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
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
In 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
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=9sqOqqmMls
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=TB1A5O_8U-Q
Mars – Sp 2012

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,
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/SWKQkTalILYCI
   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

Low 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/