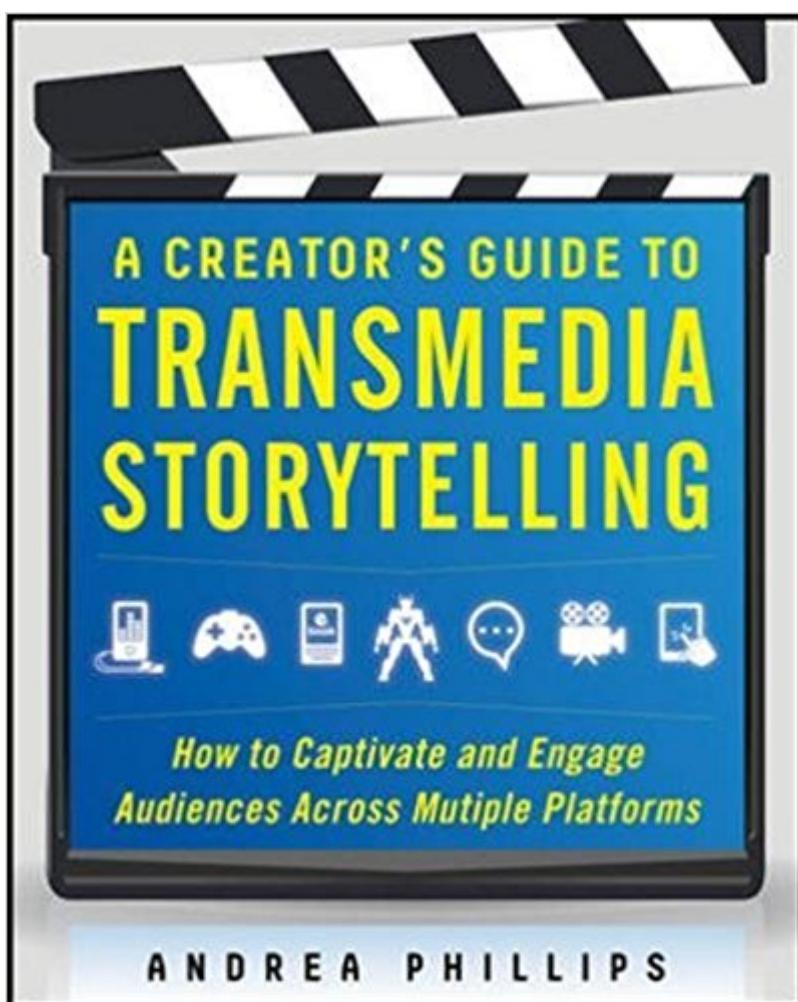


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# A Creator's Guide To Transmedia Storytelling: How To Captivate And Engage Audiences Across Multiple Platforms



## Synopsis

The First How-To Strategy Guide to Transmedia Storytelling â œPhillipsâ ™s book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story."â •David Gale, Executive Vice President, MTV Cross Media â œTransmedia storytelling is a bold and exciting new arena for creativity and innovation. . . . Andrea Phillips provides a compelling, thoughtful, and clear guide to a next generation of creators in this medium. She demystifies the process and proves that you, too, can push the envelope and be part of the future of storytelling.â •â •Michelle Satter, Founding Director, Sundance Institute Feature Film Program â œAn excellent and fair-minded primer and survey of the underpinnings and fast-evolving techniques behind multiplatform narrative. Andrea Phillips is one of a small handful of writers capable of both practicing and clearly conveying the principles of transmedia storytelling. Highly recommended!â •â •Jeff Gomez, CEO, Starlight Runner Entertainment â œA no-nonsense guide for the fun-filled and strangely awesome world of transmedia storytelling.â •â •C. C. Chapman, coauthor of Content Rules and Amazing Things Will Happen Includes Q&A sessions with the worldâ ™s leading experts in transmedia storytelling About the Book: What is transmedia storytelling and what can it do for you? Itâ ™s the buzzword for a new generationâ •a revolutionary technique for telling stories across multiple media platforms and formatsâ •and itâ ™s rapidly becoming the go-to strategy for a wide variety of businesses. If you work in marketing, entertaining, or advertising, transmedia storytelling is a must-have tool for pulling people into your world. Why do you need A Creatorâ ™s Guide to Transmedia Storytelling? If you want to attract, engage, and captivate your audience, you need this book. Written by an award-winning transmedia creator and renowned games designer, this book shows you how to utilize the same marketing tools used by heavy-hitters such as HBO, Disney, Ford, and Sony Picturesâ •at a fraction of the cost. Youâ ™ll learn how to: Choose the right platforms for your story Decide whether to DIY or outsource work Find and keep a strong core production team Make your audience a character in your story Get the funding you needâ •and even make a profit Forge your own successful transmedia career With these proven media-ready strategies, youâ ™ll learn how to generate must-read content, must-see videos, and must-visit websites that will only grow bigger as viewers respond, contribute, and spread the word. Youâ ™ll create major buzz with structures such as alternate reality games and fictional character sitesâ •or even â œold-fashionedâ •platforms such as email and phone calls. The more you connect to your audience and the more you get them involved in the storytelling process, the more successful you will be. This isnâ ™t the future. This is

now. This is how you tell your story, touch your audience, and take your game to the next level through transmedia storytelling.

## **Book Information**

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## **Customer Reviews**

Andrea Phillips is a transmedia writer and game designer who has worked on award-winning projects for clients such as HBO, Sony Pictures, and Channel 4 Education, plus original projects like Perplex City, Thomas Dolby's Floating City, and the nonprofit human rights game America 2049. Her indie work includes Balance of Powers and the forthcoming Felicity. She cheats at Words with Friends.

great

This is a terrific book for up-and-coming authors who insist on changing with the times. Andreas clearly defines the reasoning for the rise in transmedia, as well as giving splendid examples how this method works. In addition, she instructs clearly on how to follow through by publicizing your own work to be recognized and devoured by the public.

Great!!

A fantastic intro to the world of transmedia! The interviews with professionals working in the field are

particular helpful!

Very good resource for creators of all types, leans a little bit towards a particular type of transmedia that the writer is likely more familiar with however explains methodically the do's and dont's of any style. Most importantly covers logistical, organizational and budgetary considerations in creating transmedia narrative whilst always relating back to the story and the impact on audience, pointing out a huge lot of things that someone coming from story telling in just the one medium would never have even considered. Only criticism would be that there are a few contradictions/statements that make you wonder why that section was in there anyway. e.g. explains over the course of a page the narrative principle of 'chekov's gun' and how it's useful, however finishes saying it doesn't as much apply to transmedia as it does traditional narrative "And once you move into transmedia, you might be better off forgetting you ever heard Chekov's name at all"

great reference

This is a great read and solid overview. Definitely worth reading!

After following Andrea on Twitter for quite some time, I bit the bullet and purchased her book for my Kindle. My mind was blown. I'm an independent filmmaker who works full time in the game space, and this fresh new approach to both my work and my play opened up avenues of creativity I'd longed for. The best part? It's not just all philosophy; there's nitty gritty how-to's, and how-did's (interviews with successful transmedia creators). Above all it gives you a road map for how to bring transmedia elements into your existing projects, or create new ones, in a compelling way.

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