How old is transmedia?  Who are you?  
Who are you?  Why are you here?  
What is transmedia?  What do you think transmedia is?

transmedia (media)  
vs.  multimedia (media)  
that take advantage of the specific properties of those media to expand the understanding/experience/participation of the viewer (participant?) and the narrative.

How old?  At least 1k years –
  Stained glass  
  text/read aloud  
  passion plays

while we are working with new media, the idea of crossing media to enhance the experience is not at all new –

This class is going to be about making.

What we convey – (story) \(\rightarrow\) content
How we convey it – (medium)

We’re going to look at content first because no matter how cool your media presentation, if you don’t have compelling story, no one is going to care.

Structure of the class –
  (this class is divided into 3 parts)

1\(^{st}\) Narrative –
  Storytelling –

2\(^{nd}\) – Expressing storytelling/engage audience

3\(^{rd}\) Making major project –
  Terms – 3 platforms serve narrative

Media & 5 senses –
  We have ‘em, they haven't changed
  sight & sound
  others – stimulate in imagination
  texture (feeling) touch, taste, smell