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Erzählen

Transmediales Erzählen

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Medien. Erzählen. Gesellschaft.

»Das Publikum wird immer besser«

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Bleiben Sie dran!

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Transmedia Change

CARNEY ORLANDO

Erzählen Walter de Gruyter GmbH & Co KG

This book examines and illustrates the use of design principles, design thinking, and other empathy research techniques in university and public settings, to plan and ethically target socially-concerned transmedia stories and evaluate their success through user experience testing methods. All media industries continue to adjust to a dispersed, diverse, and dilettante mediascape where reaching a large global audience may be easy but communicating with a decisive and engaged public is more difficult. This challenge is arguably toughest for communicators who work to engage a public with reality rather than escape. The chapters in this volume outline the pedagogy and practice of design, empathy research methods for story development, transmedia logics for socially-concerned stories, development of community engagement and the embrace of collective narrative, art and science research collaboration, the role of mixed and virtual reality in prosocial communication, ethical audience targeting, and user experience testing for storytelling campaigns. Each broad topic includes case examples and full case studies of each stage in production. Offering a detailed exploration of a fast-emerging area, this book will be of great relevance to researchers and university teachers of socially-concerned transmedia storytelling in fields such as journalism, documentary filmmaking, education, and activism.

Transmediales Erzählen Vandenhoeck & Ruprecht

The proliferation of media and their ever-increasing role in our daily life has produced a strong sense that understanding mediaOCoeverything from oral storytelling, literary narrative, newspapers, and comics to radio, film, TV, and video gamesOCois key to understanding the dynamics of culture and society. "Storyworlds across Media" explores how media, old and new, give birth to various types of storyworlds and provide different ways of experiencing them, inviting readers to join an ongoing theoretical conversation focused on the question: how can

narratology achieve media-consciousness? The first part of the volume critically assesses the cross- and transmedial validity of narratological concepts such as storyworld, narrator, representation of subjectivity, and fictionality. The second part deals with issues of multimodality and intermediality across media. The third part explores the relation between media convergence and transmedial storyworlds, examining emergent forms of storytelling based on multiple media platforms. Taken together, these essays build the foundation for a media-conscious narratology that acknowledges both similarities and differences in the ways media narrate. aa"

Learning Through Transmedia Storytelling CRC Press

The term "storytelling" is gaining prominence both in academia and industry — rightly so — because narrative techniques allow for particularly effective and sustainable communication. Stories are what catch our attention, move us, teach us to empathise, and create strong memories. This introduction to the strategies of storytelling uses fundamental scientific texts as well as dramaturgical guides and practical examples. Dr. Joachim Friedmann, professor and writer of scripts for tv, comics, and games, presents a both theoretically-sound and practically-applicable guide for the analysis and design of narratives in various media, not only for students, but for everyone who wants to understand how stories are created.

Storyworlds Across Media V&R unipress

This book shows how the unique characteristics of traditionally differentiated media continue to determine narrative despite the recent digital convergence of media technologies. The author argues that media are now each largely defined by distinctive industrial practices that continue to preserve their identities and condition narrative production. Furthermore, the book demonstrates how a given medium's variability in institutional and technological contexts influences diverse approaches to storytelling. By connecting US film, television, comic book and video game industries to their popular fictional characters and universes; including Star Wars, Batman, Game of Thrones and Grand Theft Auto; the book identifies how differences in industrial practice between media inform narrative production. This book is

a must read for students and scholars interested in transmedia storytelling.

Lost und die Zukunft des Fernsehens Amsterdam University Press
Die Narratologie, d.h. die wissenschaftliche Erforschung von Erzählungen konzentriert sich traditionell auf literarische Werke und die Kunst des Dramas. Der Drehbuch-, Comic- und Game-Autor Joachim Friedmann zeigt nun, dass es grundlegende narrative Text-Gestaltungsstrategien gibt, die medienübergreifend, d.h. transmedial wirksam sind. Dabei berücksichtigt er narratologische Grundlagentexte ebenso wie die aktuellen Forschungen der postklassischen und transmedialen Narratologie sowie anwendungsbezogene Dramaturgie-Ratgeber. Er Setzt diese Modelle erstmalig systematisch in Bezug zueinander. Dabei beschreibt er strukturelle wie inhaltliche Elemente narrativer Gestaltung, berücksichtigt in seiner Betrachtung auf diese Weise alle Ebenen einer Erzählung und schafft eine wissenschaftlich fundierte wie praktisch anwendbare Toolbox für die Gestaltung transmedialer Erzählungen. Einen Schwerpunkt seiner Untersuchung bildet die Anwendung dieser Theorien auf emergente und interaktive, digital vermittelte Erzählungen wie Computergames.

Transmedial Narratology and Contemporary Media Culture

ibidem-Verlag / ibidem Press

The Narratologia series publishes state-of-the-art monographs and collective volumes devoted to modern narrative theory and its historical reconstruction in all the philological disciplines. It is the first narratological forum of its kind in Germany. In addition to literary texts, the series focuses on narration in everyday contexts, in pictorial media, in film and in the new media as well as on narration in historiography, ethnology, medicine, and the law. The series publishes in German and English. All volumes are peer reviewed by two anonymous assessors.

Medien. Erzählen. Gesellschaft. Routledge

Words, Worlds, and Narratives: Transmedia and Immersion offers an interdisciplinary discussion of the way in which narrative is transmitted, transformed and translated through the wide variety of technologies and media platforms available in the 21st century. This volume critically engages with the field of transmedia studies

and addresses the significance of media to narrative and authorship to immersion. What emerges is a unique look at collaborative scholarship and storytelling which is both disruptive and immersive. Using a diverse archive of narrative forms, including video games, fan fiction, film adaptation and social media, the chapters in this volume explore the narratological, social, political and economic implications of transmedia narrative in the public and private spaces of the digital and the immersive media communities.

»Das Publikum wird immer besser« CRC Press

Throughout time, telling stories has been an integral part of culture, history, and the human experience. *Once Upon a Digital Story: A Modern Approach to an Ancient Art* teaches readers the concepts, principles, and construction of storytelling across a variety of digital formats and platforms in our technological age. These range from fiction and nonfiction linear narrative to nonlinear interactive media including online, video, performance, game scenarios, and transmedia. Students will learn what it is that makes good digital storytelling. They will explore the development process, organization, construction, and the use of social media and mobile devices for storytelling. Finally, students will gain valuable information about working in the industry, including freelance opportunities. Each chapter concludes with an extension topic for discussion and a content-related assignment. From process to production, *Once Upon a Digital Story* provides examples, hyperlinks, and imagery that inform the reader about what to write, how to write, and how to create a media-rich digital story. Now featuring an expanded table of contents, the book has been developed for courses in media literacy, communications, writing, and media arts and sciences. Susan Tennant earned her M.F.A. at the Herron School of Art and Design. She is a retired professor of digital storytelling from Indiana University-Purdue University in Indianapolis. Professor Tennant is an accomplished artist, sculptor, videographer, and photographer. Visit her website at www.susantennant.com

A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms U of Nebraska Press

Want to know what it's like to write for a theme park attraction? Or an interactive toy? Or for a virtual reality game? Wait - those tell stories? And there are jobs for people to write them Thanks to

technology, interactive products and live experiences can now engage us with memorable characters and exciting adventures that were once only destined for the film screen. *Storytelling for New Technologies and Platforms* is a practical guide for writers, students, producers, career changers, early tech adopters, and just about anyone who loves story and technology. As a collection of articles from some of the best creative writers in their medium, this book will prepare content creators of tomorrow with the best practices of storytelling for virtual assistants, virtual reality, mobile games, board games, hybrid games, interactive toys, and theme park attractions. Writers at the intersection of high tech and entertainment provide readers with a ground-level, firsthand account of how to succeed as a storyteller in some of today's most exciting products and experiences. Key Features: Expert advice from several industrial professionals who have worked for some of the world's biggest tech and interactive companies. Best practices that not only prepare writers on how to apply their craft to new fields, but also prepare them for the common ambiguity they will find in corporate and start-up environments. Breakdown of platforms that shows how tech capabilities can fulfill content expectations and how content can fulfill tech expectations. Basic storytelling mechanics customized to today's popular technologies and traditional gaming platforms.

Integrated Storytelling by Design Cognella Academic Publishing

This book constitutes the refereed proceedings of the 11th International Conference on Interactive Digital Storytelling, ICIDS 2018, held in Dublin, Ireland, in December 2018. The 20 revised full papers and 16 short papers presented together with 17 posters, 11 demos, and 4 workshops were carefully reviewed and selected from 56, respectively 29, submissions. The papers are organized in the following topical sections: the future of the discipline; theory and analysis; practices and games; virtual reality; theater and performance; generative and assistive tools and techniques; development and analysis of authoring tools; and impact in culture and society.

Storytelling for Media Springer-Verlag

Narratives are everywhere—and since a significant part of contemporary media culture is defined by narrative forms, media studies need a genuinely transmedial narratology. Against this background, *Transmedial Narratology and Contemporary Media Culture* focuses on the intersubjective construction of storyworlds

as well as on prototypical forms of narratorial and subjective representation. It provides not only a method for the analysis of salient transmedial strategies of narrative representation in contemporary films, comics, and video games but also a theoretical frame within which medium-specific approaches from literary and film narratology, from comics studies and game studies, and from various other strands of media and cultural studies may be applied to further our understanding of narratives across media.

Once Upon a Digital Story McGraw Hill Professional

What happens when stories meet mobile media? In this cutting-edge collection, contributors explore digital storytelling in ways that look beyond the desktop to consider how stories can be told through mobile, locative, and pervasive technologies. This book offers dynamic insights about the new nature of narrative in the age of mobile media, studying digital stories that are site-specific, context-aware, and involve the reader in fascinating ways.

Addressing important topics for scholars, students, and designers alike, this collection investigates the crucial questions for this emerging area of storytelling and electronic literature. Topics covered include the histories of site-specific narratives, issues in design and practice, space and mapping, mobile games, narrative interfaces, and the interplay between memory, history, and community.

Interactive Storytelling kassel university press GmbH

Interactive Narratives and Transmedia Storytelling provides media students and industry professionals with strategies for creating innovative new media projects across a variety of platforms. Synthesizing ideas from a range of theorists and practitioners across visual, audio, and interactive media, Kelly McErlean offers a practical reference guide and toolkit to best practices, techniques, key historical and theoretical concepts, and terminology that media storytellers and creatives need to create compelling interactive and transmedia narratives. McErlean takes a broad lens, exploring traditional narrative, virtual reality and augmented reality, audience interpretation, sound design, montage, the business of transmedia storytelling, and much more. Written for both experienced media practitioners and those looking for a reference to help bolster their creative toolkit or learn how to better craft multiplatform stories, *Interactive Narratives and Transmedia Storytelling* serves as a guide to

navigating this evolving world.

The Mobile Story Taylor & Francis

This book examines the notion of storytelling in videogames. This topic allows new perspectives on the enduring problem of narrative in digital games, while also opening up different avenues of inquiry. The collection looks at storytelling in games from many perspectives. Topics include the remediation of Conrad's Heart of Darkness in games such as Spec Ops: The Line; the storytelling similarities in Twin Peaks and Deadly Premonition, a new concept of 'choice poetics'; the esthetics of Alien films and games, and a new theoretical overview of early game studies on narrative

Star Wars and the History of Transmedia Storytelling

Springer

Das Erzählen ist in allen Bereichen der Gesellschaft unentbehrlich, um etwas mitzuteilen, um auf andere einzuwirken, um Wirklichkeit zu erfassen. Seit dem vielberufenen "narrative turn" werden die faszinierenden Leistungen des Erzählens intensiv erforscht. Das Handbuch enthält rund fünfzig Beiträge von Experten aus mehr als zwanzig verschiedenen wissenschaftlichen Disziplinen und bietet erstmals in deutscher Sprache einen breiten Überblick über Medien, Funktionen, soziale Felder und psychologische Voraussetzungen des Erzählens von der Malerei bis zu Social Media, vom Tradieren bis zum Ratgeben, vom Journalismus bis zur Rechtsprechung, von der Entwicklung von Erzählkompetenz bis zu kognitionspsychologischen Aspekten.

Das Werk UTB

A uniquely interdisciplinary look at storytelling in digital, analogue, and hybridised contexts, this book traces different ways stories are experienced in our contemporary mediascape. It uses an engaging range of current examples to explore interactive and immersive narratives. Critical Encounters with Immersive

Storytelling considers exciting new forms of storytelling that are emerging in contemporary popular culture. Here, immersion is being facilitated in a variety of ways and in a multitude of contexts, from 3D cinema to street games, from immersive theatre plays to built environments such as theme parks, as well as in a multitude of digital formats. The book explores diverse modes and practices of immersive storytelling, discussing what is gained and lost in each of these 'genres'. Building on notions of experience and immersion, it suggests a framework within which we might begin to understand the quality of being immersed. It also explores the practical and ethical aspects of this exciting and evolving terrain. This accessible and lively study will be of great interest to students and researchers of media studies, digital culture, games studies, extended reality, experience design, and storytelling.

Storytelling MDPI

Contemporary culture is packed with fantasy and science fiction storyworlds extending across multiple media platforms. This book explores the myriad ways in which imaginary worlds use media like films, novels, videogames, comic books, toys and increasingly user-generated content to captivate and energise contemporary audiences.

Interactive Narratives and Transmedia Storytelling U of Nebraska Press

The success of storytelling in games depends on the entire development team—game designers, artists, writers, programmers and musicians, etc.—working harmoniously together towards a singular artistic vision. *Interactive Stories and Video Game Art* is first to define a common design language for understanding and orchestrating interactive masterpieces using techniques inherited from the rich history of art and

craftsmanship that games build upon. Case studies of hit games like *The Last of Us*, *Journey*, and *Minecraft* illustrate the vital components needed to create emotionally-complex stories that are mindful of gaming's principal relationship between player actions and video game aesthetics. This book is for developers of video games and virtual reality, filmmakers, gamification and transmedia experts, and everybody else interested in experiencing resonant and meaningful interactive stories.

Transmediales Erzählen Association for Talent Development

A guide to Transmedia Storytelling. It is buzzword for a new generation - a revolutionary technique for telling stories across multiple media platforms and formats - and it's becoming the go-to strategy for businesses. It also shows you how to utilize the marketing tools used by heavy-hitters such as HBO, and Sony Pictures - at a fraction of cost.

Digital Storytelling in the Classroom Routledge

Digitale Ausstellungen haben sich in Archiven, Bibliotheken, Museen und Forschungseinrichtungen als Mittel zur Präsentation und Vermittlung von Themen, digitalen Exponaten und Sammlungen etabliert. Dabei bewegt sich die digitale Ausstellungspraxis zwischen Ansätzen, die sich an der klassischen Ausstellungstradition orientieren oder eine konsequente Neukonzeptionierung unter dem digitalen Paradigma anstreben. Der Band bündelt die vielfältigen, vor allem praxisorientierten Zugänge zu dem sich dynamisch entwickelnden Medium. Der Blick richtet sich dabei auf das Objekt und dessen Rolle, auf die spezifische Qualität als digitales Exponat sowie die Potenziale multimedialer Ausstellungs-gestaltung im digitalen Raum. Unter Einbezug von Erkenntnissen aus der musealen Publikumsforschung werden zudem die Erwartungen der Rezipienten im Digitalen sowie digitale Strategien und Vermittlungskonzepte bei digitalen Ausstellungen ausgelotet.