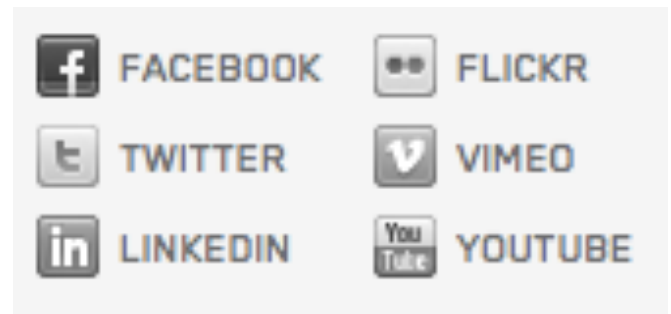


1. PLATFORMS.

Choose 2.

- facebook or twitter
- build an app
- pinterest
- RQ, RFID
- arduino, twine or raspberry pi
- live performance
- vimeo and youtube
- website or blog



2. GAMES.

Choose 1.

- live action role play (LARP)
- digital scavenger hunt
- alternate reality game (ARG)
- board or card game

Describe its

- purpose for the player
- purpose for the story



3. OBJECTS.

Choose 1.

- connected toy
- cartoon or book
- interactive kiosk
- paper templates

Describe its

- function for the story
- function for the user



1. CHARACTERS.

Come up with

- protagonist & antagonist
(motivations, flaws, why do they clash?)

Can be an individual, animal, group, or situation.

Set the protagonists' mission using the wish.



2. STORY ARC.

integrate platforms into your story.

choose a setting.

build in

- an obstacle/conflict
- a turning point/solution to obstacle



3. RESOLUTION.

describe change

- of protagonist and/or antagonist
- of the situation

prepare pitch with

- beginning
- middle
- end



SCRIBE TIPS

Start by using CAPITAL LETTERS
and VERBS + NOUNS

EMPHASIZE!!

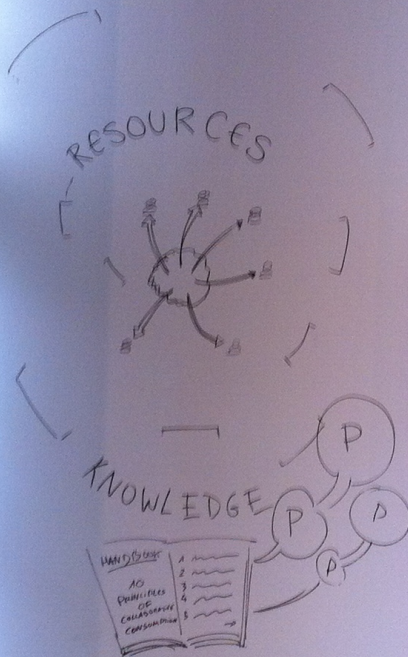
We like imaginary BOXES and		
LISTS <ul style="list-style-type: none">• bla• bla• bla bla	and	NUMBERS <ul style="list-style-type: none">①...②...③...

Whitespace
is your friend

SUMMARIZE complex issues
in words or images.



use
HOT COLORS
for
HIGHLIGHTS



1. PREP.

- . choose target audience
- . plan your wall

go to transmedia producers

- . take notes about
platforms used and share audience



2. DOCUMENT.

go to storytellers

- answer questions with yes-no-maybe
- get info about the story's characters

start mapping the transmedia experience

design user experience



3. CONVERGE.

go to transmedia producers

- . get update on platforms
- . ask questions (no answers)

go to storytellers

- . get update on story
- . ask questions (no answers)

finish your wall. prep your pitch.

