

## A Creators Guide To Transmedia Storytelling How To Captivate And Engage Audiences Across Multiple Platforms

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### A Creators Guide To Transmedia

Why do you need A Creator's Guide to Transmedia Storytelling? If you want to attract, engage, and captivate your audience, you need this book. Written by an award-winning transmedia creator and renowned games designer, this book shows you how to utilize the same marketing tools used by heavy-hitters such as HBO, Disney, Ford, and Sony ...

### A Creator's Guide to Transmedia Storytelling: How to ...

A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms Kindle Edition. by Andrea Phillips (Author) › Visit Amazon's Andrea Phillips Page. Find all the books, read about the author, and more. See search results for this author.

### Amazon.com: A Creator's Guide to Transmedia Storytelling ...

"A Creator's Guide" does a good job describing the basics of stretching or dividing storytelling between two or more medias. It also covers the business aspects of this market. There are plenty of examples mentioned, but without I approached this book as a person with little knowledge or experience in transmedia content.

### A Creator's Guide to Transmedia Storytelling: How to ...

"Phillips's book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story." —David Gale, Executive Vice President, MTV Cross Media

### A Creator's Guide to Transmedia Storytelling: How to ...

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### A Creator's Guide to Transmedia Storytelling: How to ...

he First How-To Strategy Guide to Transmedia Storytelling "Phillips's book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story."

### A Creator's Guide to Transmedia Storytelling: How to ...

A Creator's Guide to Transmedia Storytelling, by Andrea Phillips. 2012, McGraw Hill. ISBN 978-0-07-179152-6. \$28 hardback. When the Flip editors got an email about Andrea Phillips's new book on transmedia, they immediately thought of me. Because I'm kind of crazy that way—I'm always going off about how awesome multi-platform content is, and how new ways to connect mean new ways to engage an audience in a storyworld.

### Book Review: A Creator's Guide to Transmedia Storytelling

Andrea Phillips is a transmedia writer andgame designer who hasworked on award-winningprojects for clients suchas HBO, Sony Pictures,and Channel 4 Education,plus original projects like Perplex City, ThomasDolby's Floating City, and the nonprofit humanrights game America 2049. Her indie workincludes Balance of Powers and the forthcomingFelicity.

### A Creator's Guide to Transmedia Storytelling: How to ...

Andrea Phillips recently published A Creator's Guide to Transmedia Storytelling. The book provides a taste of the creative and practical considerations that go into transmedia projects. By Michael...

### ARGs on Your Bookshelf: New Book Explores Transmedia ...

A Creator's Guide to Transmedia Storytelling is guaranteed to stand out on your bookshelf; and not just because the book's extra-wide pages will dwarf your standard paperback and hardcover books.

### creator's guide to transmedia storytelling - ARGNet ...

A Creator's Guide to Transmedia Storytelling (Hardcover) How to Captivate and Engage Audiences Across Multiple Platforms. By Andrea Phillips. McGraw-Hill Education, 9780071791526, 272pp. Publication Date: June 21, 2012

### A Creator's Guide to Transmedia Storytelling: How to ...

I interviewed her upon the release of her new book *A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms* and asked about the differences between this form of storytelling and more traditional forms, whether this takes a different skill set and how she sees this field evolving over time.

### A Creator's Guide to Transmedia Storytelling-Interview ...

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### A Creator's Guide to Transmedia Storytelling: How to ...

"Phillips's book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals...

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Whether you're here looking for an exciting game to play, experienced ARG creators to guide you on your journey to crafting your first interactive experience, or for a professional team to put together a transmedia experience to market your new product, you've come to the right place. Most of all, remember— We AR Games, and games are fun.