

# ARE YOU ?

# [READY]

**TRANS  
MEDIA  
[READY]**

**WE ARE CREATIVITY BOOSTERS IN A THINK-AND-DO TANK**

**THIS IS YOUR FREE COACHING TOOL SAMPLE.**

**NOW consider yourself as :**

- 1. a transmedia #Fairy**
- 2. a transmedia #Alchemist**

**Within the 3 dimensions, you and/or your team can use the 7 Transmedia Families to create, develop and manage your project.**

- 1st dimension: Multiplatform Production**
- 2nd dimension: Social Media Marketing**
- 3rd dimension: Transmedia Storytelling**

**7 FAMILIES (July 2013)**

- ☆ The 7 Transmedia Families > <http://pinterest.com/TransmediaReady/>
- ☆ Press Kit & Guidelines > <http://tinyurl.com/6372yh2>
- ☆ Facebook Open Group > <http://www.facebook.com/groups/TransmediaReady02/>

## **COMMUNITIES FAMILY**

**Here we take into account users' needs, their habits and their expectations. Analysis of users' behavior is essential to the design, production and distribution phases. Careful integration both of user's knowledge and their use of content in creating an interactive experience will empower users to generate their own creative content.**

## **DESIGN FAMILY**

**A transmedia experience is meant to be lived, albeit virtually. It is not only the staging of the experience but the artistic direction that give life to the experience. Experience is content + form and when the members of this family translate the creator's vision into new or readapted content, they call on the artistic forms necessary to bridge the gap between imagination and reality.**

## **GAMEPLAY FAMILY**

**Here game mechanics, as well as the actual narrative and gameplay, are intricately linked to one another. Not only do game mechanics encourage and engender user interaction, but they also speak to the spirit of creation and engagement that makes the evolution of the project what it is.**

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## **MULTI-PLATFORMS aka 'MEDIAFORMS' FAMILY**

Diverse digital platforms and what we call 'mediaforms' can be integrated into transmedia experiences, their creation and production. Multi-platform usage encourages users to explore a range of digital territories. Some are easily accessible while others can transport the most jaded geek into a passionate transmedia storyworld. But technology still isn't the most important character.

## **PRODUCTION FAMILY**

Professionals from their respective organizations within the creative industries work hand-in-hand with collaborators and co-creators in the conceptualization, management, production and distribution of a transmedia project. In the production family we thus explore new modes and methods of collaborative work.

## **STORYWORLD FAMILY**

The Storyworld is the universe that emerges when the original story is enlarged. It is based on both a synopsis and a narrative framework, and it encompasses all the possibilities that can emerge in the narrative universe. The Storyworld provides the depth and richness of a transmedia creation and experience.

## **BUSINESS MODELS FAMILY**

Finding its roots in the creative industries, a transmedia project is by nature ad-hoc - it is meant to be reconfigured and reinvented across the spectrum of creators and users contributing to its development. Its greatest challenge is thus to accommodate diverse contributors in the hope of producing a project that promises not only sound financial returns but sustainable community relationships.

## **HOMEWORK AND SELF-COACHING**

- Putting aside budget restrictions, the need to please people, perfectionism and self-criticism... What do you really want to **CREATE – REALIZE - SELL ?**

**First, do it for yourself: write it down, date it & store it.**

- You know that there are many pathways to reach your 3 'Gift Goals'<sup>1</sup> within the 3 'dimensions' - what are they ? (Again, write, date and store. If you use digital storage, make sure you name your project appropriately).

- What contribution do you want to make in the wider sense? Do you have a social or political approach, an artistic talent, concept or technique to sell, or is the project a mix of several values that you care for?

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<sup>1</sup> See Tara Mohr 'Playing Big' program <http://www.taramohr.com>

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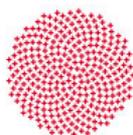
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- Which **ASSETS** are you **NOT** yet using?
- What **'EXPERTISE'** - skills and assets drawn from your personal life - is not being used?
- What important parts of your project, your organization or your storyworld are being neglected and need more attention or, indeed, more quality?
- What tools do you already use and do you use them well, well enough or very well? in addition, what other tools you would like to learn?
- What would it look like if all the ingredients mentioned above were developed in a transmedia production? Map them. Take each one, one at a time and stretch it to make a puzzle, like the mind mapping digital technic (you can use XMind free version). Make sure the pieces of the puzzle fit well together to form a truly coherent storyworld but also give rise to a feasible budget and business model.  
> **NOTE** that your story is taking place on each of these little pieces of the puzzle.
- Market your project. In your storyworld, what are the 3 main elements that you think will interest or indeed *intrigue* your audience ? Your audience may be 10-15 years old, 16-25 years, 25 to 45 or older; in fact, any and all ages.
- What is the shelf-life of your transmedia experience and so your project as a whole?
- Choose a **'Champion'** (aka the **'Joker'** in the next version of the 7 Transmedia Families card game) - someone whose work you really appreciate in your field or professional sector, and think about the 3 qualities that are most important to you in your professional position. How can you add those qualities to your project and practice?
- > Now take your notes and classify them according to each of the 7 Transmedia Families.  
> Map your assets and explore how your project can be improve.  
(We purposefully did *not* mention the issue of budgets in this instance;-)

**AND-JOY @KHenthusiasm is @TransmediaReady**

With the help of <http://englisheditions.wix.com/paris-editors>

**Email us:** [boosters@transmediaready.com](mailto:boosters@transmediaready.com)



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