

Transmedia Storytelling – Session 16

Fair talk, folk process, fan fic

What is fan fic?

Anyone participate? (It's okay!)

Why transmedia? (often fans have access to or prefer other media – stories about TV characters, for example)

We are, as a species, always expanding stories!

Folk process: What is it? Transmedia?

Disney princesses!

How many OZ?

Ever played the game “telephone”? Experienced this in Real Life?

You were there for an event, and then hear about that event from someone who heard about it from someone – and the stories do NOT match up (or the details, where they do, is interesting)

What is added? Eliminated? Changed around?

In expansion, we must always consider these questions:

WHY are we moving platforms?

WHAT is gained from the move?

In fairy tales: why from storytelling to picture book to film to interactive app? What is gained?

Why do we want ALL?

In Transmedia, the trick is that we as an audience want ALL the varieties of experience and expansion, so each must offer us a new angle, a new view, a new experience, a new insight, none of which should be inconsistent with what we already know.

Translation – expansion – Le Ton Beau de Marot (handout)

A “faithful” translation – What is it faithful TO??

From one platform to the next, where must we remain “Faithful” and where do we expand?

Differences between a completely conceived Transmedia project, commercial cash in, and afterwards expansion

What changes and what stays?

True Blood – Sukie Stackhouse; Tara/Lafayette – much darker

We can use language translation as a useful metaphor to think about which elements we prioritize

What elements in the poem – rhyme, rhythm, actual words, warmth of the relationship, lightness, cultural cues

Casa Batllo –

20,000 Leagues Under the Sea

Casa Batllo House

Casa Batllo Video

When we translate we translate more than words – we give context & understanding
(Richard III – use of cinematography)

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