

**Art Nomura, Production – School of Film and Television**  
**Jan. 18, 2013**  
**CTE – Teaching with Technology Day**  
**Transmedia and Mobile Media**

**Part I. Discussion of use of Mobile Media in Media Innovation, an elective course for all majors**

Students are immersed in an ocean of media. To watch/read, post, tweet, email is second nature to most college students. But despite their immersion as users, relatively few students embrace the opportunity to produce media centered on their own ideas.

Six years ago I started a class called Media Innovation that introduces creative students to the world of mobile media, video sharing sites like Youtube and Vimeo, and to instill the necessity of creating a presence on the web in the form of a blog and/or website.

I realized that cell phones with video cameras were becoming increasingly prevalent. As of September 2012, more than 50%, or 150 million Americans have smartphones that have video and still cameras features.

Production advantages over traditional media acquisition:

- Simplicity – point and shoot, easy download
- Ubiquity – cell phone shooting commonplace
- Extreme Portability – a few ounces, pocket-sized
- Encourages Spontaneity

Viewing advantages:

- View live anywhere there is a wireless signal
- Or
- Pre-record and view
- Easy access to supplementary information available through the web

Despite the popularity of these devices, few owners take advantage of the video capture function. In my Media Innovation class, students are required to shoot with their small format devices and to post the results on their own blog.

Here are two short examples of mobile media student work from my Media Innovation course that had a one-week \* production schedule from idea to finished video.

\*Note: the exception being Kyra's Cosplay documentary – 2 weeks

**Mobile Media Productions from the Media Innovation class (2008-2012)**

✓ = examples shown at CTE presentation

Via Appia (Art Video)

[http://www.youtube.com/watch?feature=player\\_embedded&v=dVj3syVNVj8](http://www.youtube.com/watch?feature=player_embedded&v=dVj3syVNVj8)

Kirk Williams – Spring 2008

"I've got to say that I was surprised at how well my first video turned out – and that I've gained new respect for my little camera buddy. Especially for a still camera, that is not bad quality video footage. I suppose my surprise stems from how

easy it was. Coming from regular film production classes I'm used to the mentality that a film is a huge deal and hassle to produce. Be it the pre-planning, the equipment, the actors or whatever. I'm not used to a little video being easy. For me that's half the battle. Now that I know how simple and fun these things are to put together, I'm very inspired to continue with these projects and hopefully will do so even after this class. The current plan is to create an ongoing video blog while I'm (hopefully) studying abroad in China next semester. And I honestly can't wait to do it."

Kyra – spring 2009

Cycles of Madness and Hope - remix, mashup (Art Video)

[http://www.youtube.com/watch?feature=player\\_embedded&v=IG9EmbFF-XA](http://www.youtube.com/watch?feature=player_embedded&v=IG9EmbFF-XA)

Kyra – spring 2009

Foxtail's Word on Cosplay (Documentary)

<http://vimeo.com/4381621#>

Kyra – spring 2009

✓ POV – Memoirs of a Saturday Morning (Personal Storytelling)

<http://vimeo.com/10042226#>

Ryan – Spring 2010

✓ Change (Change video)

[http://www.youtube.com/watch?feature=player\\_embedded&v=9sqOqqmMiJs](http://www.youtube.com/watch?feature=player_embedded&v=9sqOqqmMiJs)

Alec– Sp 2010

Apple eats apple (Art Video)

<http://vimeo.com/37949771>

Matt – Sp 2012

Matt Rice (Partner Portrait)

[http://www.youtube.com/watch?feature=player\\_embedded&v=TB1A50\\_8U-Q](http://www.youtube.com/watch?feature=player_embedded&v=TB1A50_8U-Q)

Mars – Sp 2012

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## **Part II. Transmedia and Transmedia storytelling**

A transmedia project uses multiple media to tell parts of a larger narrative – each part adding something to the overall understanding of the story (or *Storyworld*). Audience feedback, a product of social media, blogging, texting, twitter and so on is also an important part of Transmedia.

Once a Storyworld is decided upon production on various Transmedia platforms begins. These include, but are not limited to: webisodes, dynamic books, video and web games, mobile media, participatory social media (e.g., Facebook, Twitter, blogs), augmented reality, films, TV, anime, graphic novels, plays, flash mobs, etc.

Transmedia Production coursework can happen at LMU through an active collaboration between affected schools and department throughout the university. Potential participants include: Journalism, Creative Writing, Honors,

Multi-media, Design, Computer Science, Screenwriting, Theater Arts, Law, Animation, Recording Arts, Production, and others....

## **Transmedia Examples**

High budget:

1. Avatar

<http://www.avatarmovie.com/>

movie, video games, ipad game, toys, creating an avatar, about videos, immersive videos

Pandopedia: The Official Guide

<http://www.pandorapedia.com/>

2. Halo 4: Forward Unto Dawn

<http://www.youtube.com/channel/SWKQkItaILYCI>

web series that bridges Halo 3 and Halo 4 video games

3. Valemont University – MTV/Verizon – Valemont Commons

<http://www.mtv.com/shows/valemont/series.jhtml>

Branded entertainment, cable TV, webisode

lo budget

1. League of Steam (Steam punk zombie hunters)

<http://www.youtube.com/user/leagueofsteam>

live performance, costumes and props sales

## **not exactly transmedia, but....**

Greg and Donny discover video chat

<http://www.youtube.com/watch?v=kBWnS2RrgxM>

## **Helpful software**

Mpegstreamclip – free video conversion software

<http://www.squared5.com/>

## **Information on Transmedia and digital media in education**

Henry Jenkins, the American Guru of Transmedia

‘Confessions of an Aca-fan’ blog

<http://henryjenkins.org/>

A Learning Hub to help educators, parents, (and kids!) understand and use digital media

<http://www.cyberwise.org/>

Art’s website

<http://artnomura.com/>

