

Program Profile

Program	Program name	Transmedia Storytelling: From Page to Screen to Social Media
	Category	B3 (Innovation in Technology)

Summary of Program

Program Name	Transmedia Storytelling: From Page to Screen to Social Media
Category	B3 (Innovation in Technology)
Abstract of Program	Transmedia Storytelling is an innovative project designed to bridge the gap between literary studies and the digital media environment in which today's students operate. The project equips English literature students with the tools and skills to adapt classic and contemporary literary works—such as <i>Frankenstein</i>, <i>Things Fall Apart</i>, and <i>The Home and the World</i>—into multimedia formats like short films, Instagram reels, animated graphic stories, and interactive web series. The initiative introduces students to modern storytelling tools such as Canva, CapCut, InShot, Storyboard That, and comic strip software. Students learn to reinterpret character arcs, themes, and plots into narrative forms suitable for contemporary digital audiences, with a focus on visual grammar, social media impact, and creative entrepreneurship. Each student team selects a literary text and adapts it through collaborative storyboarding, scripting, visual content creation, and editing. Completed works are showcased through a public exhibition and shared via official university platforms and YouTube. The project emphasizes creativity, teamwork, and entrepreneurial thinking. It positions literature as a living, evolving field that connects with the world through multiple channels beyond print. It also prepares students to work in publishing, media, marketing, and content creation industries. This bold step in literature education responds to the changing landscape of communication, literacy, and technology while aligning perfectly with WURI's emphasis on real-world educational impact, SDG 4 and 9.

Details of Program

Planning

Objectives	Long-term Goals	→ To train students in multimedia adaptation and storytelling → To nurture teamwork, project management, and content creation
	Short-term Targets	→ To promote creative literacy through reinterpretation of texts
	Rationale	→ To blend literary depth with visual and digital fluency
Subject (Leader)	Initiator(s)	SARKER, Anindya
	Champion(s)	SARKER, Anindya
	Major team member(s)	OISHY, Mahfuza Rahat; SAIYARA, Naziba
Environment	Nature/Society	Empowers youth with digital storytelling to influence culture and education
	Industry/Market	Content creation, digital marketing, educational media, publishing
	Citizen/Government	Potential for partnerships with literary festivals, youth innovation forums
Resources	Human resources	One faculty mentor, two student production assistants, and 8–10 student content creators
	Financial resources	Tk 100,000/- for app subscriptions, editing software, video equipment, exhibition logistics
	Technological resources	Smartphones with good cameras, audio equipment, editing software (CapCut, InShot), projector/screen

Mechanism	Strategy (Weight/Sequence)	Strategic options available: Online literary adaptation contest Relative importance: High visibility and engagement; enhances student portfolios Sequence of execution: Phase 1: Workshop and training (Months 1-3) Phase 2: Project development and production (Months 3–5) Phase 3: Showcase and digital launch (Months 5-6)
	Organization	The program is organized under the World University of Bangladesh with support from the Department of English and aligned administrative units.
	Culture	The university's culture of innovation and interdisciplinary learning strongly supports the program's execution.
Doing		
Launch date		December 2025
Responsible organization		World University of Bangladesh
Program content and process		This project infuses literature education with cutting-edge storytelling formats. By moving beyond essays and exams, students become co creators of content. They learn how literary themes can be translated into short-form videos, animation, and graphic storytelling, offering them creative and entrepreneurial skill sets. This repositions literature as an

	active agent in the digital culture economy.
Key highlights of the content/process	→Reimagining literature for digital platforms → Enhancing students' digital and creative skills → Creating cross-disciplinary learning (literature + media + design) →Building student portfolios for jobs in media, education, and publishing → Connecting academia with real-world storytelling platforms

Differences from traditional approaches	While traditional English courses emphasize textual interpretation and critical writing, this program adds dynamic, production-based learning. Students not only study literature—they rebuild it using the language of modern media. This offers an innovative alternative to lecture-heavy curricula.
Progress as of today	Yet to start.
Problems in implementation	→ Limited access to good editing software → Time management among students
Approaches to solve the problems	Purchasing editing tools and integration of project into course syllabus for credit
Completion date, if completed	January 2027 (Estimated)
Seeing	
Impacts on students	→ Marketable digital skills → Increased confidence and teamwork → Creative engagement with literature
Impacts on professors	→ Faculty develop digital pedagogy skills → Increased visibility for the English department
Impacts on university administration	Positive alignment with innovation goals
Responses from industry/market	Interest from content studios and literary festivals for collaborations
Responses from citizen/government	Potential partnerships for youth innovation expos
Measurable output (revenues)	→ Number of videos produced → Views/reach on social media platforms → Participant surveys and skill assessments

Measurable input (expenses)	N/A
Cost-benefit analysis for effectiveness	→Moderate investment → High student learning return and public engagement

Future Planning	
Where does the project go from here?	→Scale up to inter-departmental collaborations (e.g., Media, Computer Science) → Launch a university-wide transmedia storytelling contest → Develop an online course for other institutions
Addendum	
Exhibits, pictures, diagrams, etc.	Screenshots from student productions, behind-the-scenes stills
Reports, mimeos, monographs, books, etc.	Will publish a digital flipbook documenting student adaptations and reflections
Others which may help explain the program (including website links)	N/A