When a Story is More than Paper: *Transmedia & Young Adult Literature*

Rachel McDonald & Jackie Parker - Infopeople Webinar - January 7, 2014

Evaluation Rubric

Accessibility: Do you need special technology (e.g. smartphone or tablet) to access it? Where can the apps be purchased? Can it be borrowed? Does the content work on a small screen or would it be better viewed on a laptop or desktop PC? Do you need an Internet connection to access content?

Cost: Is there a free or light version? Many teens we spoke with were excited about trying out the apps we showed them, but balked at the price.

Functionality: Does the tech work? Is it easy to use? If it's an app does it freeze or quit? If it's a video does it take forever to load, breaking the narrative flow?

Relevancy: Do individual elements both stand alone and add to the story as a whole? Are there superfluous elements? Does it feel contrived or gimmicky?

Entertainment: Does it help readers visualize the world? Make it more real? Does it make the characters more compelling? In other words, is it immersive?

Readability: Think about font size and color and interactive elements. Do they aid in decoding the text or impede it?

Selected Bibliography

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Transmedia Examples

Alice for iPad	Cathy's Book	Chopsticks	Dark Eden	Dickens' Dark London	Frankenstein
Gift	iDrakula	iPoe	Mirrorworld	NEOMAD	Skeleton Creek
3:15	The Survivors	To This Day	Warhorse	39 Clues	Infinity Ring
Shakespeare in Bits			Life and Death in Pompeii and Herculaneum		