immersive environments. Students will learn core literary devices (e.g., structure, scene, and character), strategies and techniques to create original creative works, and approaches for developing interactive experiences for multiple mediums and modalities. Additionally, students will author virtual reality experiences within an industry-standard game engine. Taught by industry experts, students learn through hands-on application of real-world examples and concepts. Completing the program empowers learners to take advantage of their creative ideas and pursue employment opportunities in the creative writing, storytelling, and virtual reality industries.

Upon completion of this certification, students should be able to:

- identify essential components of creative writing across the genres of fiction, creative nonfiction, and poetry, including: ideas and inspiration, scene, structure, conflict, character, voice, point-of-view, setting, tone, metaphor, imagery, dialogue, and language;
- analyze stylistic choices and literary elements in poetry, fiction and nonfiction, as well as in hybrid and experimental texts;
- write in traditional, experimental, prescribed, and open formats to produce and polish a collection of writing samples representative of the genres studied, producing a short story, a personal essay, or three thematically connected poems;
- apply elements of fantasy fiction writing, while utilizing personal experiences and author inspiration in one's work;
- utilize a variety of literary strategies and techniques to support inspiration and idea generation within the writing process;
- explain the evolution of immersive storytelling by dissecting examples from film, theater, themed attractions, and video gaming as well as examples from current immersive media;
- analyze the differences in story structure and presentation formats for all forms of immersive media and apply that knowledge by choosing the most appropriate presentation format for any given project;
- devise a script and translate a story into immersive media pre-production documents to convey a vision to producers, clients, and crew; and
- demonstrate working knowledge of the Unity game engine's VR tools to create a simple interactive story and publish this project in an industry standard format.

Required Courses:
CRWR 1100 Introduction to Creative Writing
CRWR 1150 Ray Bradbury and Creative Storytelling
INMD 1200 Producing Augmented and Virtual Reality Experiences