

## Abstract

### **CREATIVE PROJECT:** An Educational Anime Transmedia Curriculum

**STUDENT:** Courtney Tuchman

**DEGREE:** Master of Arts

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The phenomenon of students and their wavering engagement in school studies is all too familiar. I have attempted to tackle these student motivation levels through a novel, engaging avenue. Previous research has indicated that the use of animations or other entertainment forms prove helpful in boosting classroom engagement, but none have yet to explore the full educational benefits of the Japanese stylistic genre of anime. I created an immersive transmedia anime curriculum in order to immerse freshmen students in an entertaining educational storyworld. I tested my curriculum via teacher empathy interviews and educator focus groups. Those interviews helped me to determine what teachers specifically look for when planning to adopt a new curriculum into their classrooms. My research aims to boost classroom engagement through a medium often overlooked by many educators.

*Keywords:* Anime, Transmedia Storytelling, Education, Curriculum, Motivation, Stereotype, Animation, Pop Culture, Middle School

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