<u>**Christy Dena – HANDOUT EXERCISE**</u>
<u>**"Designing Cross-Media Entertainment"**</u>

Exercise (30m) It is most likely you will not have the time to complete all of these tasks during this session. Nevertheless, I've listed a few here for your future reference, as they are important cross-media design issues that should be addressed. Complete at least task one though.

1. Cross-Media Content

Audit your property to see if any of the following five (5) types of cross-media content are not represented. For those not, brainstorm an example of each for your property. Consider the reasons why one of these should replace one you're already using.

> **a. Repurposing**: republishing the same content on each platform. Example: *Random Place*

> **b. Altering**: editing, redesigning or creating new content according to the affordances and constraints of each platform. Example: *24* TV series and mobisode


> **c. Adapting**: providing versions of your property in different formats and platforms. Example: *Lord of the Rings* film & videogame

d. Augmenting: providing additional, complementary or contradictory information in different platforms. Example: *The Matrix* anime, comics, websites and games…


e. Stretching: distributing the plot or game across platforms. Example: *The Second Shift* and *Homicide.com*
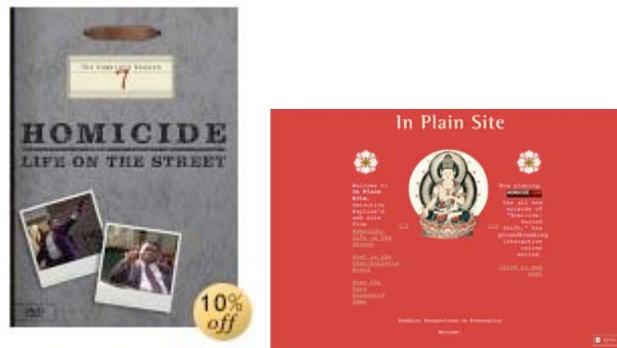
2. Choreography of Rollout: Order Release

Stagger the release of your components. Decide which component of your property audiences will be exposed to first and why. Consider what platform and genre each component will appeal to what audiences. Consider the frequency of delivery. Have you varied passive and interactive media? Example: *SMS Sugarman*.
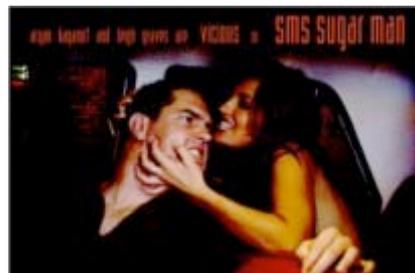
3. Cross-Media Navigation

Design compelling Call-to-Actions (CTAs) to move the audience to each component of your property. Ensure you include the following elements:

    a. **Primer**: prepare and motivate the audience to act;
    b. **Referral**: provide them with the instructions and means on how and when to act;
    c. **Reward**: acknowledge and recompense their action.

Example**:** Dove's *Campaign for Beauty*