

Critical Essay

Due: Session 19

This is a short essay. I am interested in depth of analysis, so a tight focus and persuasive argument weighs more than scattershot examples and trying to tie in several different ideas.

Write an essay of 2,000-3,000 words on one of the following questions:

- 1) Choose a single character or a project that has a life in multiple media. Discuss a single aspect of that character or project *that we have not discussed in class* and analyze in depth what is successful about this aspect and what could be improved. Aspects can include world building, visual imagery, understanding of character, or other. Be sure to pay attention to how expansion onto multiple platforms has enhanced understanding/experience for the audience—or how the creators missed the mark and merely repeated without truly engaging the potential for enhanced experience.

- 2) Think of a single specific abstract aspect of transmedia (such as changing point of view with different media, immersive experience, audience interaction, etc.) and analyze it in depth. Use specific examples from various transmedia projects *that we have not discussed in class* to examine how that aspect can be used most effectively and how it can be misused.

- 3) Choose two platforms and analyze how a single project can benefit from expansion between these specific platforms. Use examples of projects we have not discussed in class to explore both effective and ineffective expansion between these platforms.

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