

Transmedia Storytelling

Learn to deliver a
Story World narrative
across multiple
platforms



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Review

In the last lesson we discussed goal for the Web Series elective component:

1. Project Description
2. Idea Generating



Learning Objectives

In this lesson we will be discussing **Transmedia Storytelling**:

1. The origins of Transmedia
2. How Transmedia Storytelling works
3. The Transmedia Storytelling **Core principles**

Introduction

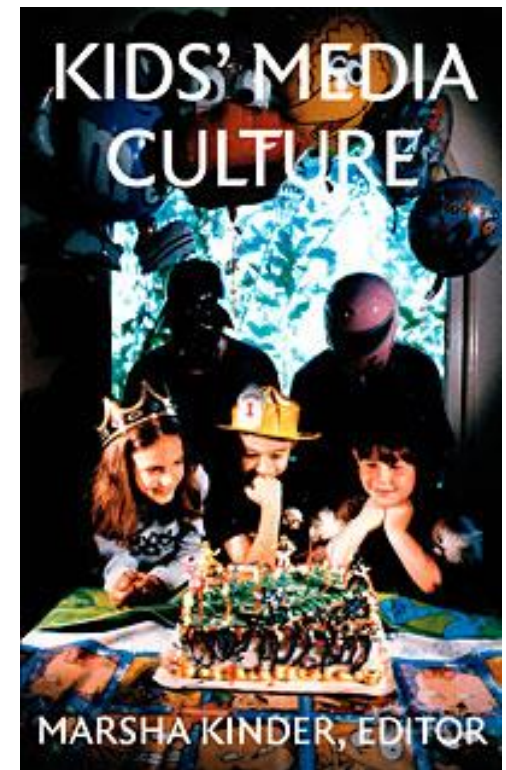
Transmedia storytelling uses multiple media platforms tell a narrative:

- uses cross-media seriality
- Unfolds across time
- where each piece acts as a standalone
- Enticing user engagement through a Call-to-Action
- each experience is complete and satisfying

1. The origins of Transmedia

One of the first uses of the term “**transmedia**” can be traced back to Marsha Kinder’s examination of children’s culture. (1991)

- “entertainment super systems”
- organized across film
- television, and games



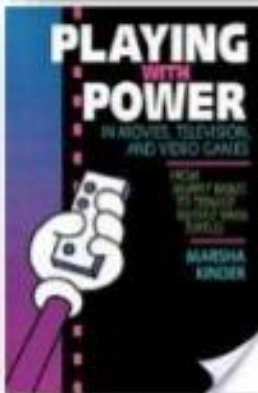
1. The origins of Transmedia

Marsha Kinder: *Playing With Power* (1991)



'Transmedia intertextuality' (*first use of term transmedia*)

Teenage Mutant Ninja Turtles expanded from comics (1984) to television (1987), videogames (1989), and a feature film (1990).



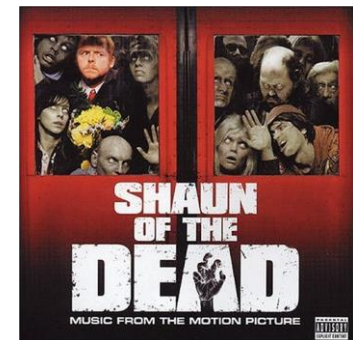
Kinder argues that pre-cinema-going children **'learn that movies make a vital contribution to an ever-expanding supersystem of entertainment, one marked by transmedia intertextuality'** ([Kinder, 1991: 1](#)).

Kinder, M 1991,

1. The origins of Transmedia

Crossmedia is the same content is delivered in the same form across multiple platforms.

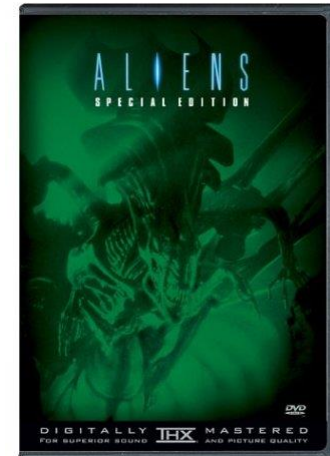
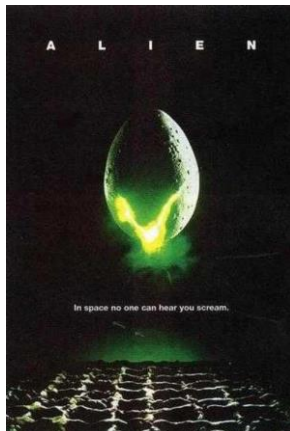
- Choices are based on user's preferences
- promotes the same content on another platform
- One story – multiple device delivery



1. What is Transmedia?

Extended **Crossmedia** is additional content produced alongside the main product.

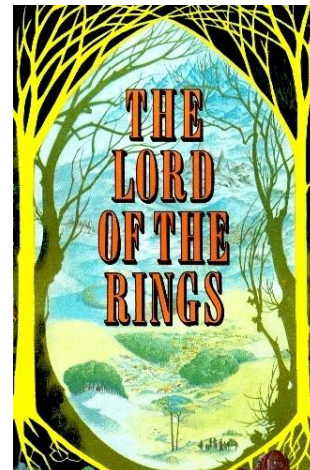
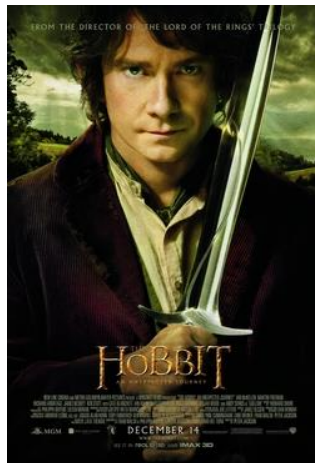
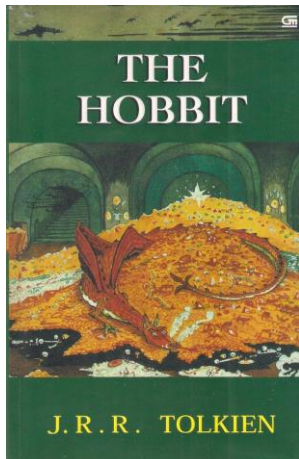
- Also delivered through different platforms
- extra content is naturally different from the main property
- But is not necessarily dependent on it
- temporally or editorially



1. What is Transmedia?

Adapted media happens where a specific existing narrative is specifically re-authored for a new form of media.

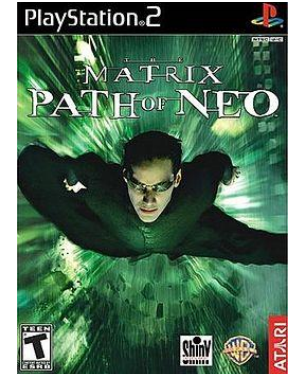
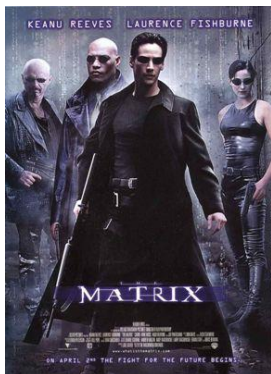
- original content is adapted for a different platform
- Elements of the original content are lost in the process
- new experiences can be gained



1. The origins of Transmedia

Transmedia is a variation of content delivered in the multiple forms across multiple platforms.

- Choices are based on user's level of engagement
- promotes various content sources (stories)
- One story world – multiple device delivery



1. The origins of Transmedia

Transmedia integrates multiple medium to create a narrative too large that it cannot be contained within a single medium.

- Movies introduce the world, the story, and the mythology
- The comic books and animations expand the mythology.
- The games allow for exploration of and immersion



1. The origins of Transmedia

There are various levels of **storytelling** creating a unified and coordinated entertainment experience.

- Immersive interactive storytelling
- complex expanding fictional worlds
- multiple interrelated characters
- systematically dispersed across multiple channels

1. The origins of Transmedia

An aggregation of the first three levels allows for content to be distributed in a **non-linear way**.

- much like a game
- that the participant 'lives' inside of narrative
- following their own path / device /storyline
- personalizing the experience



1. The origins of Transmedia



Pokemon unfolds across multiple media platforms with no media privileged over any other.

- Movies introduce the world
- TV series and comic books expand the world
- Games allow players to explore the world
- card games and mobile apps integrate the world into reality

Guided Practice

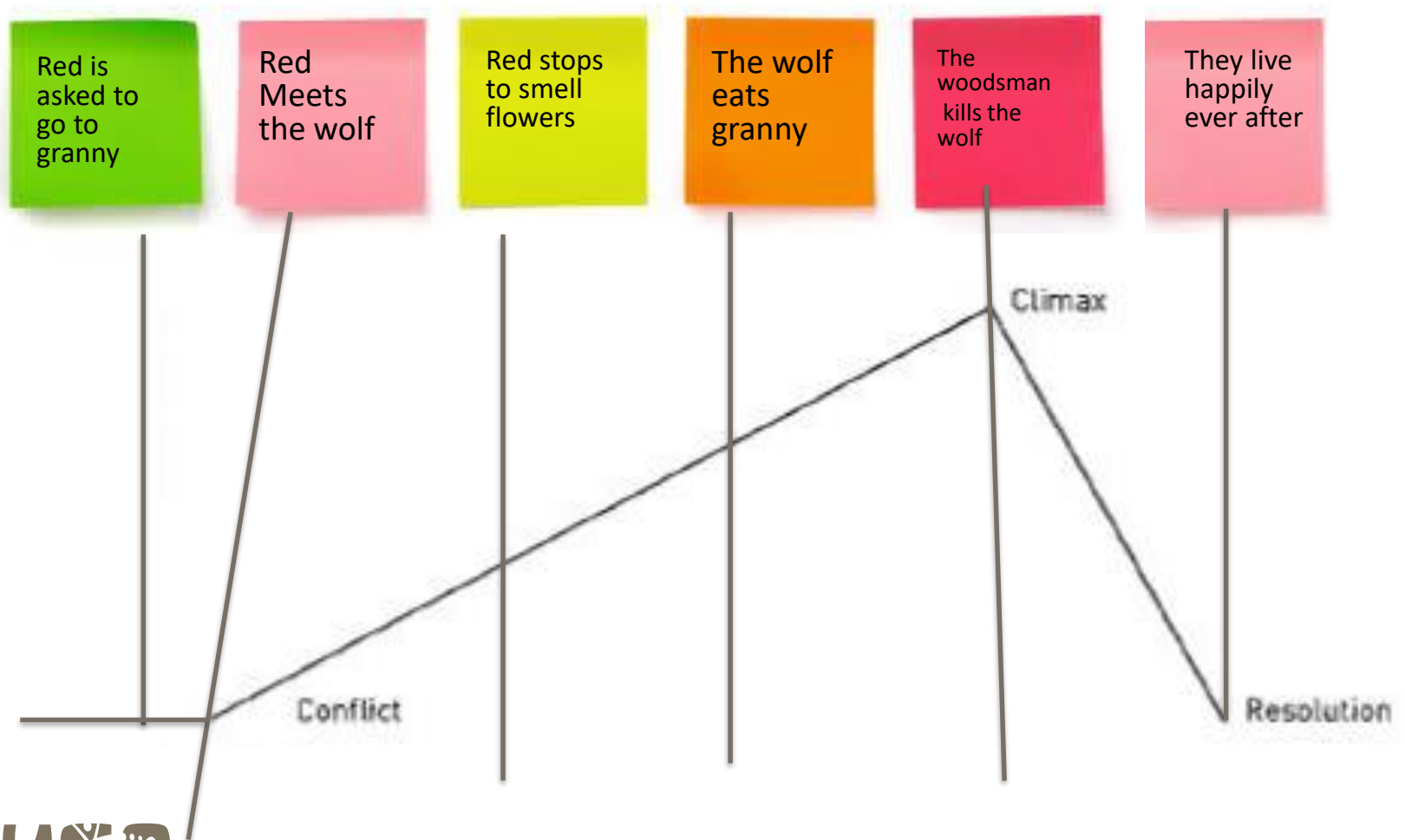
In your groups, choose a popular children's story and Plot the **Dramatic Arc** in three acts Including:

- a **beginning**, a **middle** and an **end**
- Inciting moment, PONR and the Climax
- Map the beats of the story using sticky notes



Guided Practice

"Little Red Riding Hood"



2. How Transmedia Storytelling works

Each medium makes it **own unique contribution** to the unfolding of the narrative:

- A **web page** provides the back-story
- **Alternate Reality Game** offer engagement
- A **comic book** reveals the characters intentions
- A **film** provides the climax
- Etc....

2. How Transmedia Storytelling works

It is the Pooling of and tapping into, others info and expertise to solve problems:

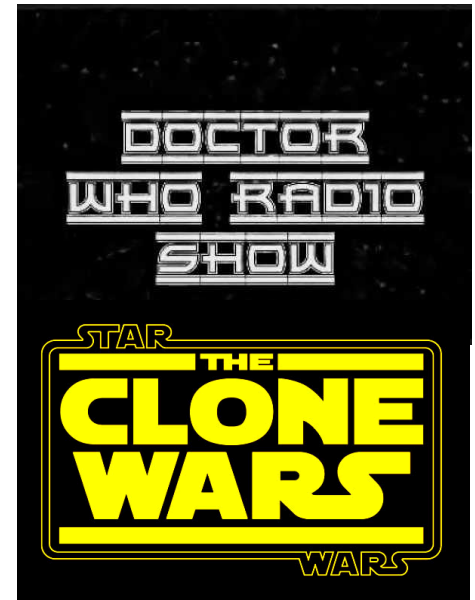
- creates hunters and gatherers
- collective intelligence functions as a cultural attractor
- draws like-minded individuals
- form new knowledge communities
- no one consumer knows everything



2. How Transmedia Storytelling works

Extensions provide an insight into the characters and their motivations through a variety of different functions:

- **Radio dramas** maintain audiences between TV episodes
- **Spin-Offs** bridge events between sequels



2. How Transmedia Storytelling works

Unlike classical narratives, **stories** are based on complex fictional worlds enforced **by reality**:

- multiple interrelated characters are introduced
- extend beyond the central narrative
- encourages some form of research
- reference the real world events

2. How Transmedia Storytelling works

Sometimes the **fictional world** enters the **real world**

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Daily Planet

SPECIAL EDITION

BIZARRO!

SOMETHING STRANGE IS UP AT SIX FLAGS

MYSTERIOUS LIGHTNING STRIKES TWO ROLLER COASTERS
By Lois Lane

In what can only be described as a "bizarro occurrence," an unexplained bolt of lightning-like energy struck two Six Flags theme parks yesterday. Occurring within minutes of each other, the bolts hit both the *Superman Ride of Steel* and *Medusa* roller coasters.

Some witnesses described the coasters as being "transformed" after the "lightning" struck them.

"Just 1 saw an enormous beam of light hit the coaster," said witness Jack Knoll of Tamm, NJ. "There was a crackling sound, like a tear or a rip filled the air. When I looked back at the ride, it was pulsing like a vein of energy was moving down the track."

Angie Antonino, spokesperson for Six Flags Great Escape, denied that the event has transformed the coasters in any unpleasant way.

"The coasters were already under redevelopment and are currently on schedule," said Antonino. "We are very excited to introduce these to imagined rides to the public in May 2009."

In both cases, the incident could be seen miles away, and witnesses gave similar reports of a "glint beam" or "massive oval of energy in the sky."

The event began at 10:20pm at Six Flags Great Escape in Jackson, NJ. Eyewitness Dirk Kunkin, 45, called 911 immediately after seeing a "glowing yellowish beam" hit the *Medusa* roller coaster. "It looked like a major explosion. There was smoke and what felt like an electrical charge in the air."

At the same time, calls began streaming in to police and fire stations around Arlington, MA, home of Six Flags New England.

"We must have received more 30 calls in the space of a few minutes," said the Arlington Police Chief. Fortunately, no injuries were reported at either location.

Melissa Pasherton, Six Flags New England spokesperson, stated that the company is investigating the incidents, but assures the public that both parks will open as scheduled for the season.

Speculation has mounted that these unusual "superhero" sightings might actually be Bizarro. Bizarro has come to Metropolis before, and while he has battled Superman on many occasions, he is said to be one of a "batter of lies" and more of a "strange lost soul."

"This could be Bizarro, as the entire SCU is receiving our files on him," said Special Crimes Unit lead Magic Sauer. She also added that, while little is known about him, Bizarro is believed to be from a parallel Earth known as Htrae where inhabitants believe in "doing the opposite of all earthly things."

Amazing light display in the sky over the *Superman Ride of Steel*.

Photo submitted by Local Resident

Modular ride caught on camera. Photo submitted by Local Resident

THE DAILY PLANET NEEDS YOUR HELP!
REPORT A STRANGE EVENT, YOU COULD EARN A FREE SIX FLAGS TICKET*

TO REPORT A BIZARRO OCCURRENCE VISIT
WWW.BIZARROISHERE.COM
THE BEST LEADS WILL BE REWARDED!

Help us document these mysterious phenomena and determine whether they have anything to do with the newly transformed rides at Six Flags Great Escape and Six Flags New England. Be on the lookout for anything strange, bizarre, or opposite of what you would normally expect. Can something drag? Run falling off? Anything out of the ordinary we need to know.

To be the first to experience the new Bizarro ride - and all the Six Flags fun - take pictures or videos of the Bizarro event, register then submit them online at BizarroIsHere.com. The best leads will be eligible to receive a free ticket* to a special preview day for honorary Daily Planet reporters at Six Flags Great Escape or Six Flags New England.

You can also follow the story as it develops on my blog at LoisLaneReports.com.

Lois Lane: Staff Photo

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New Clues Foreshadow
SPIDEY, GOBLIN ATTACKS
PAGE 3

Police: New Leads In Solving
SPIDER-MAN CRIME SPREE
PAGE 8

DAILY BUGLE

WANTED!

Citizens Call for Wall-Crawler's Arrest

INSIDE: EXCLUSIVE BUGLE PICS CAPTURE SPIDER-MAN'S MISDEEDS

SPECIAL EDITION



2. How Transmedia Storytelling works

Sometimes **realism** is used to distort the **fictional world**

MISSING



On October 21, 1994, Heather Donahue, Joshua Leonard and Michael Williams hiked into Maryland's Black Hills Forest to shoot a documentary film on a local legend, "The Blair Witch." They were never heard from again.

One year later, their footage was found, documenting the students' five-day journey through the Black Hills Forest, and capturing the terrifying events that led up to their disappearance.

EVIDENCE EXISTS...

LOG ON TO www.blairwitch.com TO SEE AND HEAR

- Audio and video footage of the students' terrifying journey through the Black Hills
- Interviews with authorities in the case
- The journal kept by missing student/filmmaker Heather Donahue

MISSING



Heather Donahue

Age: 22 Height: 5'6" Weight: 127lb
Eyes: hazel Hair: brown



Joshua Leonard

Age: 23 Height: 5'10" Weight: 162lb
Eyes: blue Hair: blonde



Michael Williams

Age: 24 Height: 5'8" Weight: 169lb
Eyes: brown Hair: brown

Last seen camping in the Black Hills Forrest area, near Burkitsville.

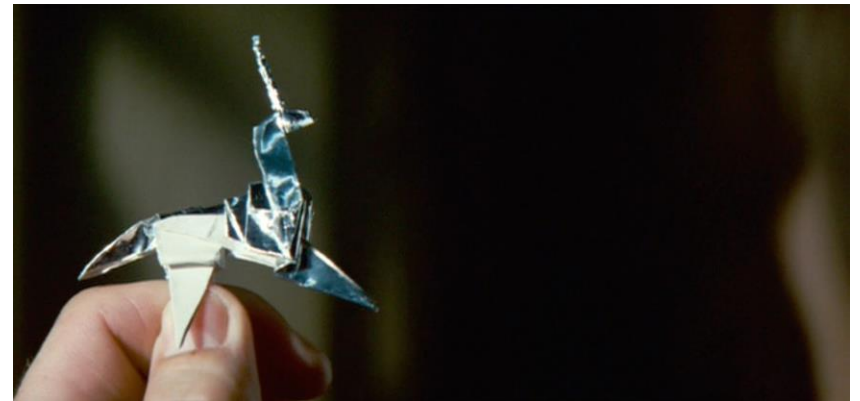
**PLEASE CALL FREDERICK COUNTY SHERIFF'S OFFICE WITH
ANY INFORMATION YOU MAY HAVE!**

(301) 555-4270

2. How Transmedia Storytelling works

Additive comprehension refers to a new piece of information revealed into the narrative:

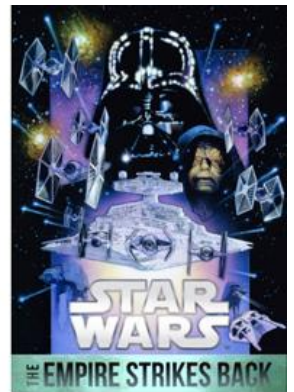
- creating stories which make sense to first time viewers
- enhance the experience across multiple media platforms
- Forces a revised understanding of the narrative



2. How Transmedia Storytelling works

Most campaigns require a high degree of coordination across the different media sectors.

- works best in projects when the **same artist** shapes the story
- A **clear vision** across all media partners is required
- collaboration (or co-creation) is encouraged under adviser



2. How Transmedia Storytelling works

It is an ideal aesthetic form of advertising because:

- era of collective intelligence
- enables the production and circulation of knowledge
- Creates a networked society



2. How Transmedia Storytelling works

Products may be introduced as **genre conventions** thus blurring the line between marketing and entertainment:

- A **Product** is used to advance the story
- A **Place** gives meaning to the setting
- A **Cause** drives the characters intentions
- A **Call-to-Action** helps to solve the problem



2. How Transmedia Storytelling works

Multiple points of entry into the story world increase **market potential**:

- draw audiences comfortable in one medium to experiment with another
- Extending a story world **across genres** for a greater potential audience experience



2. How Transmedia Storytelling works

Audiences don't simply disperse information, they provide a set of roles and goals.

- audiences re-enact the story through their everyday life
- this can be seen with action figures
- children construct stories using the fictional characters
- costumes and role playing games invite immersion



2. How Transmedia Storytelling works

Fan fiction serves to answer questions or plot holes often seen as gaps in the unfolding of the story.

- Fan fiction expands the story world
- introduce new plots to be discovered
- Reveal extra details to elaborate on story elements
- strong incentives they begin to take on a life of their own



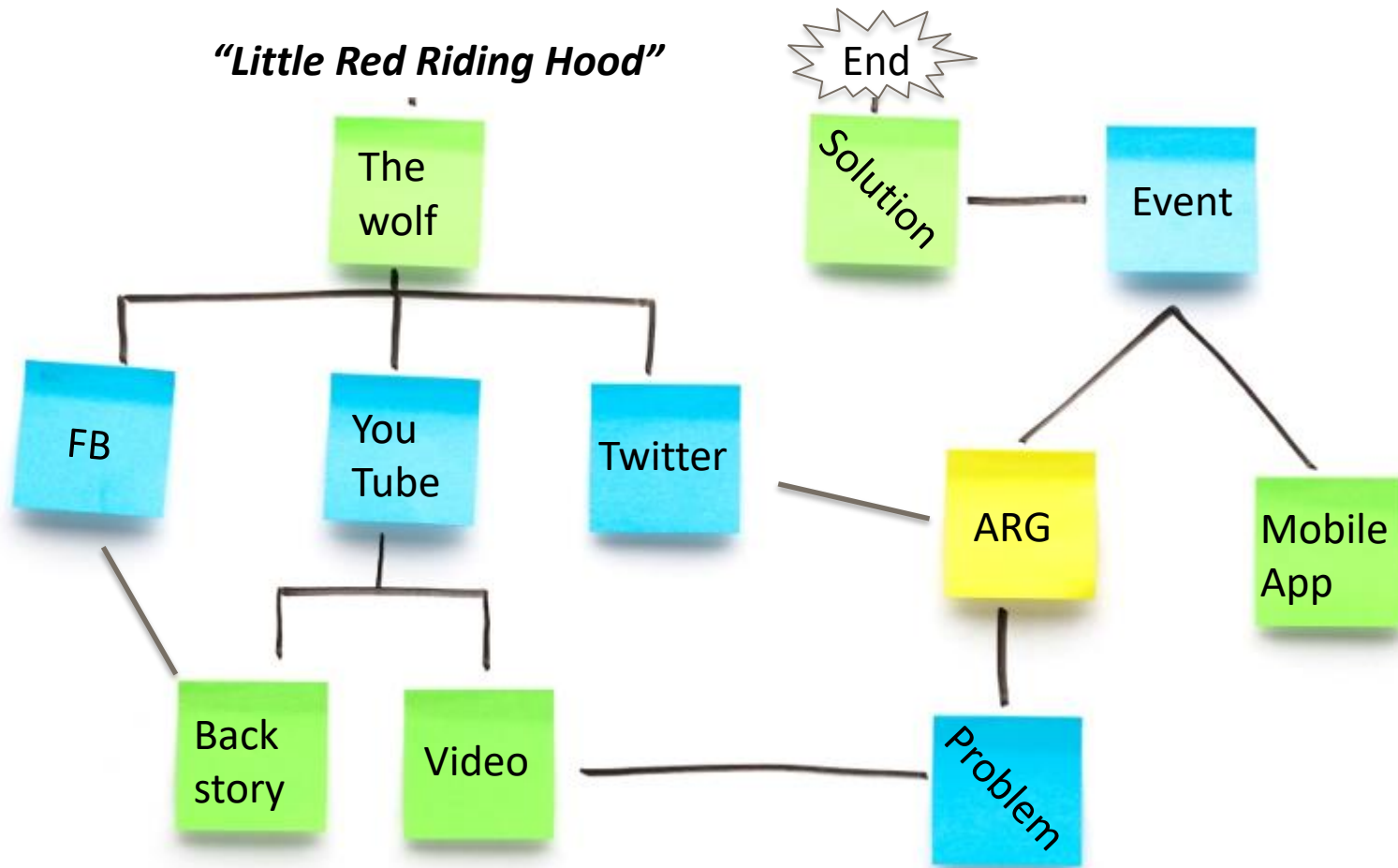
Guided Practice

In your groups, adapt your children's story to fit the **Transmedia model**:

- create a **flow chart** using sticky notes
- Choose a Character
- Extend the narrative beyond the main story
- Plan how your audience can engage in the story

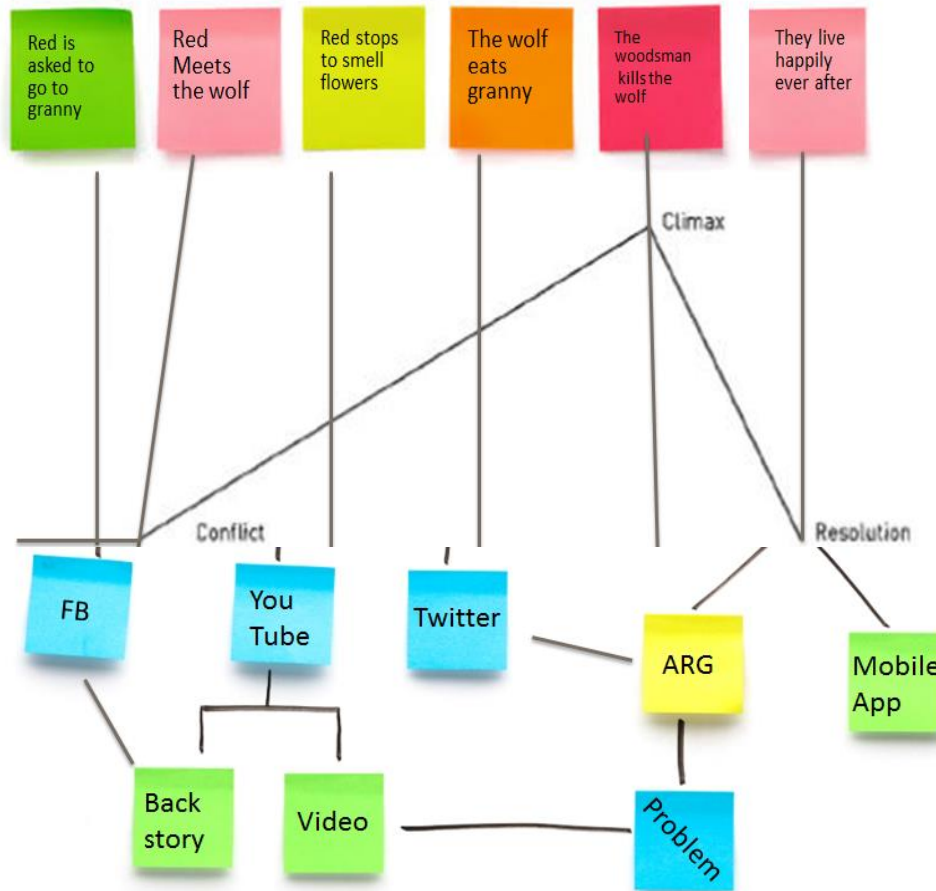


Guided Practice



Guided Practice

"Little Red Riding Hood"



3. The Core principles

Spreadability vs. Drillability

- Motivate users to share
- Allow content with the ability to explore
- Create a deep well of narrative extensions
- Devise a fiction that captures attention



3. The Core principles

Systematic distribution: (Continuity vs. Multiplicity)

- foster an ongoing coherence to ensure plausibility
- use alternate versions of a characters
- or parallel universe version of their stories
- reward players knowledge of the source material

3. The Core principles

Immersion vs. Extractability

- Immersion – allow users to enter into the story world
- Extractability - allow users the ability to take aspects of the story world away
- deploy the narrative in everyday life spaces

3. The Core principles

Worldbuilding

- Create a map like a playing field
- Start in the real world
- often not central to the core narrative
- Offer a richer depiction of the world in which the narrative plays out
- exploit both real-world and digital experiences

3. The Core principles

Seriality

- break up a narrative arc into multiple discrete chunks
- Displace instalments within a single medium
- spread those story chunks across multiple media

3. The Core principles

Subjectivity

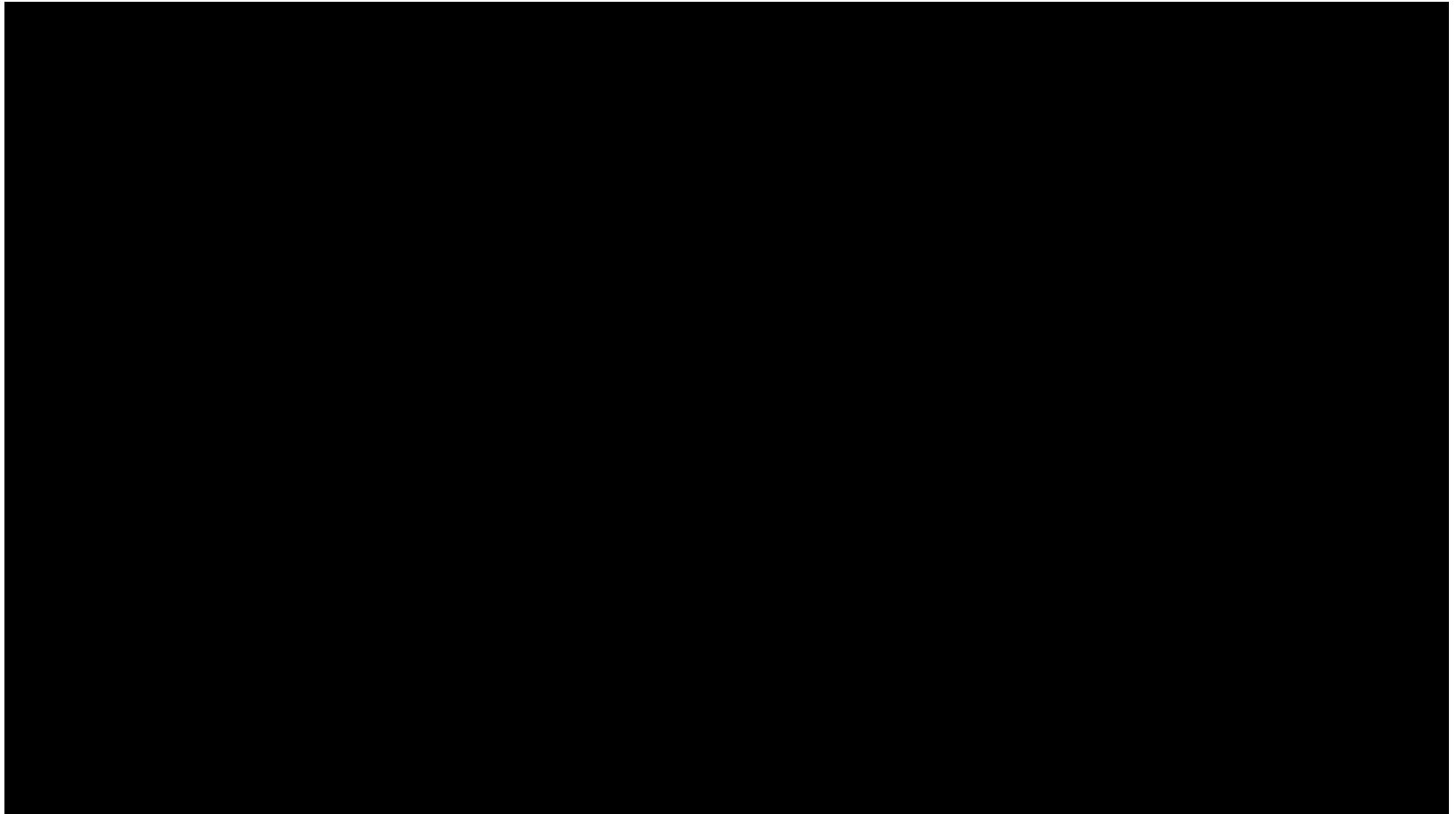
- Allow users to explore the central narrative through new eyes
- Include secondary characters or third parties
- Add a diversity of perspectives
- Consider who is speaking and who they are speaking for

3. The Core principles

Performance

- lead users into producing their own performances
- Allow users to become part of the narrative itself
- Allow users to actively search for potential performance
- Promote a Call-to-Action that can extend the narrative

Social Benefit Storytelling



Summary

In this lesson, we discussed **Transmedia Storytelling**:

1. **Transmedia** - represents the expansion of a story world through multiple narratives
2. **Engagement** - Stories are meant to be enacted in the real world to expand that narrative
3. **Community** - Audiences piece together and share information from different media sources to comprehend the full narrative

Independent Practice

In your groups, research a good example of a **Transmedia Storytelling** campaign with a product:

- What is the story world?
- Who are the Characters?
- How does the audience engage in the story?
- What was the product?

Preview

In the next lesson, we will be discussing **Crossmedia Storytelling**:

1. **Synergy** - exploitation of various platforms **Convergence** - the process by which media technologies are integrated to adapt to cultural changes
2. **Crossmedia** - One story told across multiple channels to create *efficient audiences*

Preparation: What is crossmedia storytelling:

<https://www.youtube.com/watch?v=EtS7IMbi4Lo>



Ressource List

More on Transmedia Storytelling

- *Convergence Culture Where Old and New Media Collide*
Searching for the Origami Unicorn
The Matrix and Transmedia Storytelling
Ch3, Pg 102-134
- Web site: <http://henryjenkins.org>
- <http://www.stateofdigital.com/complete-guide-transmedia-storytelling>
- <https://transmediajournalism.org/contexts/what-is-transmedia-storytelling/>
- Cinderella 2.0: Transmedia Storytelling:
<https://www.youtube.com/watch?v=CP-zOCl5md0>
- <https://moz.com/blog/transmedia-storytelling-building-worlds-for-and-with-fans>

