Advice Report

Abstract

Studio Prism has teamed up with the Transmedia minor students from Tilburg to work on creating a transmedia experience for the Sprookjes Karavaan. Transmedia refers to the practice of telling a single story or exploring a single concept across multiple platforms or mediums, each contributing unique elements to the overall narrative or experience. These platforms can include but are not limited to, film, television, books, comics, video games, social media, immersive experiences, and live events. In transmedia storytelling, each medium or platform offers a different perspective or piece of the story, allowing audiences to engage with the narrative in various ways. This approach encourages active participation from the audience, who may need to piece together information from different sources to fully understand the story.

We want to make this experience specifically accessible to kids 6 to 12 in the suburbs of Arnhem. These suburbs are usually inhabited by the less fortunate and financially vulnerable people. The project's goals focus on engaging the community and enhancing it through various activities. The main emphasis is on getting everyone involved, making sure no one is left out, especially those who may not have a lot of money. By offering a wide range of activities like theater, art workshops, kids' events, and immersive experiences with Rijnie Rijn, the aim is to make sure everyone can enjoy and benefit from it. To make sure the event runs smoothly and is not easily damaged, efforts will be made to make it "hufterproof." The project is designed to accommodate large crowds, with the help of volunteers or by setting up easily. The decision to have the end product without dialogue or in Dutch or English shows a commitment to making it accessible and relevant to everyone. Using social media to share the location will make it even easier for people to join in and be part of the community.

Methodology

To Research what was necessary for our concept. We used the following methods:
- Interviews with organizations with the same target group
- Interviews with AI generated children

Current Situation Analysis

Strengths

- Hands-on play for children
- Simple but engaging
- Interactive storytelling
- Instructions
- Constant positive feedback
- Option to tailor to age/skill level and interests
- Souvenirs / Remembrances
- Props and attributes
- (Trans) Media & Technology
- Option to set up and take down easily

Weaknesses

- Budgetary Requirements
- Actors / Guidance
- Behavior of participants

Opportunities

Potential opportunities that could be included are:

- Using just a screen without green screen
- Using more technology, like body tracking or eye movement tracking
- Including artists art instead of AI art
- Using sound effects
- More props and costumes

Threats

There are no major external threats for this project. Budgetary requirements and technological faults are the biggest threats that could happen when setting up this game.
During the Game it could be hard to keep participants in check if something would happen or someone would be acting up.

Advice and

Recommendations

Overview

The concept we as Studio Prism came up with is a great example of how we made all those points possible within transmedia design. Children begin by immersing themselves in an exciting digital narrative. Then, they transition to engaging in hands-on activities. This captivates their interest and involvement. However, despite utilizing impressive technology such as green screens and digital backgrounds, they also prioritize activities that don't involve screens. This enhances the enjoyment of the experience. The key lies in striking a harmonious balance with technology usage. This enables kids to comprehend what's happening while having a blast. Throughout the story, children are given the opportunity to make choices. This empowers them to create their own unique narrative within the overarching one. They also have access to various props, which adds a personal touch to the experience. Consequently, each child can tailor the activity to their preferences and interests. Following the activity, each child could receive a video featuring themselves as part of the story. This video serves as a souvenir which would make children more motivated to participate according to the research, we gathered at the Ontdek Fabriek. Moreover, the activity is designed to be enjoyable for kids of different ages and skill levels. This ensures that everyone can participate and have a wonderful time. It fosters a sense of belonging and inclusion within the story adventure. The entire concept revolves around creating a fun and engaging experience for children. They commence by watching a story unfold on a screen, but then they actively participate and take charge. Despite the involvement of impressive technology, the focus isn't solely on screens. Kids are encouraged to unleash their imagination and make decisions. They also have the opportunity to utilize props and shape the narrative according to their own vision. Ultimately, they receive a video that serves as a lasting memory of the joy they experienced. Additionally, the activity is designed to be inclusive, catering to individuals of all ages and abilities. The ultimate goal is to make children feel like they are part of something thrilling and extraordinary.

Specific Recommendations

- **Technology Stack**: Using body tracking if technology and budget allows. Or using just a screen without green screen or camera.
- **Security**: For this specific project using some actors in costume that fit the story to keep an eye on participants so this would make it vandalproof.

- **User Experience**: By adding more props and costumes, the participants could immerse themselves more in the story. This would also work with sound effects.

- **Budget and Financing**:

List for materials

Full experience (most expensive):
-green screen
- camera
- Laptop
- Actor
- Cables to connect to laptop
- Screen to show it to the children

Half Experience (reasonably priced):
- Projector
- Laptop
- Actor
- White wall/White rug

Scavanger hunt experience (cheapest):
- Printed out paper with the choices
- Actor per printed paper
- Multiple areas (shopping center)Implementation Plan

Conclusion

In conclusion, Studio Prism's transmedia experience for the Sprookjes Karavaan is a fun and inclusive project designed for kids aged 6 to 12 in Arnhem's suburbs. It mixes technology with fun, hands-on activities to get everyone involved, no matter their financial situation. The use of props, costumes, and personal story choices makes the experience even more exciting. The recommendations on technology, safety, and budget are useful for making the experience in the future an even greater success. Overall, it’s a great way to bring the community together and give kids a immersive and memorable experience.