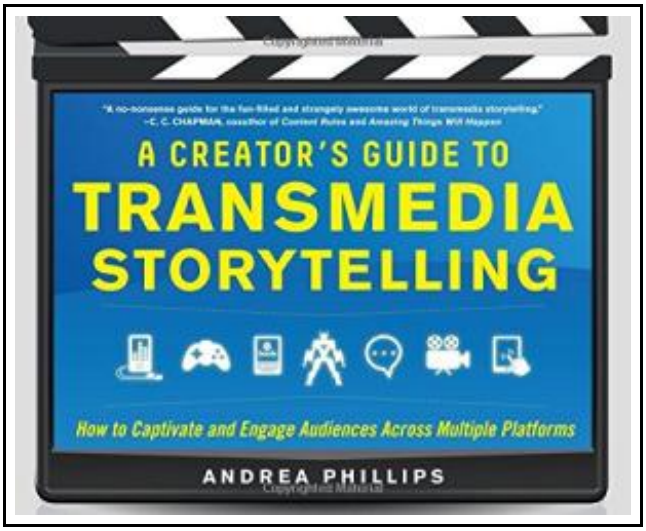
A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms



Filesize: 4.23 MB

Reviews

Most of these ebook is the perfect publication accessible. It is writter in easy terms and not difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Anastasia Kihn)

A CREATOR'S GUIDE TO TRANSMEDIA STORYTELLING: HOW TO CAPTIVATE AND ENGAGE AUDIENCES ACROSS MULTIPLE PLATFORMS

DOWNLOAD

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms, Andrea Phillips, This is the First How-To Strategy Guide to Transmedia Storytelling. "Phillips' 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). "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". (Michelle Satter, Founding Director, Sundance Institute Feature Film Program). "An 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!" (Jeff Gomez, CEO, Starlight Runner Entertainment). "A no-nonsense guide for the fun-filled and strangely awesome world of transmedia storytelling". (C. C. Chapman, coauthor of "Content Rules" and "Amazing Things Will Happen"). It includes Q&A sessions with the world's leading experts in transmedia storytelling. About the Book: What is transmedia storytelling and what can it do for you? It's the buzzword for a new generation - a revolutionary technique for telling stories across multiple media platforms and formats - and it'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...

Read A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms Online
Download PDF A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms

Other PDFs

Perfect Psychometric Test Results

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Perfect Psychometric Test Results, Joanna Moutafi, Ian Newcombe, Perfect Psychometric Test Results is an invaluable guide for anyone who wants to secure their ideal job. Written by a...

Read Book »

Perfect Numerical Test Results

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Perfect Numerical Test Results, Joanna Moutafi, Ian Newcombe, Perfect Numerical Test Results is the essential guide for anyone who wants to secure their ideal job. Written by a...

Read Book »

Perfect Numerical and Logical Test Results

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Perfect Numerical and Logical Test Results, Joanna Moutafi, Marianna Moutafi, Have you been asked to sit a numerical or logical reasoning test? -Do you need some help preparing...

Read Book »

Hard Up and Hungry: Hassle Free Recipes for Students, by Students

Ebury Publishing. Paperback. Book Condition: new. BRAND NEW, Hard Up and Hungry: Hassle Free Recipes for Students, by Students, Betsy Bell, This student cookbook stands out from all the others on the market. It doesn't...

Read Book »

Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video...

Read Book »