

A Creators Guide To Transmedia Storytelling How Captivate And Engage Audiences Across Multiple Platforms Andrea Phillips

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A Creators Guide To Transmedia

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 ...

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 Kindle Edition. by. Andrea Phillips (Author) › Visit Amazon's Andrea Phillips Page. Find all the books, read about the author, and more. See search results for this author.

Amazon.com: A Creator's Guide to Transmedia Storytelling ...

"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 ...

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"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

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

You'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 need--and even make a profit Forge your own successful transmedia career

A Creator's Guide to Transmedia Storytelling — Andrea Phillips

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.

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.

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

Andrea Phillips recently published A Creator's Guide to Transmedia Storytelling. The book provides a taste of the creative and practical considerations that go into transmedia projects. By Michael...

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

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A Creator's Guide to Transmedia... book by Andrea Phillips

The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms (Paperback)

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