

How old is transmedia?

Who are you?

Why are you here?

What is transmedia?

What do you think transmedia is?

transmedia telling a story/narrative on different platforms
(media)
vs. that take advantage of the specific properties of those media to expand the
multimedia understanding/experience/participation of the viewer (participant?) and the
narrative

How old? At least 1k years –
Stained glass
text/read aloud
passion plays

while we are working with new media, the idea of crossing media to enhance the experience is not at all new –

This class is going to be about making.

What we convey – (story) → content

How we convey it – (medium)

We're going to look at content first because no matter how cool your media presentation, if you don't have compelling story, no one is going to care.

Structure of the class –
(this class is divided into 3 parts)

1st Narrative –
Storytelling –

2nd – Expressing storytelling/engage audience

3rd Making major project –
Terms – 3 platforms serve narrative

Media & 5 senses –
We have 'em, they haven't changed
sight & sound
others – stimulate in imagination
texture (feeling) touch, taste, smell

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21W.763J / CMS.309 / CMS.809 Transmedia Storytelling: Modern Science Fiction
Spring 2014

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