

LECTURE FOUR
**TRANSMEDIA
INDIANA**



Design, Multimedia Assets, Copyright



Chapter 9

Design
in a
Multimedia
World

Discussion Question #1

- Is design important? Why or why not?

Discussion Question #1

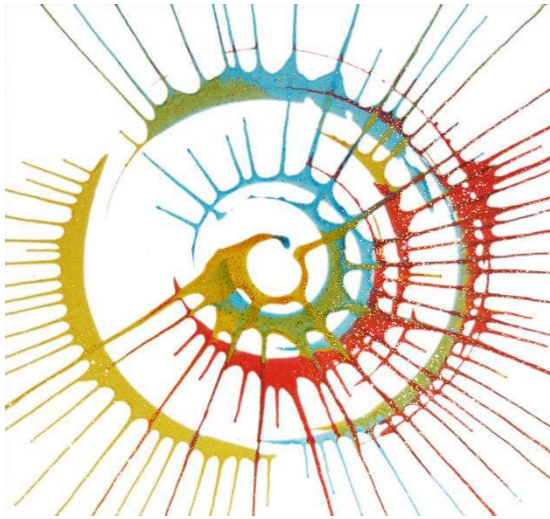
- Is design important? Why or why not?

Be aware of the fact that there is a wrong answer here and it could REALLY piss me off...

Discussion Question #2

- What sorts of concepts should we keep in mind when it comes to designing across platforms?
 - Web, print, tablet, mobile, posters, kiosks, signage, etc.

Discussion Question #3



- What does it mean to assess graphics potential for a transmedia story?
- Why is this an important task?

Chapter 10

Creating Multimedia Assets



Discussion Question #1

- What does the term *multimedia* mean to you?

Discussion Question #1

- What does the term *multimedia* mean to you?
- Hardware?

Discussion Question #1

- What does the term *multimedia* mean to you?
- Hardware?
- Software?

Discussion Question #1

- What does the term *multimedia* mean to you?
- Hardware?
- Software?
- Story forms?

Discussion Question #1

- What does the term *multimedia* mean to you?
 - Video
 - Photos
 - Information graphics
 - Written text
 - Audio

Discussion Question #2

- Why use video? Why not?

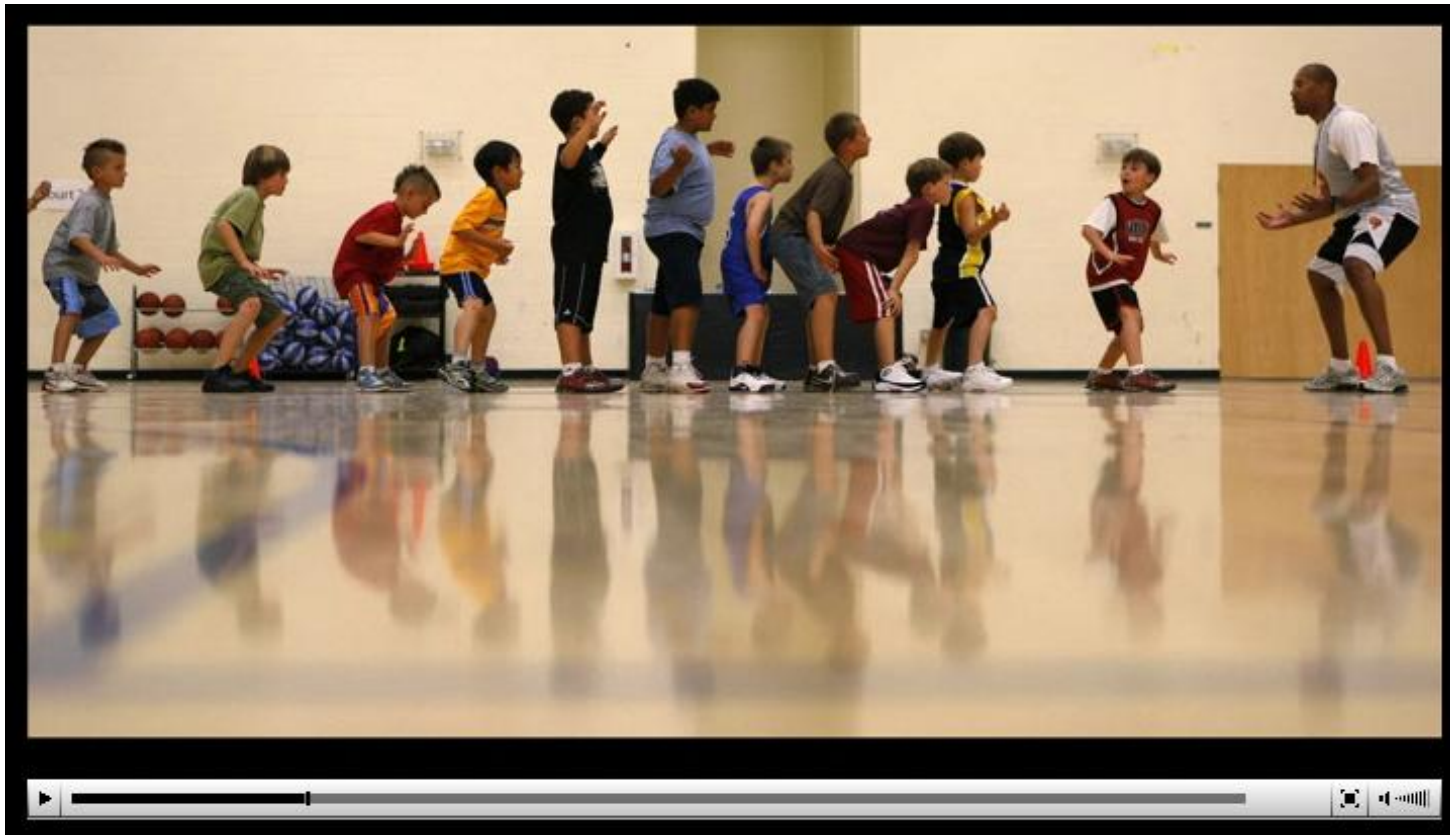


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Video Examples



Video Examples: Narrative



Video Examples: Vlog

Bluetooth Headsets



An encore presentation by David Pogue.

RELATED LINKS
· State of the Art

E-MAIL THIS VIDEO
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<http://video.on.nytimes.com>



Discussion Question #3

- Why use photos? Why not?



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Photo Examples: Gallery



George W. Hales / Getty Images

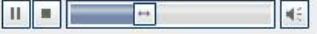
The Dave Clark Five

"British Invasion" band The Dave Clark Five gave The Beatles a run for their money in the 1960s. DC5's hit "Glad All Over" reached No. 6 in the U.S. in 1964, and 17 of the band's albums also made it into The Billboard Top 40. The band broke up in late 1970.

Pictured from left to right are band members Mike Smith, Lenny Davidson, Dennis Payton, Rick Huxley and Dave Clark on drums.

Click "Play" below the image to hear The Dave Clark Five play "That's what I said."

AUDIO CLIP



SLIDE SHOW



1 2 3 4 5 6 7 8 9

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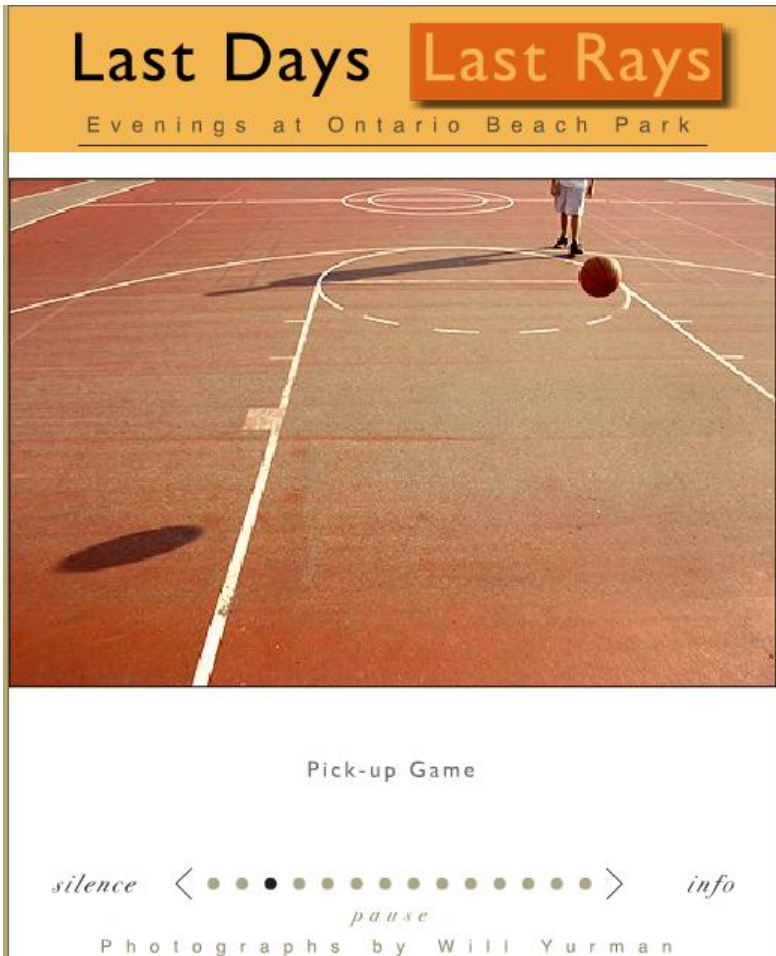


Photo Examples: Slideshow

Discussion Question #4

- Why use information graphics? Why not?

Graphics Examples: Instructive



Graphics Examples: Narrative



Graphics Examples: Simulative

CAST YOUR VOTE

Learn how to use the new ballots and machines with our simulator.

Vote in
Broward County



Vote in
Palm Beach County



Graphics Examples: Data Viz

Righteous Kill



36

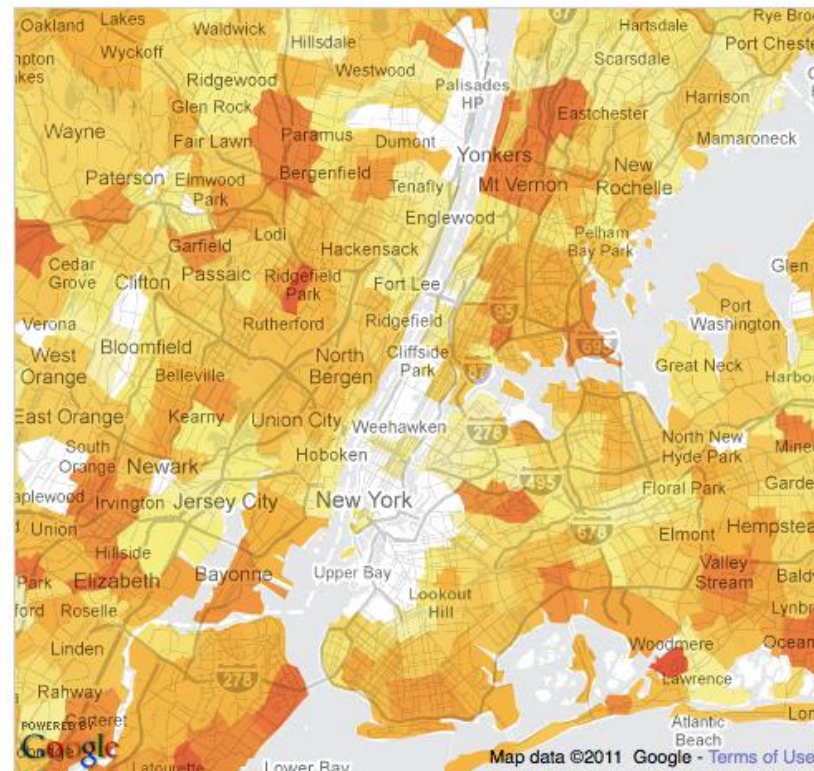
Metacritic score

100=loved by critics, 0=hated

Oh, if only Robert Aldrich were alive! The pulpmeister of the horror lollapalooza "What Ever Happened to Baby Jane?" certainly knew how to build a grand showcase for his corrugated divas (Bette Davis and Joan Crawford), while the hapless Jon Avnet hasn't a clue what to do with his (Al Pacino and Robert De Niro). In "Righteous Kill" these two godheads of 1970s cinema go macho-a-macho with each other — frowning brows, bellowing lines, looking alternately grimly serious and somewhat bemused — in a B-movie (more like C-minus) duet that probably sounded like a grand idea when their handlers whispered it in their ears.

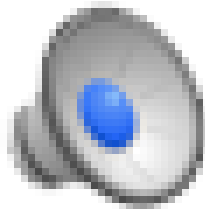
[Read Rest of NYT Review »](#)

The ZIP codes are shaded according to each movie's rank. **Ranko**



Discussion Question #5

- Why use audio? Why not?



Discussion Question #6

- Why use text? Why not?

Other tools

- Self-hosted v. hosted blogs
- QR codes
- Ciphers
- Emails
- Twitter posts & other social media

Chapter 11

Navigating Copyright



Discussion Question #1

- How does copyright apply to digital assets?

"Let's Go Crazy" #1

edenza 8 videos 



Discussion Question #2

- What's the significance of the Digital Millennium Copyright Act?



Discussion Question #3



- What's the significance of Creative Commons?