

LECTURE THREE
TRANSMEDIA
INDIANA

Design Interaction
+ Pre-Planning



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INDIANA

Upcoming

- New Harmony Trip
Friday, Sept 16

- Indiana State
Museum Trip



- Form to give us your availability, posted at
www.thedudeman.net

Recap

- Story
 - Exposition
 - Rising Action
 - Climax
 - Falling Action
 - Resolution
 - Beginning, Middle, End
- VS
- Game Mechanics
 - Turns
 - Action Points
 - Cards
 - Movement
 - Resource Management
 - Role Playing

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**How Are We Going
to Plan This?**

Interaction Design

Requirements List

Design Alternatives

Prototype

Evaluation

Requirements List

<p>The Non-Fiction site will:</p> <ol style="list-style-type: none"> 1. encompass the artifacts from the museum, 2. tell the story of the project, and 3. introduce all of those involved in the creation 	<p>The Fiction site will:</p> <ol style="list-style-type: none"> 1. encompass the world we've created, 2. contain all the story lines, and 3. link to the Non-Fiction site using visuals and other keys
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Non-Fiction	Fiction
<ul style="list-style-type: none"> • There needs to be a central website for the museum • There needs to be an About Section • There needs to be a bio page for everyone involved 	<ul style="list-style-type: none"> • There needs to be a central website for this story • There needs to be 3 good characters • There needs to be 3 bad characters • There needs to be 1 live event • The players will be asked to collect information and return it to a digital location

Google Doc Requirements List

- Mr. Batuello will sign you up
- Collective brainstorming space
- “Yes, and” in the Perception/Conception phases
- Two weeks, we’ll use this for our action

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Running Meetings

Discussion Question #1

- What is the purpose of having meetings?

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- What is the purpose of having meetings?

Real Time Meetings = Decisions

Digital Collaborations = Creation

Have an agenda, distributed ahead of time

Follow up action items notes

Meeting Planning

- **Scheduling**
 - Doodle
- **Communication**
 - Skype (screen sharing)
- **File Sharing**
 - Dropbox
 - Wikis
 - Google Docs
- **Project Management Software**

Two Kinds of Meetings

Editor/Producer Meetings:

- Once a week in class with updates, executive producer runs. Goal: to share information about what is needed, and to set goals

Team Meetings:

- To go over work created, what is needed, and check progress

Our Teams

- **Executive Producer:**
- Oversee the logistics and creation of all the products, create order with files, and maintain the master production lists
- Brad + Jenn, with Jonathan Batuello

Our Teams

- **Story/Writing Editor:**
- The writing producer, in charge of everything written. Everything goes through this person: from story drafts to captions. The producer also oversees the entire writing room, dividing up assignments.
- David Ake

Our Teams

Graphics Editor:

- The graphics editor is in charge of developing the look and feel of the site, working with other editors to bring cohesion to graphic and print products.
- TK

Our Teams

Audio/Sound Editor:

- The audio/sound editor will create any audio files needed by the team, and provide sound/music in appropriate places.
- TK

Our Teams

Video Editor:

- The video editor will create any video packages needed, trailers, oversee development of character videos
- TK

Our Teams

Photo/Visual Editor:

- This person is in charge of developing all photo and real visuals (e.g. about pages, character pages)
- Liz McDonald

Our Teams

Community Manager:

- The community manager will be in charge of developing the rabbit hole, and overseeing the development and involvement with community. They will deploy the trailers, and help coordinate building an audience.
- TK

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**It all comes down
to the pre-report**

The Pre-Report

- **Cover Page:**
 - Executive Producer
- **Treatment:**
 - Theme: 1 sentence
 - World: 1-2 paragraphs.
 - Story: the main story should be told in 3 paragraphs
 - Character Trinities: with a 1 sentence description of each
 - **Story/Writing Editor.**
- **Characters/Arcs:**
 - **Story/Writing Editor,**
 - **Photography Editor**

The Pre-Report

World Map:

- Story/Writing Editor, Graphics Editor

Audience Engagement Plan:

- Community Manager

Live Event Plan

The Pre-Report

- **Scripts:**
 - Blogs, **Story/Writing Editor**
 - Twitter - **Writing Editor**
 - Film scripts - **Film Editor**
 - Audio scripts - **Audio Editor**
- **Ancillary Story Treatments:**
 - **Story/Writing Editor**

The Pre-Report

- **Story Map:**
 - Story Editor/Graphics Editor
- **Media Asset List:**
 - Executive Producer
- **Production Calendar:**
 - Executive Producer

Upcoming

- Jenn will cover graphics, copyright, and post-mortem evaluations on Thursday
- You will be assigned your groups
 - Your mission, sift through the Pre-Report sections and jot down ideas as a group (share, share, share)
 - Drop ideas of the Requirements Document

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- Production Journals due on Thursday
- Fill out the New Harmony/Indiana State Museum travel form on www.thedudemanager.net