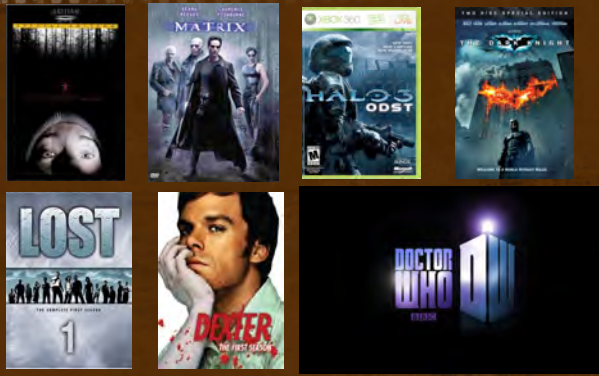


Definition of Transmedia

Multiple Media
A Single Unified Story
Avoidance of Redundancy Between Media
- Andrea Phillips, *A Creator's Guide to Transmedia Storytelling*

Examples of Transmedia



Cathy's Book



Storytelling Elements:
Book, Phone Number,
Ephemera, Website, App



Skeleton Creek by Patrick Carman

Storytelling Elements:
Book, Website, Videos



The screenshot shows a website for 'Skeleton Creek' with a video player titled 'Video 1 - Skeleton Creek is Real'. The video player has a play button and a 'Watch 15' indicator. To the right of the video player are social media icons for Facebook, Twitter, and YouTube. Above the video player, there is a header with the title 'SKELETON CREEK' and the tagline 'FEAR IS THE CURSE'. Below the video player, there is a section for 'Video 1 - Skeleton Creek is Real' with a play button and a 'Watch 15' indicator.

Chopsticks by Anthony & Corral

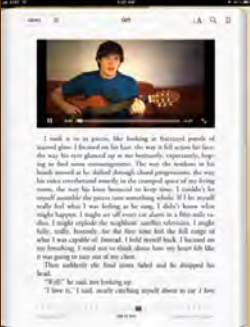
Storytelling Elements:
Book, Enhanced Ebook,
Videos, Songs, Shuffle



The book cover for 'Chopsticks' features a young man and woman in a close embrace, looking at each other. The title 'Chopsticks' is written in a large, stylized font. Below the title, it says 'HOW TO USE'. The authors' names, 'JESSICA ANTHONY' and 'RODRIGO CORRAL', are listed at the bottom right.

Gift by Andrea J. Buchanan

Storytelling Elements:
Book, Enhanced Ebook,
Graphic Novel,
Journal, Videos,
Songs and Lyrics



The screenshot shows a page from the book 'Gift' by Andrea J. Buchanan. The page features a small image of a young man sitting at a table. Below the image, there is a paragraph of text. The text reads: "I walk in to my room, the lighting is dimmed, parents of several girls. I found out that she was a girl when her brother was his eyes glared at me, his hands, expression, looking to find some conversation. The next she looked in his hands seemed as he shifted through, hand progression, she was the same conventional beauty in the changed space of our living room, she was his been behind to keep time. I couldn't let myself think she gives me something, she'll be myself really but when I was looking at her, my I didn't know what might happen. I might see all sorts of things in a few weeks, I might realize the real world, something, I might, hello, well, beauty, she that there was but the full range of what I was capable of. I had moved back, I wanted to see something, I had to see what there was, but she was like it was going to see me at her door. There suddenly she had some, hand and he stopped his hand. "What" he said, my looking up. "I love it," I said, really nothing, she's about to see I love."

MirrorWorld by Cornelia Funke



Storytelling Elements:
Novels, app-based short stories, audio, animation, illustration, music

Neomad by Big hART





Storytelling Elements:
Interactive comics, sound effects, audio, animation, music, live-action video


Evaluation

- Accessibility
 - What's necessary to participate?
- Cost
 - Money is a barrier. Libraries don't lend.
- Functionality
 - Does it work? Is it too slow?
- Relevancy
 - Is it current? Is it a gimmick?
- Entertainment
 - Does it go beyond novelty?
- Readability
 - Treatment of text; decoding.

Reviews of Apps & Enhanced Ebooks

[SLJ's Touch and Go](#) 

[Kirkus' iPad Book Apps](#) 

[YALSA's App of the Week](#) 

Digital Divide



[eReader Comparison](#) by Edwac
Attribution Non-Commercial License

Dickens' Dark London



Storytelling Elements:
Graphic Novels,
audio, maps

AN INTERACTIVE GRAPHIC NOVEL
CONDUCTED BY THE MUSEUM OF LONDON
BASED ON SKETCHES BY BOZ

MAP • EDITIONS • EXHIBITION

Life and Death in Pompeii & Herculaneum War Horse Interactive




Storytelling Elements:
Animation, maps,
audio, artifacts
(photos of)



Storytelling Elements:
Illustration, video,
audio, artifacts
(photos of)

Ereader & Tablet Ownership

- 24% of Americans ages 16 and older own an ereader
- 35% own a tablet
- 43% own either or both devices



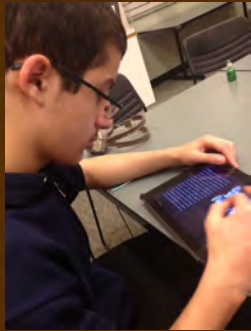
Pew Internet & American Life Project: [Tablet and E-reader Ownership Update](#)
Lee Rainie & Aaron Smith, October 13, 2013

Teens' Access to Technology

- 78% of American teens (ages 12 to 17) own a cell phone
- 37% of teens have smartphones
- 23% of teens own tablets
- 95% of teens use the internet
- 93% of teens have access to a computer at home

Pew Internet & American Life Project: [Teens and Technology 2013](#)
Mary Madden, Amanda Lenhart, Maeve Duggan, Sandra Cortesi, Urs Gasser, March 13, 2013.

Teens and Ebooks



More adults than teens purchase ebooks

Teens are more likely to read ebooks on a smart phone or laptop than an ereader or tablet

92% of teens think ebooks cost too much

Most teens are not happy with restrictions on ebooks

Library Lending of Enhanced Ebooks

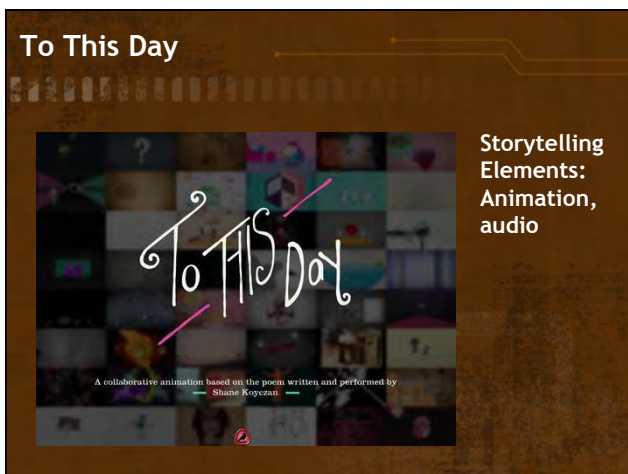


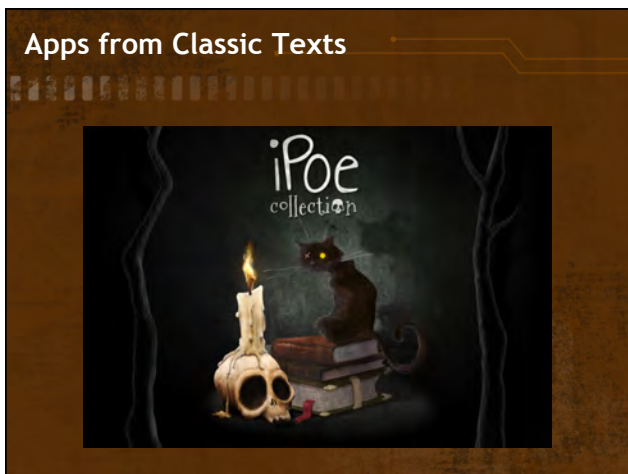
Ebooks and Tablets in Schools



Student (Age 10) by Brad Flickinger
Attribution Non-Commercial License







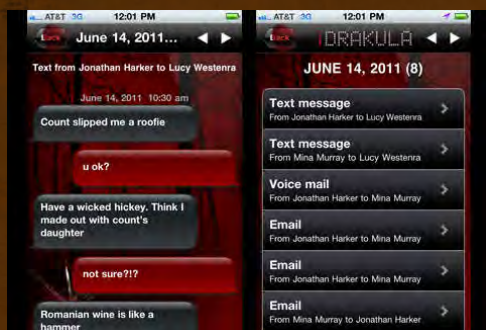
Apps from Classic Texts



Using Transmedia with Teens



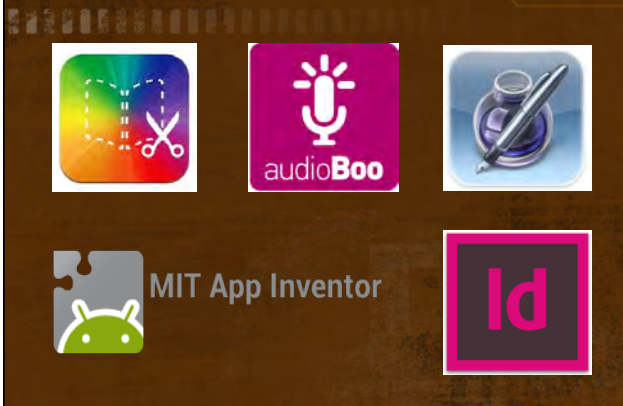
Reluctant Readers and Transmedia



Reluctant Readers and Transmedia



Teens as Transmedia Creators



Teens as Transmedia Creators



Forecasting the Future



Ebooks and Social Media



Creating Transmedia for Teens



Lacking a consistent platform and format, publishers may be reluctant to create transmedia titles.

Photo: Lisa Thompson, publisher, in copyright by Martouf Attribution Noncommercial License

