

Storytelling Across Multiple Platforms

Multiplatform Content and Creation 222
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Environmental Media

Live Performance and Social Media

get the notes from:
almcewen.net



Schedule

1. SOME STUFF TO CONSIDER
2. THE LIST
3. STAYING IN TOUCH
4. CASE STUDIES IN MUSIC





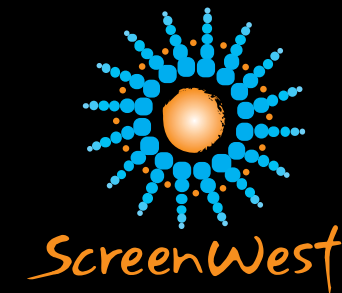
Who the hell is this guy?



- Bachelor Computer Science
- Worked primarily web technologies
- Specialised in interactive programming
- Became Digital Director at WBMC
- Focused on extending screen properties across multiple platforms

Also.....

- Founding member of ololo Productions
- Produced various street art projects like Condor Tower Carpark
- Undergoing a residency at CIA Studios
- Partnered with GRL Perth



THINGS I Do

- Websites
- Games
- Consulting
- 2D Design
- Installations
- Stills



THINGS I DON'T Do

- 3D & Audio
- Film TV Producing





BUTT
ENOUGH
ABOUT ME



SOME DEFINITIONS



INTEGRATED MEDIA

*“All objects are walls for writing on.
Take any form and project it onto any surface.
Earrings can be billboards, tables can be screens,
buildings can be magazines.
We are the Babylonian translators.”*
- Gerritzen et al. 2001

*“Integrated media is a new form of media content
creation that cohesively integrates content and
context across multiple platforms... Integrated
media content and products can be created or
launched for a company or individual.”*
- wikipedia



ENVIRONMENTS

“Environments are the spaces in which creative works are experienced... Every distinct media has an environment, but for some creative works the environment is not incidental but constructed to be a part of the meaning-making process.”

- Dena, 2010

Examples

- The theatre in which a person watches a play
- The loungeroom in which a person watches television
- The study in which a person answers emails
- The train in which a person watches an episode on a portable device
- The street a player runs down during a game



MEDIA

Games
TV
Feature Film
Short Film
Print
Music
Websites
Social
Live
Performance

INTEGRATED MEDIA

ENVIRONMENTS

Travelling
Work
Theme Park
Stage
Set
Virtual
Theatre
Outside
Inside



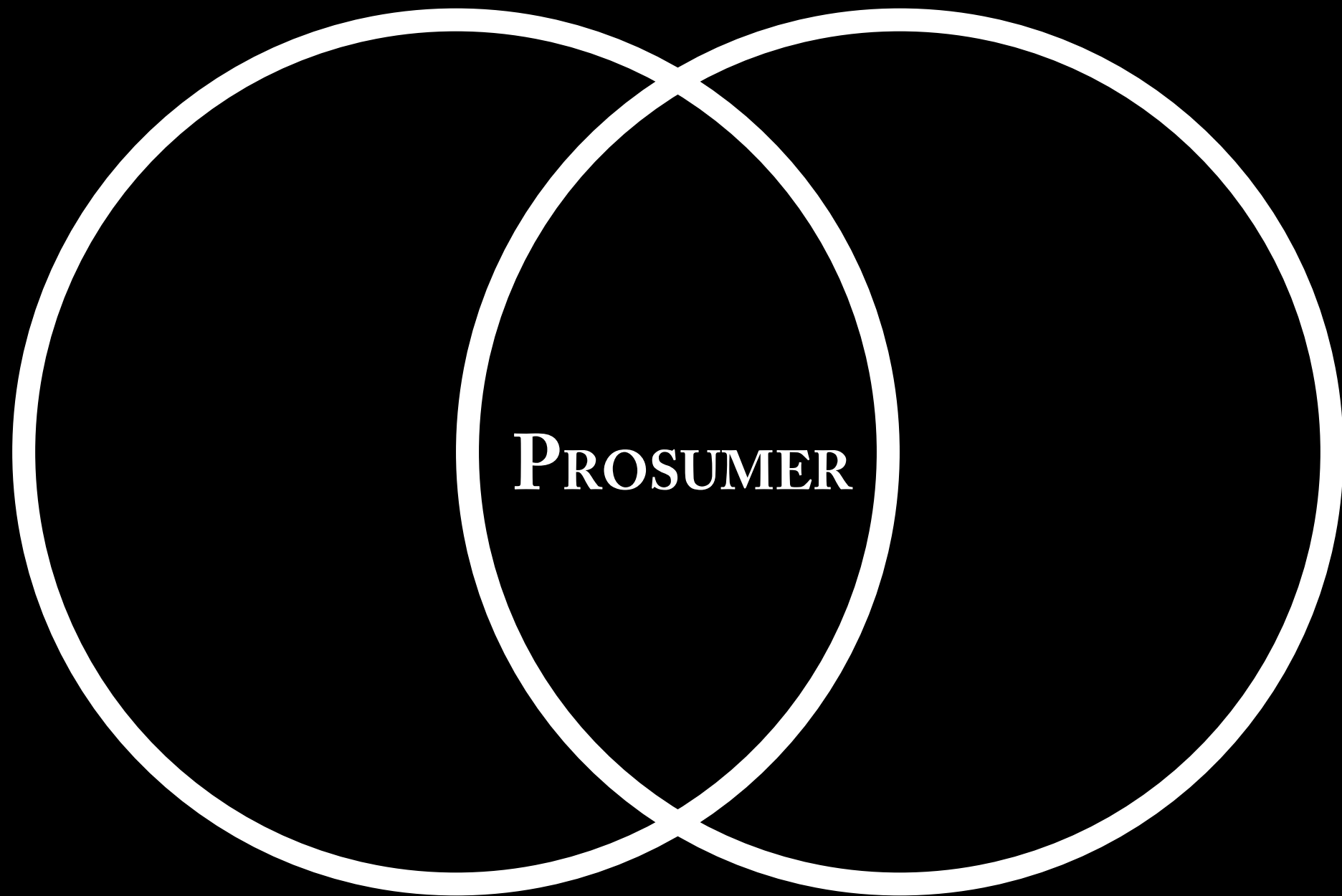
PARTICIPATORY CULTURE

A counter culture to Consumer Culture where the audience acts not only as a consumer but contributes to a product. It is characterised by having low barriers for artistic expression and engagement while strongly supporting notions of sharing and collaboration.

“...A participatory culture is also one in which members believe their contributions matter, and feel some degree of social connection with one another.”

–Jenkins et al, 2006





PRODUCER

CONSUMER

PROSUMER

SO HOW DO YOU MAKE IT WORK?



THE LIST

1. Find the underlying message or ethos
2. Consider the spaces in which people can engage with your message
3. Develop content specifically for appropriate media
4. Listen to the audience
5. Maintain a cohesive message across all platforms



FIND THE MESSAGE

You may have an idea already but you need to boil it down to basics.

Try to:

Find your archetype

Write your OneLiner

Identify themes

Know your aspirational drivers

- Mastery, beauty, empowerment, belonging, spectacle



CONSIDER SPACES

You may have a platform in mind but take the time to think about how people consume content.

Ask:

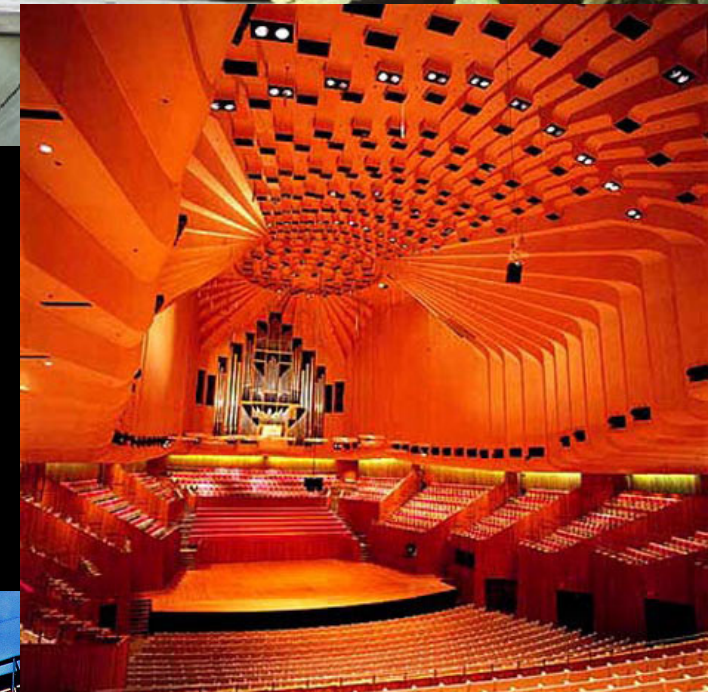
Where do I listen to music or watch TV?

When do people need to be uplifted, nurtured or excited?

Is there a shared space in which people can engage?

Do I need to create a virtual or new space to get my message across?

Is my audience here?



DEVELOP MEDIA

Think of platforms and match them to the environments

Look for:

The media that best suits the space

The media that suits the user's constraints (time and place)

Short form engagement

Longer form engagement

Ways to innovate by using emerging platforms

Ways the audience can participate



LISTEN TO THE AUDIENCE

Your project is out there. Now you must evaluate, reward and adjust.

Look at:

What your audience is saying about your story

How you can reward their input

Can you integrate their expressions with your message?



MAINTAIN THE MESSAGE

As you use more platforms for your message and take on new content from communities, you **MUST** stay on message.

Make sure:

You don't fracture your narrative

Always repeat the previous steps when initiating new content

Use variations of your themes to retell the same message

HEROES



STAYING IN TOUCH

Social Platforms

- Twitter
- Facebook
- Google+
- YouTube

Blog Comments

Newsletters

Email

SMS



facebook®



A CASE STUDIES IN MUSIC



APPLES
AKA THE PAST

Non-Transferable

Studio Centric

Sales Driven

Charts

Mono-media

ORANGES
AKA THE PRESENT

Sharable

Independent Releases

Audience Driven

Hits/ Views

Multimedia





ARCADE FIRE

THE WILDERNESS DOWNTOWN

An interactive film by Chris Milk
Featuring "We Used To Wait"
Built in HTML5

SEARCH

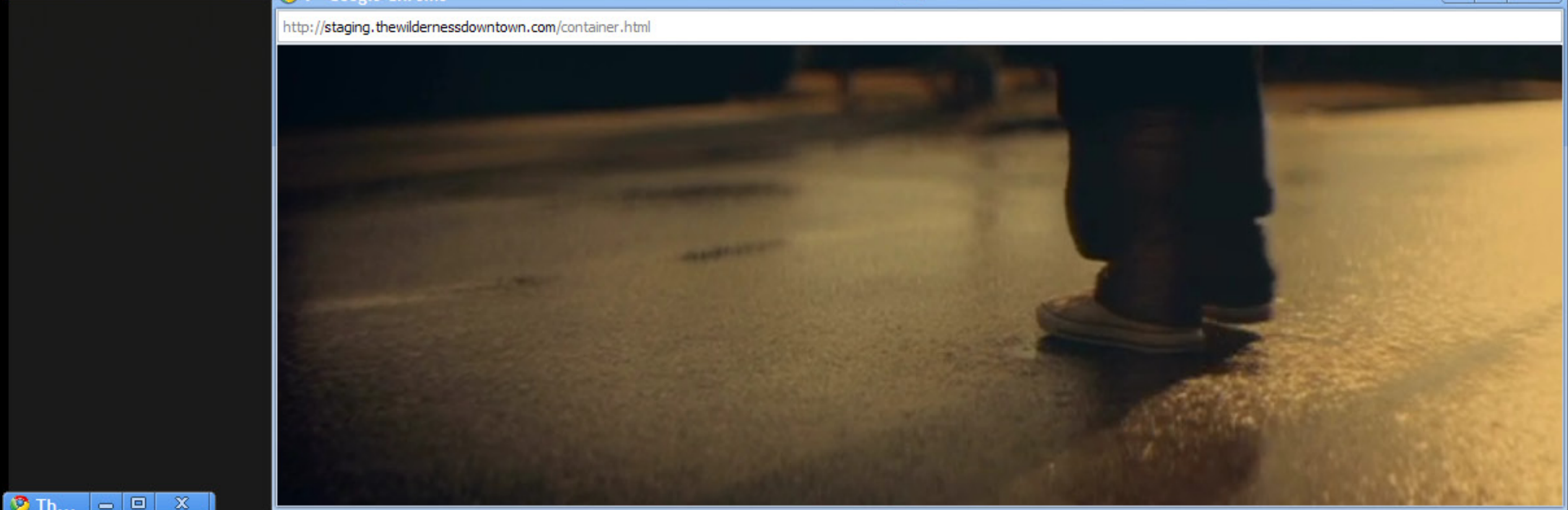
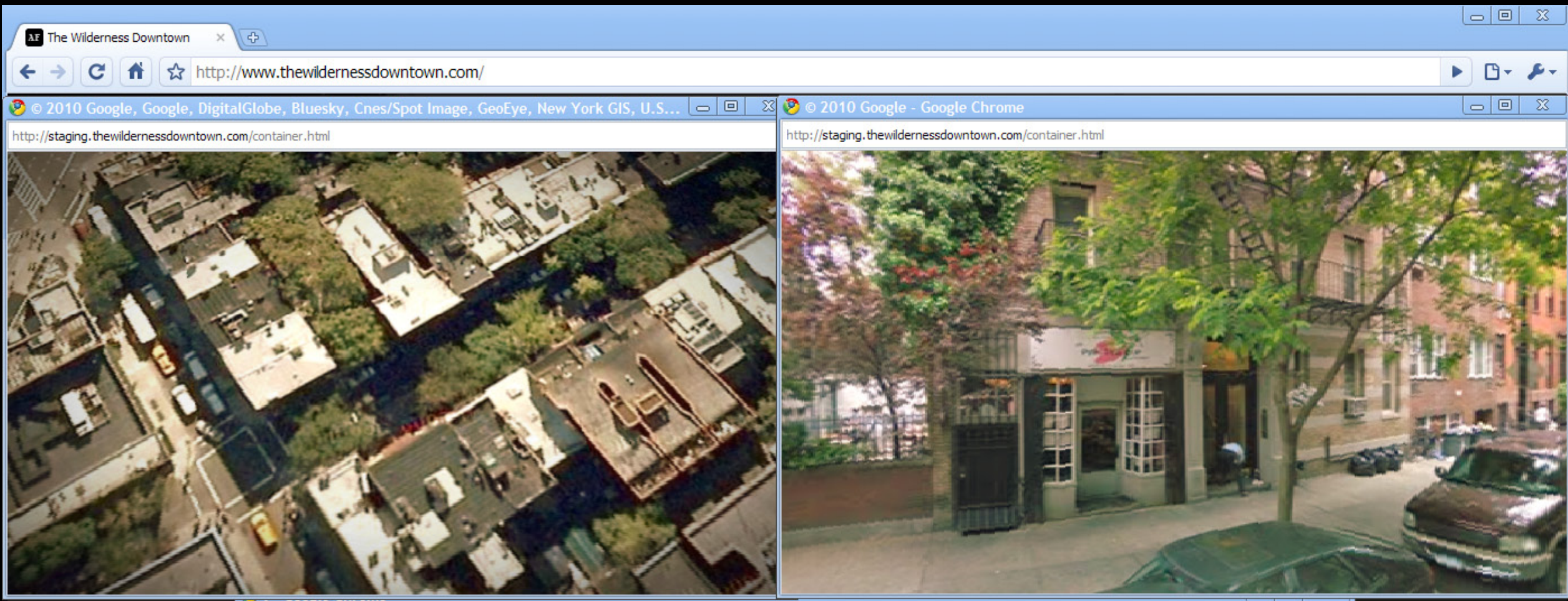
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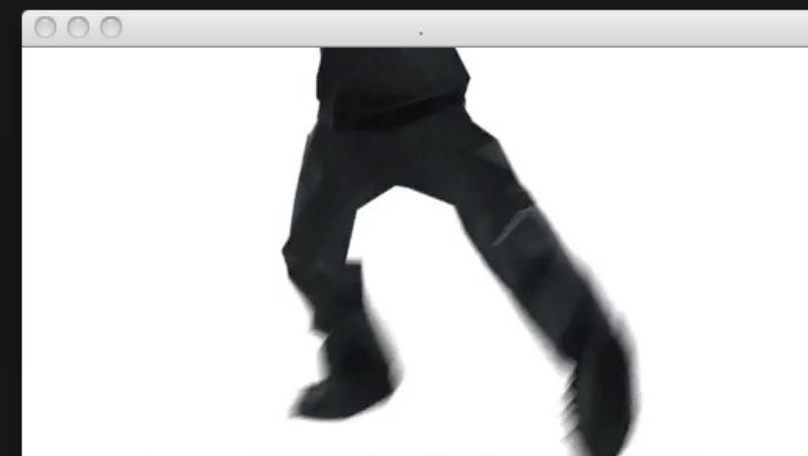
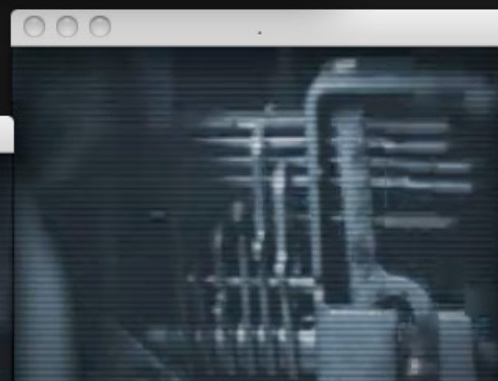
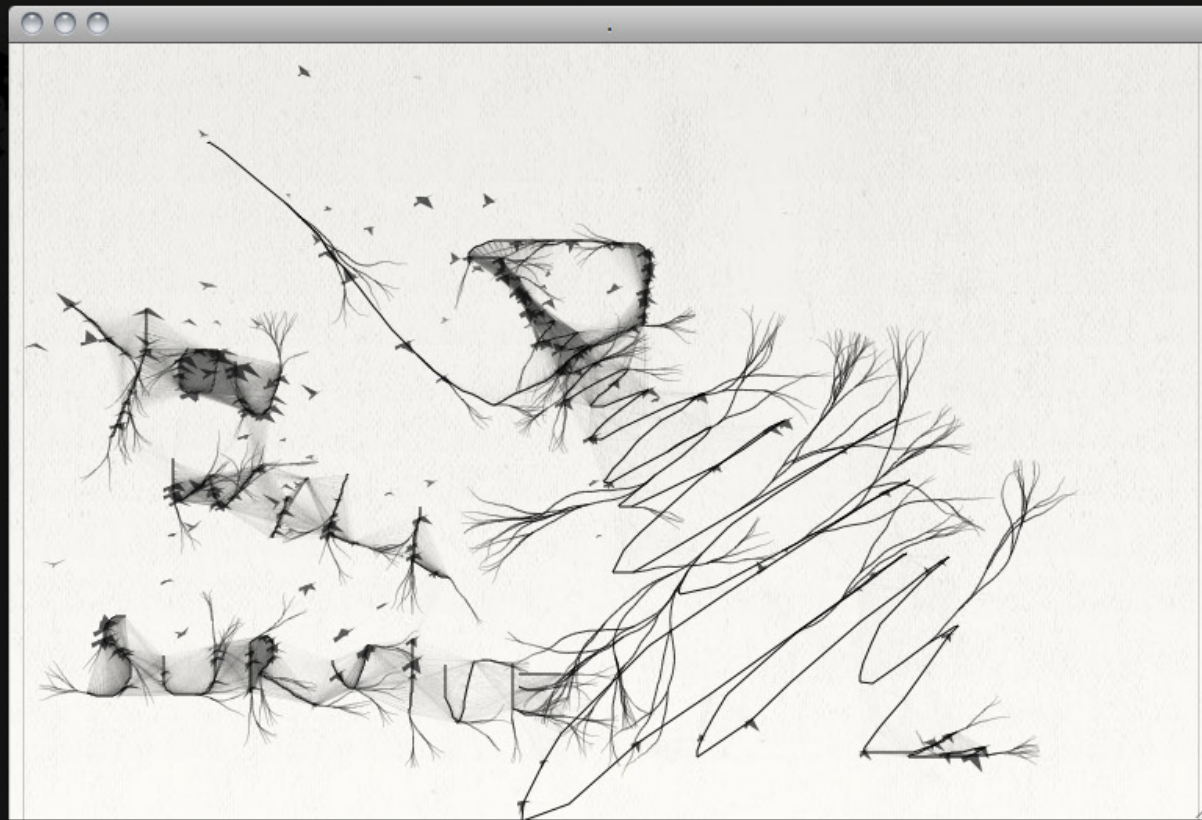
Made with
some friends from
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[THE WILDERNESS MACHINE](#) | [TERMS](#) | [PRIVACY POLICY](#) | [CREDITS](#) | [SHARE](#)





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ETHOS

*“...is neither a love letter to, nor
an indictment of, the suburbs –
it’s a letter from the suburbs.”*
–Win Butler

SPACES

Work, school, in front of a computer

MEDIA

Film clip, web, music and interaction

PARTICIPATION

Where does the user come from?
Tell the story about their home



YOUTUBE SYMPHONY ORCHESTRA

Sydney Symphony Orchestra
2011



- Musicians from around the world created audition clips and uploaded them to YouTube
- 101 musicians from 33 different countries were selected to be part of the YouTube Symphony orchestra
- The culmination of the week long festival, a Grand Finale concert, was streamed live on YouTube from Sydney Opera House.
- A multimedia presentation was projected on the Opera House and surrounding area



ETHOS

“Committed to the future of live symphonic music, developing audiences and engaging the participation of young people.”

SPACES

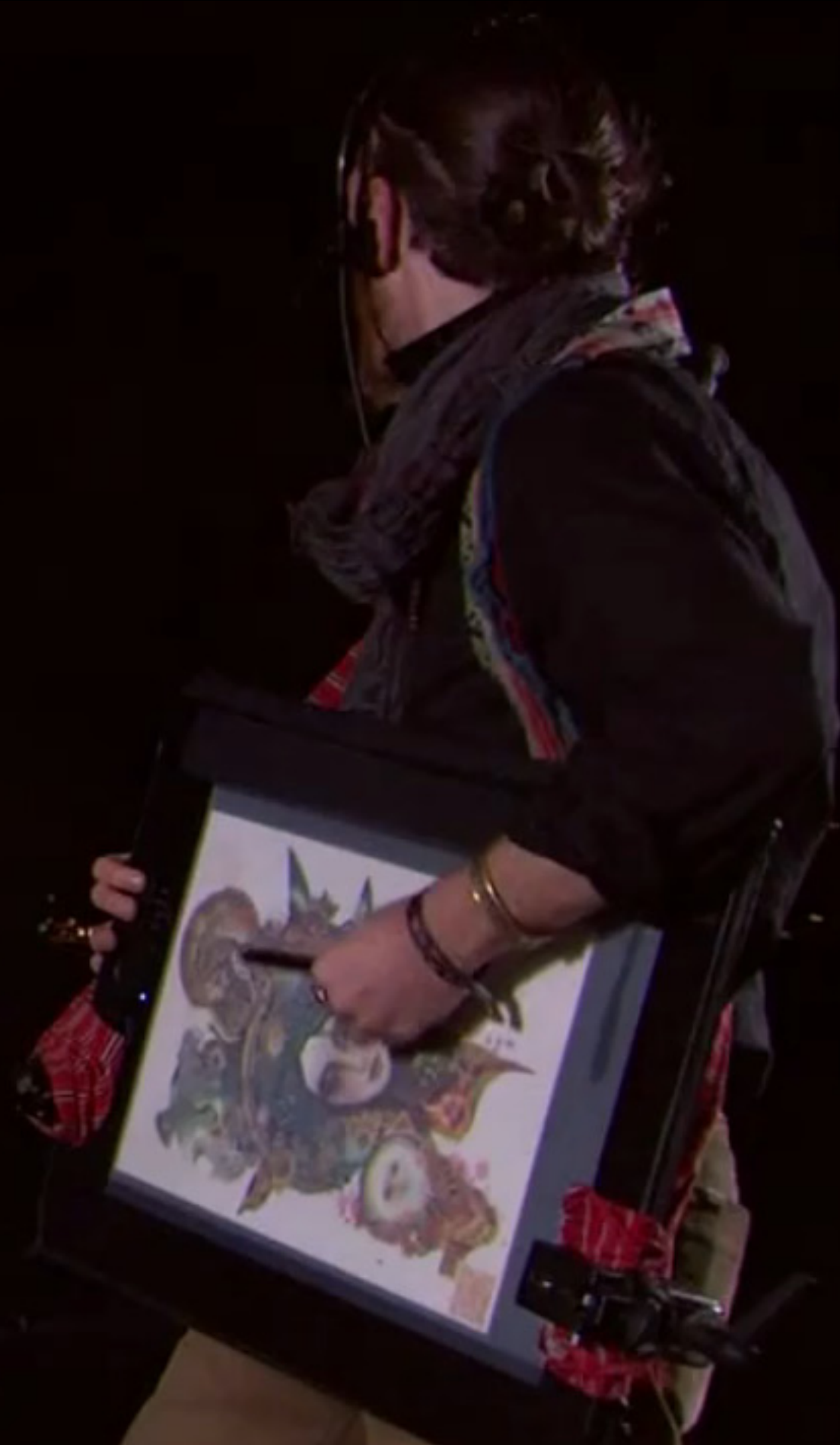
Playing, listening, Opera House

MEDIA

Music, performance, photos, video, web

PARTICIPATION

Cloud sourced musicians
Online musical instruments



björk:liphi



headphones recommended!



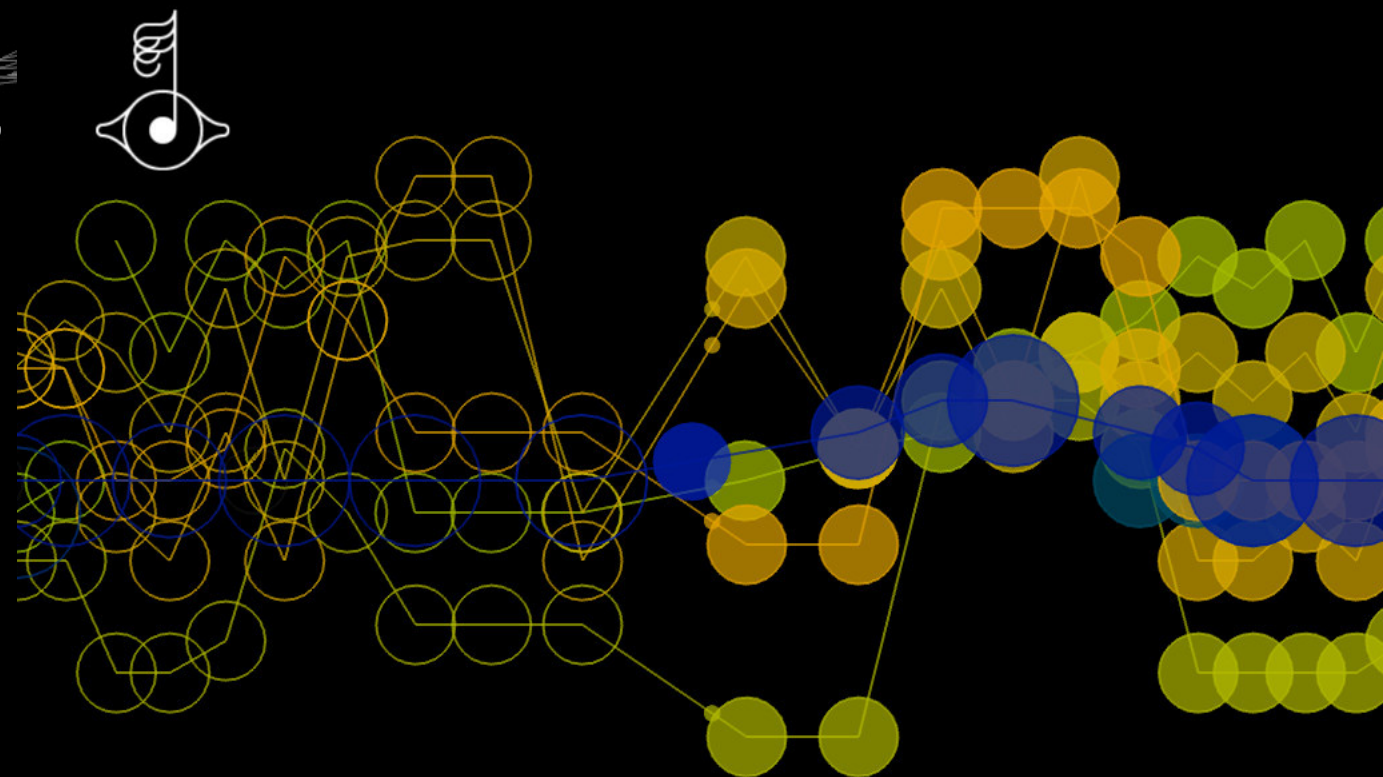


Partly recorded on an iPad

Released in the form of a
series of apps

First played over a series of
concerts

Biophilia will be the
world's "first app album" in
collaboration with Apple



crystalline internal nebula

||

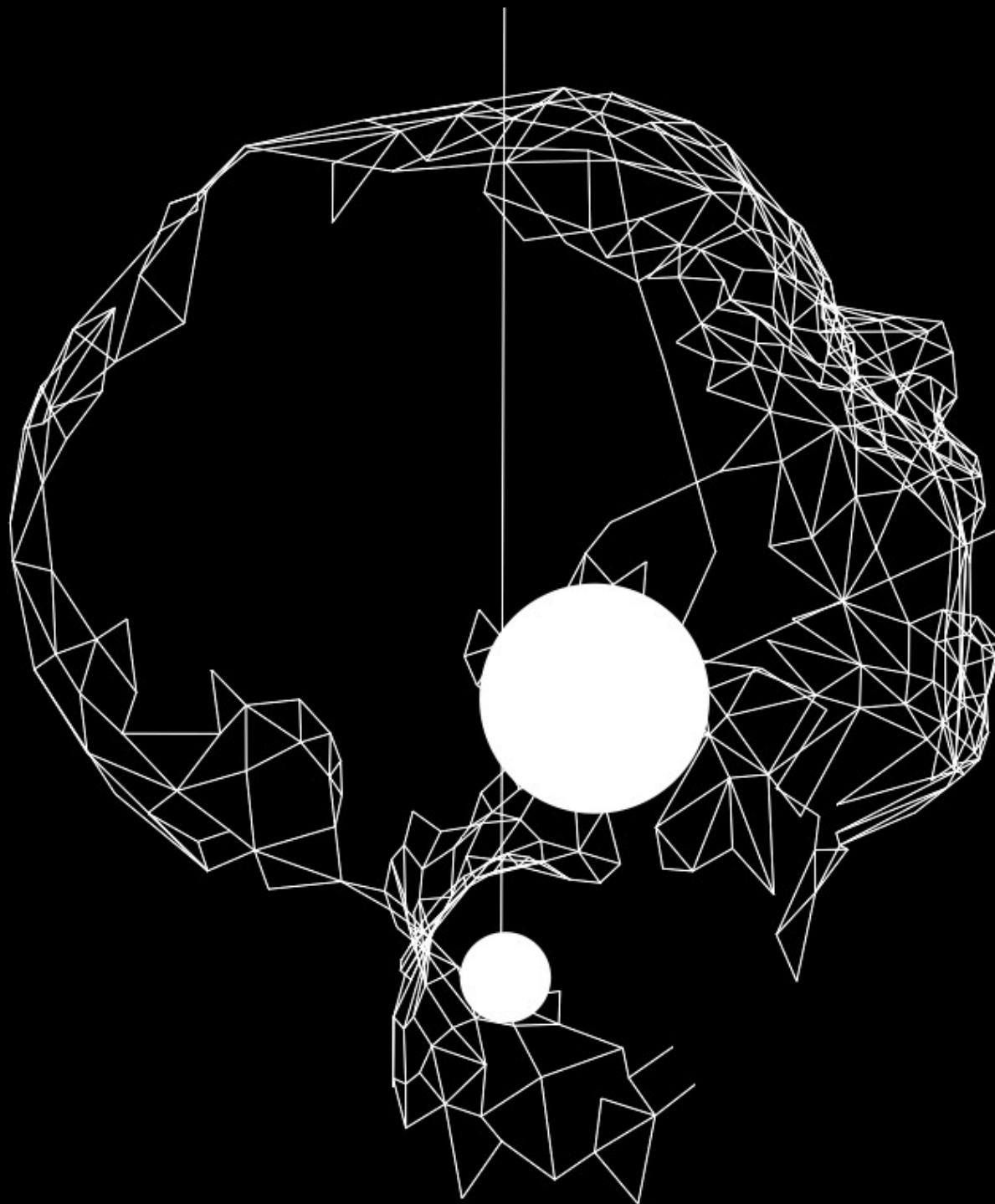


lyrics



sign up
Forum
shop
present
Facebook
twitter
youtube

credits





ETHOS

Enabling people to explore and interact with a song's themes, or even make a completely new version of the song

SPACES

Where people play or listen to music

MEDIA

music, apps, internet, installations and live shows

PARTICIPATION

Create songs

TAKE HOMES

Maybe these will come in handy for Assignment 2

- Everything is a wall to draw on
- People experience things in different places at different times
- Remember The List
- Stay in touch with your audience and LISTEN to them
- DON'T fracture your fans by straying from the message



Workshops

- Alternative platforms in music
- Leveraging digital platforms

