

TRANSMEDIA TELEVISION: FINAL PROJECT

Deadlines:

Draft (100 points): 11/25/13, before class on NYU Classes

Final version (200 points): 12/11/13 at midnight on NYU Classes

Pitches (100 points): 12/09/13 in class

Goal of the assignment:

The goal of this assignment is the creation of your own transmedia storytelling experience. You can create this experience either for a current or past TV show or for a TV show that you design. You will be working in groups of three and four.

In creating your own transmedia, keep in mind that your project needs to respond to the following issues: first, the various definitions and goals of transmedia storytelling that we have discussed this semester, and second, the examples of transmedia production we have examined for *Lost*, *Game of Thrones*, and other programs.

In other words, your project should adapt and transform what you have learned from our case studies. At this point, you should have ideas about which transmedia strategies work well and which do not; these ideas should shape the design of your project.

Please note that I will add or clarify aspects of this assignment as we start working on it, so check the assignment guidelines frequently.

Grading criteria: Please consult the criteria outlined in the syllabus; in addition, the creativity, complexity, and competence with which you fulfill the requirements of this assignment.

Components:

1. Creative

Assemble your own transmedia storytelling experience in the format that you feel is best suited for your show and for your goal. Think about the numerous examples in different media we have studied. Don't forget that not all of these examples appear in a digital format.

Your transmedia experience can have a variety of goals: promotion of the show, addressing fans and/or casual viewers, and/or attracting new viewers. No matter on which goal you settle, your transmedia experience must incorporate transmedia storytelling. In other words, it has to expand the storyworld and/or plot and/or characterizations.

If your transmedia experience includes any physical objects, include photos of your object with your final project statement draft. Make sure that your photos document all details (for example, if you are creating a box, document what the box looks like from the outside, what the various components look like in the box, etc).

2. Academic

In a 2,500 word project statement, explain the decisions that went into creating your transmedia experience and how your transmedia production relates to our discussions and readings.

You should address the following questions:

1. Provide an overview of your show: What is the premise and major narrative/character arcs of your show? Does your show have any particular features that make it suitable for transmedia? Consider narrative structure, target audience, genre, and on which network/channel it airs.
2. Explain the goal of your transmedia experience and why you decided on the particular format/platform in which your transmedia appears.
3. Situate your transmedia production in relationship to course content: explicitly relate your project to at least two different scholarly sources and to two different transmedia examples that we have examined during the semester. You may use additional popular/scholarly sources and examples.

FYI: All group members will receive more or less the same grade, but I reserve the right to add or deduct points if I notice that you have done more or less than your fair share of work for the assignment.

Additional Resources:

Bernardo, Nuno. *The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms*. Beactive Books, 2011. [FYI: this book is not a scholarly source]

Rose, Frank. *The Art of Immersion: How the Digital Generation Is Remaking Hollywood, Madison Avenue and the Way We Tell Stories*. Norton, 2012. [FYI: this book is not a scholarly source]

Phillips, Andrea. *A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms*. McGraw-Hill, 2012. [FYI: this book is not a scholarly source]

http://henryjenkins.org/2011/01/deep_media_transmedia_whats_th.html

https://delicious.com/_mesk/transmedia

<http://www.etc.cmu.edu/etcpress/content/cross-media-communications>