

## **Storytelling for multiple platforms: The Brief**

The Brief is intended to help you and your Team to make a start on scoping your Projects and in particular to give you some background and inspiration to help you with the first coursework submission: the Proposal. The details of this brief will be added to as the module progresses. It will be discussed in great detail as you prepare for the assignments.

### *The Brief*

Create an engaging story using multiple platforms that utilises the very latest potential in the following media technologies, social media, digital mapmaking, location detection and tracking, wayfinding, augmented and/or virtual reality.

### *Genre*

Please focus your story within one of the following areas or genres:

- Games and Entertainment
- Drama
- News and Current Affairs
- Tourism and Leisure

### *Multiple Platforms*

An important part of your response to the Brief will be your ability to plan and prototype a “Storytelling App” that uses multiple platforms. In your response to the Brief, consider the potential in the technologies listed in the statement above and how you might deploy, social media, GPS, Geocaching, streaming technologies, WiFi, iBeacon, mobile devices and comms, etc., and any other platforms or media technologies being discussed in the module

### *Locations*

This app needs to be located, either physically, virtually or in some combination of the two. We will be investigating some of the following spaces as the module progresses.

- The Bronte Parsonage Museum
- City Park
- Sunbridgewells
- Other (in discussion with tutors)

Your location can be anywhere that you choose. This location needs to be an integral part of the story.

Your app should engage a specific audience type and our suggestion is to work between 18 and 25 (the same as most of you).

Over the coming weeks your team will create a ‘prototype’. We are quite flexible as to the form this prototype takes. Your prototype will form an important part of the ‘Pitches’ (group presentations).

*Patrick Allen, January 2017*