

A Creators Guide To Transmedia Storytelling How To Captivate And Ene Audiences Across Multiple Platforms

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Why do you need A Creator'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 Pictures—at a fraction of the cost.

A Creator's Guide to Transmedia Storytelling: How to ...

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?A Creator's Guide to Transmedia Storytelling: How to ...

"Phillips'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." —David Gale, Executive Vice President, MTV Cross Media

A Creator's Guide to Transmedia Storytelling: How to ...

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A Creator's Guide to Transmedia Storytelling: How to ...

"A Creator's Guide" does a good job describing the basics of stretching or dividing storytelling between two or more medias. It also covers the business aspects of this market. There are plenty of examples mentioned, but without I approached this book as a person with little knowledge or experience in transmedia content.

A Creator's Guide to Transmedia Storytelling: How to ...

A Creator's Guide to Transmedia Storytelling (Hardcover) How to Captivate and Engage Audiences Across Multiple Platforms. By Andrea Phillips. McGraw-Hill Education, 9780071791526, 272pp. Publication Date: June 21, 2012

A Creator's Guide to Transmedia Storytelling: How to ...

A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms Assassin's Creed and Transmedia Storytelling Analysis of Transmedia Storytelling in Pokémon GO Narração Transmediática, ou os Mundos Possíveis Finalmente Libertados Transmedia Storytelling, ...

[PDF] A Creator's Guide to Transmedia Storytelling: How to ...

A Creator's Guide to Transmedia Storytelling owes much to Dave Szulborski's own treatise on the art of transmedia creation, *This Is Not A Game: A Guide to Alternate Reality Gaming*, one of the first practical handbooks on transmedia storytelling. Building upon Szulborski's foundation in codifying best practices, Phillips' book takes a deeper tactical dive, seeking to span the creative and skill-based gap between advertisers, storytellers, and game developers.

A Creator's Guide to Transmedia Storytelling Takes Over ...

Andrea Phillips is a transmedia writer andgame designer who hasworked on award-winningprojects for clients suchas HBO, Sony Pictures,and Channel 4 Education,plus original projects like Perplex City, ThomasDolby's Floating City, and the nonprofit humanrights game America 2049. Her indie workincludes Balance of Powers and the forthcomingFelicity.

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ARGs on Your Bookshelf: New Book Explores Transmedia ...

This is the niche that Phillips' new book, *A Creator's Guide to Transmedia Storytelling*, hopes to fill, opening up a practical discussion of best practices for the industry. *A Creator's Guide to Transmedia Storytelling* is guaranteed to stand out on your bookshelf; and not just because the book's extra-wide pages will dwarf your standard paperback and hardcover books.

creator's guide to transmedia storytelling – ARGNet ...

A Creator's Guide to Transmedia Storytelling : How to Captivate and Engage Audiences Across Multiple Platforms by Andrea Phillips (2012, Hardcover) The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable).

A Creator's Guide to Transmedia Storytelling : How to ...

"Transmedia 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."

A Creator's Guide to Transmedia Storytelling: How to ...

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