

## **Production of Digital Projects – Fall 2018**

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### **Final Exam Instructions**

#### **TRANSMEDIA PRODUCTION BIBLE (November 25<sup>th</sup>)**

- ▶ Each group will develop a transmedia bible, describing the project;
- ▶ Use the Transmedia Production Bible Template by Gary Hayes as a guide;
- ▶ Follow (necessarily) the structure:
  - Treatment (logline, synopsis, plot, etc)
  - Functional Specification (platforms, user journey, timeline, etc)
  - Design Specification (design aesthetics, mood board, etc)
  - Technology Specification (technology involved, devices, etc)
  - Business & Marketing (target audience, business models, etc)
- ▶ Include visuals when appropriate (images, graphs, links, etc.);
- ▶ You probably don't have yet all the information necessary to write a complete transmedia bible, but you should write content for each of the items specified above. So, do the best you can at this stage of the project development;
- ▶ There is no maximum number of pages, but the minimum is 20 pages;
- ▶ Deadline to deliver the transmedia production bible is on Sunday, November 25, 2018, by sending a .pdf file to [renira.gambarato@ju.se](mailto:renira.gambarato@ju.se).