

EDLT 5992: Transmedia Project

Purpose

This project will help you explore the affordances and interactions of different forms of media while designing and developing various types of products.

Description

In this project, you will design a transmedia web space on a concept of your choosing.

We rarely interact with only a single media type. We constantly engage in multiple mediums, whether within a webpage (videos, text, images, interactions) or in our culture. For example, think of all the products related to Harry Potter. There are books, movies, music, action figures, blogs, a theme park, games, trading cards, fan fiction, and more. Each provides a different way to experience Harry Potter. All together they bring us into a rich fantasy world. Imagine creating something similar for an academic concept. How would this differ from simply giving students information?

Transmedia describes the relationships between various forms of media. Different forms of media are effective for different purposes, and successful designers know how to take advantage of the affordances of various media and combine them in effective ways. Transmedia approaches can immerse learners into a topic, resulting in rich learning experiences (see, for example, Pasnik & Llorente, 2013).

In this project, you will:

- (1) Design and develop 5-7 media products around a single concept.
- (2) Create a website to integrate and present your products. This is not a lesson plan with a specific sequence. Rather, think of the website as a museum space where users can choose which products to interact with.

Products

Create 5-7 media products.

Please choose **at least 2 from List A**. The rest can be from List A or List B. For more information on each product, please review resources and examples later in this document.

List A

1. Digital story
2. Explainer video
3. High quality presentation (recommended: slides + voiceover using screen recording)
4. Podcast episode or audio story

List B

1. Document for print (pamphlet, report, brochure, poster)

2. Poem
3. Song
4. Fictional social media debate
5. Newsletter
6. Infographic
7. Generative AI Prompt or interactive model
8. Fake review of a book, movie, play, musical, TV series, video game, etc.
9. Blog with a sample post
10. Comic
11. Interactive timeline
12. Graphic novel (might just include a few pages)
13. Game: board game, card game, video game
14. Trading cards
15. Picture book (with or without words)
16. Toy or action figure
17. Plan for a museum or park exhibit
18. T-shirt, clothing
19. Virtual tour of a site (try out a VR creation tool!)

Have other ideas? Just ask!

Planning and Documentation

To complete this project:

- 1- Choose a concept of interest to you. It is OK if this changes a bit while you work on the project.
- 2- Submit the [Transmedia Project Proposal](#) document, including a list of your proposed products, for approval. If you would like to make changes to your plan after your proposal has been approved, submit a new proposal.
- 3- As you design and produce the 5-7 products, engage in ongoing critique and revision with your peers and instructor.
- 4- Integrate and present your products through a user-friendly webpage.
- 5- Complete and submit the [Final Submission Form](#).

Resources and Examples

Find several examples and resources on this Wakelet: [Sharing Your Knowing](#).

Examples and Resources for Types of Products

Document for Print

- Potential Digital Tools: Microsoft Publisher, Adobe InDesign, [other alternatives](#)
- Examples:
 - [Principled Innovation and Learning Futures](#) (this is much larger and more detailed than needed for this project)

Digital Story

- Potential Digital Tools: Adobe Spark (free), iMovie, Windows Photo Story
- Resources:
 - [Story Center](#)
 - [University of Houston Digital Storytelling](#)

Explainer Video

- Potential Digital Tools: PowToon, Animaker, Wideo (just Google “explainer videos” and you will find many tools)
- Resources:
 - [Adobe: Explainer Videos](#)
 - [Vidyard: Explainer Videos](#)

Presentation

- Potential Digital Tools: Powerpoint, Google Slides, Canva, Prezi
- Resources:
 - Book: Slide:ology by Nancy Duarte:
 - [Linked-in: Takeaways](#)
 - [Huffington Post: Summary](#)

Podcast/Audio Story

- Potential Digital Tools: Audacity, Anchor, Garage Band, Adobe Audition, Zencastr
- [Google podcast tool kit](#)
- Audio Case Example: [Principled Innovation and Hiring](#)

Examples of Integrating Resources Around a Topic

Note: These are primarily web-based media examples. You are welcome (and encouraged!) to also include non-digital media. Just include a picture/description on your final webpage.

- [Principled Innovation](#)
- [Mount Vernon](#)
- [PBS Mathematics](#)

- [Plasma Physics](#)
- [Cross-Disciplinary Atomic Archive](#)

Tips for Success

- Carefully review examples of websites and individual products (see resources above).
- Start early! Even if you aren't sure where to start, just start doing something.
- Create drafts of products (scripts for videos, slide examples, etc.) early but **wait to create *final* products**. You will learn new concepts throughout the semester that you will be expected to apply to your project. For example, we will be talking about how to choose appropriate images, make products accessible, etc.
- Plan on trying out many more products and tools than you will ultimately end up using. It takes some experimentation to discover what will and won't work.
- Use peer feedback forums to try out new ideas. Share drafts—video scripts, hand-drawn layouts, etc.—rather than final products, as it is more difficult to apply feedback to final products.

Rubric

Criteria	Standards (All: CAEP A.1.1)	1- Limited Proficiency	2- Developing Proficiency	3- Proficient	4- Exemplary	Points Possible
Selection of media products	AECT 1, AECT 2	Transmedia learning space includes at least 5 media products.	Transmedia learning space includes at least 5 media products. <i>Media products provide different perspectives on a single concept.</i>	Transmedia learning space includes at least 5 media products. Media products provide different perspectives on a single concept. <i>Selected media formats are well matched to the content.</i>	Transmedia learning space includes at least 5 media products. Media products provide different perspectives on a single concept. Selected media formats are well matched to the content and <i>work together to support a holistic understanding of the concept.</i>	30
Use of instructional text	ISTE-2017.5.c; AECT 3	Media products include some text.	Text is used to <i>enhance media content.</i>	Text is used to enhance media content. <i>Selected fonts, colors, and formatting make text clear and easy to read.</i>	Text is used to enhance media content. Selected fonts, colors, and formatting make text clear and easy to read and <i>support comprehension.</i>	10
Visual design, colors, and graphics	ISTE-2017.5.c; AECT 3	Visual elements (graphics, color, layout, etc.) are enhance media products.	Visual elements (graphics, color, layout, etc.) enhance media products. <i>Basic visual design principles (proximity, alignment, repetition, contrast, hierarchy, color, and space) are mostly followed.</i>	Visual elements (graphics, color, layout, etc.) enhance media products. Basic visual design principles (proximity, alignment, repetition, contrast, hierarchy, color, and space) are <i>consistently followed.</i>	Visual elements (graphics, color, layout, etc.) enhance media products. Basic visual design principles (proximity, alignment, repetition, contrast, hierarchy, color, and space) are consistently followed. <i>Visual elements are aesthetically pleasing and</i>	20

					<i>motivate learners to engage with the products.</i>	
Web design	ISTE-2017.5.c, AECT 3	The final product consists of a website that hosts all media products.	The final product consists of a website that hosts all media products. <i>All images, files, and links work appropriately.</i>	The final product consists of a website that hosts all media products. All images, files, and links work appropriately. <i>The website follows basic visual (proximity, alignment, repetition, contrast, hierarchy, color, and space) and interaction (structure, clarity, predictability) design principles.</i>	The final product consists of a website that hosts all media products. All images, files, and links work appropriately. The website follows basic visual (proximity, alignment, repetition, contrast, hierarchy, color, and space) and interaction (structure, clarity, predictability) design principles. <i>The website is engaging and aesthetically pleasing.</i>	20
Accessibility	ISTE-2017.5.a, AECT 3	The website is accessible to general internet users.	The website <i>and all media products</i> are accessible to general internet users.	The website and all media products are accessible to general internet users. <i>All videos include captions, and all non-decorative images include alternative text.</i>	The website and all media products are accessible to general internet users. All videos include captions, and all non-decorative images include alternative text. <i>The website and all media products are optimized for screen readers (title, heading, sequence, and link properties are set appropriately).</i>	10
Ethical use of digital assets	ISTE-EL.1, AECT 3	Website sometimes follows copyright laws for use of digital assets.	Website <i>mostly</i> follows copyright laws and creative commons standards for use of digital assets.	Website <i>always</i> follows copyright laws and creative commons standards for use of digital assets. <i>At least</i>	Website always follows copyright laws and creative commons standards for use of digital assets. At least	10

				<i>three creative commons images are used and include appropriate attributions.</i>	three creative commons images are used and include appropriate attributions. <i>Website and media products include appropriate creative commons licenses.</i>	
--	--	--	--	---	---	--

Transmedia Project Proposal

Concept

(Be specific and try to write it in sentence form. Examples: the Pythagorean theorem has many practical applications, multiplication is repeated addition, topic sentences represent the details of a paragraph)

Proposed Products (5-7 total):

(Please describe each briefly. Examples: "trading cards of the elements" or "screencast video of musical intervals")

From List A (at least 2):

- 1.
- 2.

From List B or other:

- 3.
- 4.
- 5.
- 6.
- 7.

Final Submission Form

Instructions:

Use this form to review and share your project. For each category, describe how you applied each topic to your project. Also include a link to your final website.

Paste a link to your website here

Product Selection

- Products provide multiple perspectives on a single concept.
- Products selected are appropriate for content.
- The affordances of the products support the learning goals.

Describe how you addressed this:

Instructional Text

- All text is easy to read and understand.
- Selected fonts, colors, and sizes are appropriate.
- Text is structured in a way that enhances comprehension.

Describe how you addressed this:

Color and Graphics

- Images are appropriate and enhance the product.
- Images are clear (high quality).
- Image formats are used appropriately (for example, use png files with transparent backgrounds where appropriate).
- Colors are aesthetically pleasing and support learning and engagement.
- Images and words are combined in a way that supports learning.
- Images follow basic design principles concerning proximity, alignment, repetition, contrast, hierarchy, and space.

Describe how you addressed this:

Audio and Video

- Audio use enhances learning.
- Audio is clear.
- Audio volume is appropriate.
- Video use enhances learning.

Describe how you addressed this:

Copyright and Attributions

- Product uses open-source or creative commons images and sound.
- Media includes appropriate attributions.
- Recommended: Products (including your web page) include an appropriate creative commons license (make sure to follow any “share alike” attributions of media you have used).

Describe how you addressed this:

Web Design

- The website is easy to understand.
- The user knows what to do.
- The user knows what will happen when they click something (unless you have a clear reason for wanting to surprise them).
- The website supports exploration and learning (is not distracting).

Describe how you addressed this:

Accessibility

- Video and/or audio include captions (you can upload videos to YouTube and use their auto-captions if needed).
- Images include alt text.
- Website uses heading styles to support screen readers.
- PDF's and slides use titles, headings, and sequencing to support screen readers (use accessibility tools in Powerpoint and Adobe PDF to check this).
- URLs are linked to descriptive words (not pasted raw).

Describe how you addressed this:

User Testing and Accessing Content

- All links are accessible by general internet users.
- Whenever possible, product use does not require the user to create an account or have a specific software installed.

Describe how you addressed this: