Transmedia continued
What are the advantages and disadvantages of each media form?
Example #1: Animatrix

© Warner Brothers. All rights reserved. This content is excluded from our Creative Commons license. For more information, see http://ocw.mit.edu/fairuse.
Example #2: Enter the Matrix
Example #3: Reloaded
Example #4: Matrix Online
Example #5: Matrix Comics
What are the advantages and disadvantages of using different media forms?

- Anime
- Single-player videogame
- Film
- MMOG (massively multiplayer online game)
- Comics/graphic novel
Can transmedia storytelling be used in non-fiction contexts?

- Speeches
- Magazines
- Book publishing
- Collections
Can transmedia storytelling be used ‘for the public good’?

• Design a transmedia campaign around a particular issue
• Explain how each element takes advantage of a particular medium
• Discuss how useful (or not) transmedia might be to civic/public life

• Potential issues:
  – Fiscal crisis/economy
  – Americans’ unhealthy diets/lifestyles
  – Poverty
  – Illiteracy
  – Terrorism/war
  – Privacy threats
  – Haiti (redux)
  – Your idea here
CMS.100 Introduction to Media Studies
Fall 2010

For information about citing these materials or our Terms of Use, visit: http://ocw.mit.edu/terms.