Transmedia Narrative: Greetings from Aurora, SA

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Background: Definitions

• **Transmedia** storytelling (also known as transmedia narrative or multiplatform storytelling) is the technique of telling a single story or story experience across multiple platforms and formats.

• Key concept comes from Henry Jenkins book *Convergence Culture (2006)*. He describes transmedia as the ‘flow of content across multiple media platforms’.

• Transmedia is about building a story-world and is enabled by a converged mediascape.
Transmedia Examples

- Star Wars
- The Matrix
- Halo
- Harry Potter
- Twilight Saga
- The Lord of the Rings
The 3 C’s of Transmedia Storytelling

CHARACTERS
- Personalization
- Engagement through story

COMMUNITY
- Discussions
- UGC
- Co-creation
- Character interactions
- Fans feel connected to each other
- Factions, teams and guilds
- Gifting & sharing
- Referrals

CONVENIENCE
- Right content and the right time
Transmedia Learning

Transmedia learning is defined as the scalable system of messages representing narrative or core experience that unfolds from the use of multiple media, emotionally engaging learners by involving them personally in the story. (Valencia-García, et al, 2016)

Transmedia story-telling for learning allows learners to engage with expanded parts of a narrative for a variety of reasons—to learn more deeply, gain a different perspective, or to reinforce. (Raybourn, 2014)
The Aurora, SA
Context

Course Parameters
- Required course
- Multidisciplinary - caters to 12 discipline areas
- Focus on academic skills, digital literacy, information literacy and academic integrity
- Common story world: multi-billion dollar project in regional Australia

Media elements
- Web pages
- Videos
- Course site/LMS
- Social media

Characters
- Mayor, Gavin Mortlock
- Prime Minister, Laura Foley
- News Reader, Melissa Keane
- HR Lady, Claire Morrison
- Corporate entity - Cerbo Potenco Corporation
- Town Residents
Course at a Glance

Introduction
- Getting started
- Orientation
- Setup

Recruitment Scenario
- Self awareness
- Skill Building
- Learning
- Portfolio development

Problem Solving Scenario
- 3 main problem scenarios within Aurora & ACRE
- Discipline-specific problem
- Report writing
Aurora Project - Websites

http://cerbopotenco.com/
http://acreproject.com.au
Challenges

- **Student ownership**
  - How do we encourage student contributions? How do we manage those? What happens after the course is complete?

- **Management of the story world**
  - Who has responsibility for managing the story world?

- **Extending the storyworld**
  - Who manages the future development of the story world?

- **Sustainability**
  - How will ongoing development be resourced?

- **Technical challenges**
  - Accessibility
  - Media standards
Transmedia Learning for our Students

• TM approaches are learner-centred, self-paced, flexible.

• Creates an opportunity to harness the ‘collective intelligence’ of learners.

• Learners and content interact seamlessly across multiple platforms.

• The aim of our design is that each media element makes a distinct and valuable contribution to the whole.

• Engagement – creating opportunities for learner participation.

• The chance for learners to become emotionally involved as protagonists in their own story.

• TM enhances ubiquitous technologies, real-life experiences, and learner-focused pedagogies, making for profoundly productive and powerful learning experiences (Fleming, 2013).

• Helps to advance learner skills in digital and media literacy.
Any Questions?
References


Transmedia story world

• http://cerbopotenco.com/