

The Power of Global Collaboration
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Transmedia Principles

I/ITSEC 2011

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Jennie Bottone, ADL Multimedia Specialist



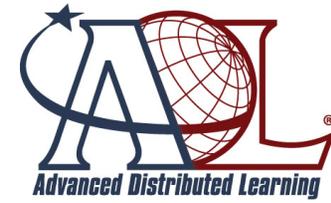
What We'll Cover



- What is Transmedia?
- How is Transmedia currently employed by the Army?
- How can you employ Transmedia Principles for your training?



What is Transmedia?



A process where integral elements of a narrative get dispersed systematically across **multiple delivery channels** for the purpose of creating a *unified and coordinated narrative experience*.

Ideally, each medium makes *its own unique contribution* to the unfolding of the story.

“4 E’s of transmedia”

“A system of telling stories”

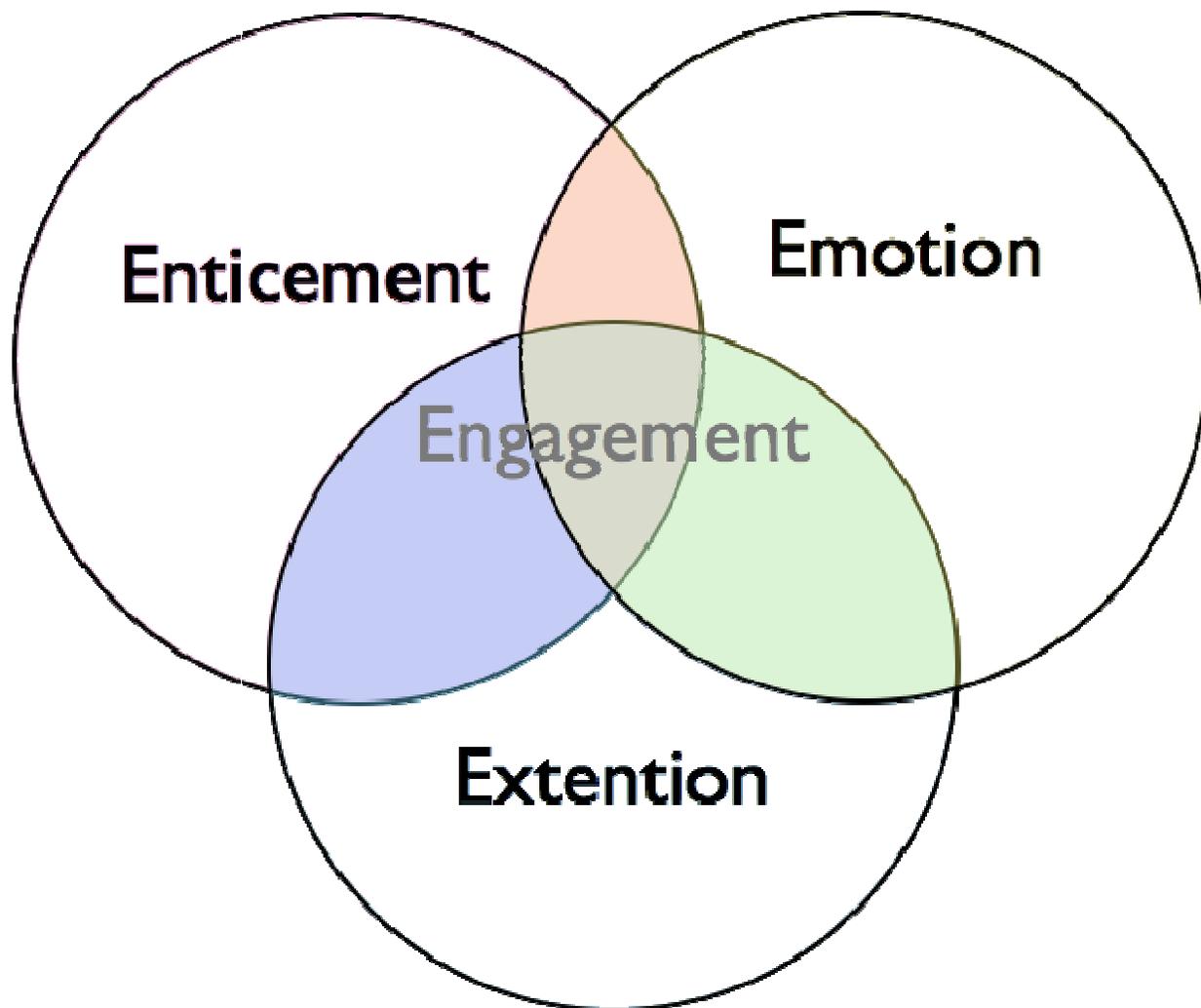


4 E's of Transmedia



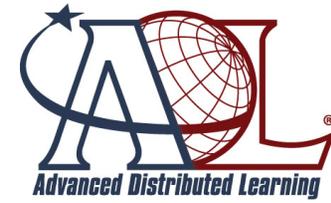
- Enticement
- Engagement
- Emotion
- Extention

(O'Flynn)





Enticement and Engagement



- The Attraction (Typically to Create Mystery)
- Motivation (For a Goal Directed Behavior)



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Soldiers in our Real Heroes program would never contact anyone to request personal information, initiate conversations on websites or social media.

REAL HEROES

Heroes are people of distinguished courage or ability, admired for their brave deeds and noble qualities. The America's Army Real Heroes program puts a face on some of the exceptional Soldiers who are at the forefront in the defense of freedom.



The America's Army project is proud to recognize the following nine Real Heroes for their dedication and gallantry in action! Check out the details of some of the Army's bravest Soldiers below!

SERGEANT FIRST CLASS (SFC) JOHN ADAMS ★



I will always place the mission first.

SFC Adams' heroic actions prevented anti-Iraqi forces from employing Improvised Explosive Devices meant to injure American Soldiers. For his heroism, SFC Adams was awarded the Bronze Star with "V" Device for Valor.

[View Sergeant First Class \(SFC\) John Adams's homepage >>](#)

MAJOR (MAJ) JASON AMERINE ★



I will always place the mission first.

MAJ Amerine's actions in the face of overwhelming odds and direct hostile aggression resulted in the surrender of Kandahar by the Taliban forces and directly contributed to his country's success in the War on Terror. For his heroism, MAJ Amerine was awarded the Bronze Star with "V" Device for Valor.

[View Major \(MAJ\) Jason Amerine's homepage >>](#)

SERGEANT (SGT) MONICA BROWN ★



I will never leave a fallen comrade.

Refusing to leave a fallen comrade, SFC Brown distinguished herself by acts of conspicuous gallantry and courage under fire, becoming the second woman since WWII

SERGEANT FIRST CLASS (SFC) ROBERT GROFF ★



I will never quit.

SFC Groff's bravery in the face of 350 well-armed insurgents saved the lives of numerous Soldiers and civilians. For his heroism, SFC Groff was awarded the Bronze Star with "V" Device for Valor.



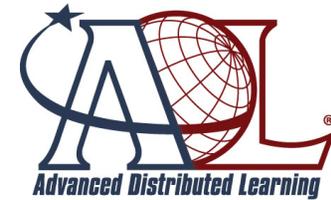
Storytelling



Image courtesy of Toontastic



Storytelling Principles



- Place
- Characters
- Narrative
- Audience Interface (performance)
- For more see Henry Jenkin's principles

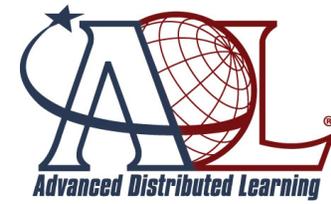
http://henryjenkins.org/2010/06/transmedia_education_the_7_pri.html



<http://flic.kr/p/8D5QkQ>



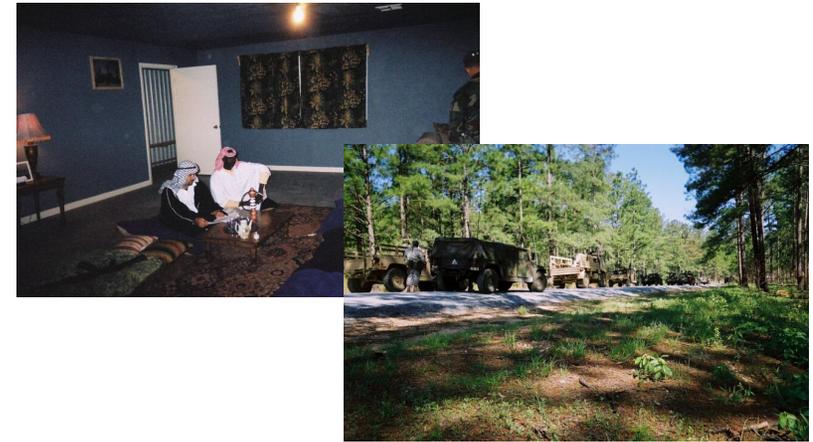
Army and USMC Training Centers



National Training Center



Joint Readiness Training Center



USMC 29 Palms

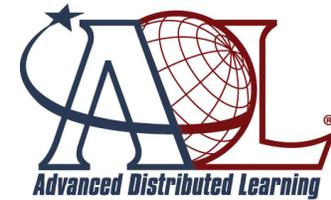


Stryker Brigade BCTC





Characters are Co-Created



Transmedia characters draw the audience to imagine their backstories (and sidestories), shaped in large part by the audience in participatory culture.



<http://www.flickr.com/photos/17889585@N03/3777646474/lightbox/>

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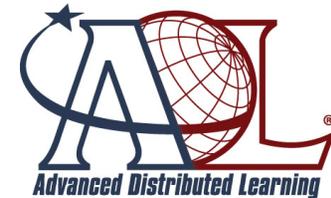


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Emotion



- “Feelings”
- Shown that emotion creates stronger memories



<http://latimesblogs.latimes.com/.a/6a00d8341c630a53ef01287632bde4970c-600wi>



<http://thenickelscreen.files.wordpress.com/2011/03/toy-story-3-incinerator.jpg%3Fw%3D463%26h%3D317>



LEARN MORE PLAY NOW





LEARN MORE PLAY NOW

AMERICA'S ARMY

★ AA3 : DOWNLOADS : COMMUNITY : REAL HEROES : FORUM : SUPPORT : U.S. ARMY : AA ★

MOTION COMIC

KNOWLEDGE IS POWER

Watch It Now



POSSIBLE CAMP

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AMERICA'S ARMY
GRAPHIC NOVEL



Read It Now!

#3 Under A Watchful Eye

PERFORMANCE
UPDATES



DOWNLOAD AA 3.1

Comic Con 2011
28 JUL 11

For the old Marine, flying into San Diego always makes me twitch. Not with the giddy anticipation of Comic Con, but because as we begin our descent, the yellow barracks of MCRD (Marine Corps Recruit Depot) where I did my 14 weeks of boot camp tower right there, a fence line away from the runway. But that subtle twinge is... [more >>](#)

1 2 3 4 5 6 7 8 9 10

Get AA3 Now

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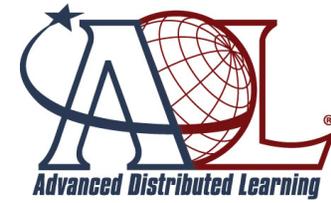


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Narrative



Character and story are revealed over time:

- Suspension of Disbelief
- Consistent voices
- Respect the co-creators
 - Give them some space to “play”



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10-17 of 28

COVERS

FIELD MANUAL

Vectors And Waypoints

Zoom

AMERICA'S ARMY



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PLAY NOW



AMERICA'S



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★ AA3

AA Motion Comic Episode 1 Part 1

by AmericasArmy



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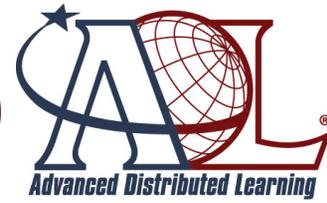
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Audience Interface (Performance)



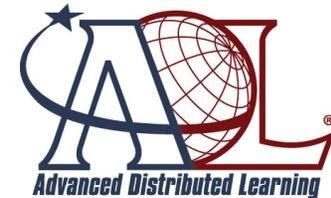
- Co-creation
- Participatory



Photo courtesy of USAJFKSWCS, Ft. Bragg, NC

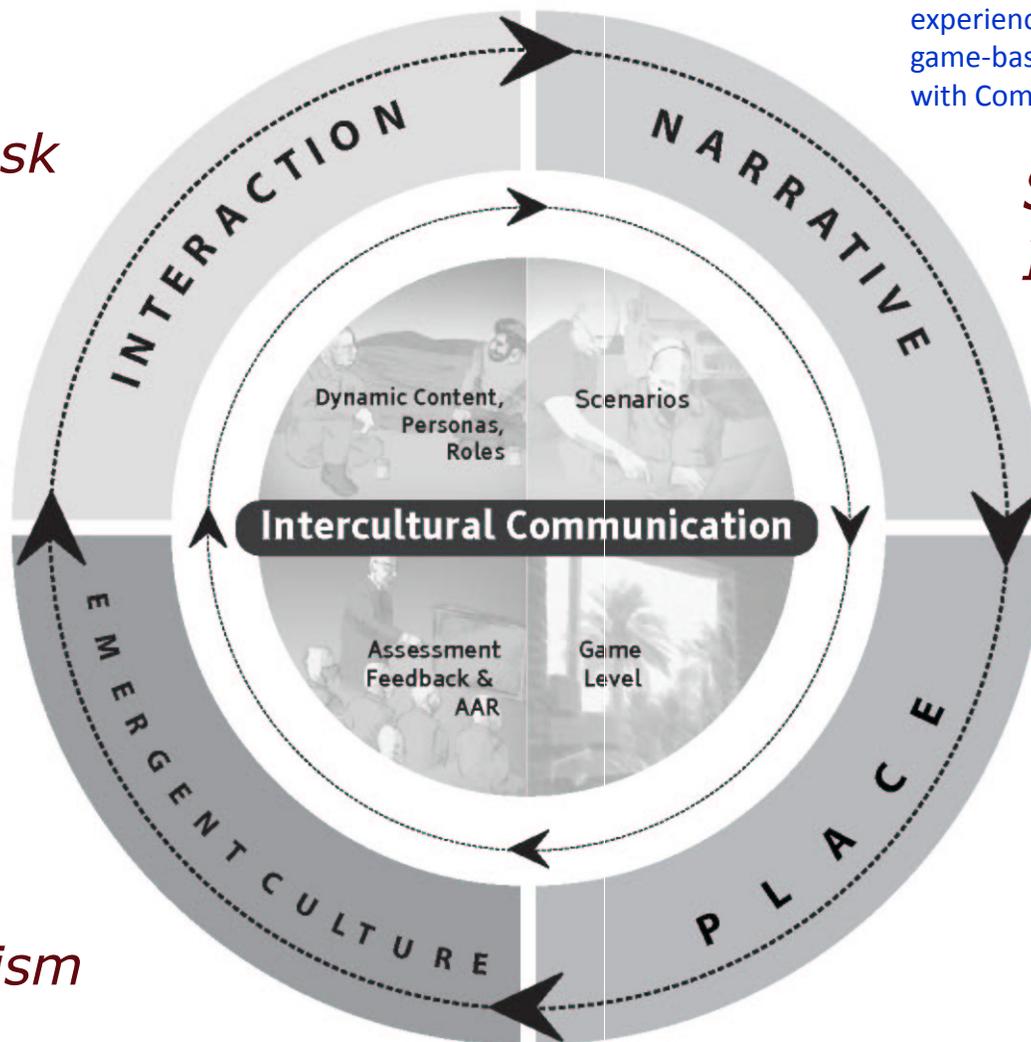


How can *you* do it?



Cognitive Task Analysis

System functionality reinforces culture, ethnorelativism



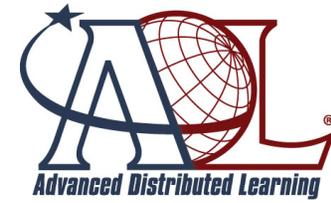
Raybourn, E.M. (2007). Applying simulation experience design methods to creating serious game-based adaptive training systems. *Interacting with Computers* 19, Elsevier. 207-14.

SME Iteration

Leverage Government investments



Resources



- Transmedia Principles
 - [http://henryjenkins.org/2010/06/transmedia_education_the_7_pri.html](http://henryjenkins.org/2010/06/transmedia_education_the_7_principles.html)
- *Understanding Comics*, Scott McCloud
 - www.youtube.com/watch?v=fXYckRgsdjl
- Simulation Experience Design Method
 - www.adlnet.gov
- Storytelling as an Instructional Method: Research Perspectives
 - <https://www.sensepublishers.com/files/9789460911347PR.pdf>



Contact Us



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