

A Creators Guide To Transmedia Storytelling How To Captivate And Engage Audiences Across Multiple Platforms

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4 A CreATOR’s GUiDe TO TrAnsmediA sTOryTellinG The audience was devastated by her loss They reported feel-ing as if they’d been punched in the gut, that they hadn’t seen it coming, that they were surprised at the depth of grief they felt

A Creators Guide To Transmedia Storytelling Andrea Phillips

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processes, this book covers creating stories for all forms of New Media, including transmedia storytelling, video games, mobile apps, and second screen experiences The way a story is told, a message is delivered, or a narrative is navigated has changed dramatically over the last few years

Digital Storytelling: A creator's guide to interactive ...

Digital Storytelling: A creator's guide to interactive entertainment Carolyn Handler Miller Digital Storytelling: A creator's guide to interactive entertainment Carolyn Handler Miller Digital Storytelling shows you how to create immersive, interactive narratives across a multitude of platforms, devices, and media From age-old storytelling

TRANSMEDIA PLATFORMS

transmedia, but don’t fully understand how adding media platforms to their project fits into the overall story arc or audience experience Like the art of developing a vibrant and relevant social media graph, being transmedia is more than ticking off a box to say you’ve done it You must invest in it, tinker with it, and learn from it

Wha.t s / Iransmedia, Anyway? - Bill Wolff

What's /__ Transmedia, Anyway? Before we can talk about how to make great transmedia projects, we have to clarify what we mean when we say "transmedia storytelling" (at least for the purposes of this book) This is shockingly difficult to do

Transmedia and Young Adult Literature - Infopeople

Transmedia and Young Adult Literature: When Stories Are More Than Paper Rachel McDonald & Jackie Parker An Infopeople Webinar Tuesday, January 7, 2014 Today's Objectives Understand what transmedia is and its impact on the future of reading Learn six ways to evaluate transmedia Discover three tools to use transmedia with teens, especially reluctant readers "A process where integral

Andrea Phillips

A Creator's Guide to Transmedia Storytelling Expert transmedia designer Andrea Phillips shows you the future of digital marketing Biography Andrea Phillips is an award-winning transmedia writer, game designer and author Her book, A Creator's Guide to Transmedia Storytelling, will be published by McGraw-Hill in June 2012

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Divergent Convergence Part 2: Teaching and Learning in a ...

Divergent Convergence Part 2: Teaching and Learning in a Transmedia World Annette Lamb and Larry Johnson ur school is going paperless, what will this mean for our li- brow? Our students are getting Netbooks, how can I help teachers make this transition? How can I leverage the power of trans- media materials to promote reading?

Guide to 360in360 Transmedia Storytelling

Guide to 360in360 Transmedia Storytelling This document is intended to explain 360in360 Transmedia Storytelling, how it works, what it seeks to achieve, its applications and benefits and some simple tips to making a 360in360 Transmedia

Transmedia Storytelling as an Education Tool

transmedia experiment from the very beginning"2 Whatever its definition, it "has the power to make any topic more vivid and personal"3 Gutierrez suggests that this is not in competition with commercial efforts to draw in sales When done thoughtfully, transmedia isn't about exploring trendy new platforms or