

News 397: Transmedia Indiana

Assignment: Live Event + Trailers

Points Per Assignment: 50/25

Total Points: 100

Overview: Students are required to develop at least 1 live recruitment event, and two t video/digital trailers. The goal is to generate interest in Transmedia Indiana, gather contact information, and entertain potential players.

Components:

- **Live Event:** Students will conceptualize, plan, and execute at least one live event meant to gather at least 50 contacts interested in participating in the story. This will be demonstrated through the creation of an Excel (.xls) contact database.
- **Trailers:** Students will conceptualize, plan, and execute the creation and distribution of 2 trailers meant to garner interest in the project. Students will use analytics to track the success of the first trailer. (The second trailer will not be used until the next semester.)

Grading:

	A	B	C	D	F
Live Event					
Trailer #1					
Trailer #2					
Contact Database					
Professionalism					
Total					