

TRANSMEDIALES ERZÄHLEN / TRANSMEDIA NARRATION MD 22A

WM-MVS 2025
Transmedia Narration
/ Transmediales Erzählen
6. Semester

Paul Brenner

Seminar Website:
www.hypermedia.design

Briefing:

Topic: "Form follows Format"

Large international platform companies exert significant influence over media formats. They define the medium itself - its size, duration, resolution, and visual or color spaces - as well as the narratives communicated through it. Algorithms pre-sort, recommend, and boost the visibility of specific formats based on statistical user data. As a result, this development sidelines other types of content and formats that are less likely to achieve high success rates or generate many clicks.

The statement "Form follows format" is meant to challenge these developments. It's an ironic phrase, one that may hold some truth, yet also invites critical reflection. How can transmedia be used to develop new forms of narration and storytelling? And how can media design be applied to communicate ideas, stories, and facts in ways that are precise, accurate, emotionally engaging, or even abstract?

Guidance/suggested phases of the project:

1. Development of a story/storytelling with the topic of "Form follows Format". This can be a everyday situation, a thought, an abstract thought, an image, algorithm or a successful or failed use case.

2. Implementation of the idea in a transmedia workflow. Think about colour, contrast, type, composition and layout, photography, collage, animation, sound, interaction, live action footage. Use the skills gained for different types of media in your career as a media designer.

3. How can transmedia principles elevate and support your idea?

Duration:

Free, depending on idea
(10 – 25 seconds is enough, ∞ is allowed)

Format:

Any format, quicktime film, mp4 or similar
(2D animation, 3D animation, moving type, digital-analog, stop motion, interactive, real-time...
...less than 200MB)

Deadline:

End of June 2025 (TBC), Server DHBW
Marktstraße 13 – 15, Ravensburg

Documentation:

Documentation PDF Format including:

1. Quick description / Logline / Synopsis in English.
2. "Work in Progress" Files. Screenshots, sketches, drafts, moodboards, references, etc.

Literature/Input/Inspiration:

Aristotle, A., 1968. The complete works: Poetics (c. 335 BCE). Cambridge, MA: Harvard University Press.
ISBN-10 : 0415253977

Bazdyrieva, A., Dhaliwal, R.S., Downey, A., FRAUD (Artist duo), Lee, C., Parikka, J. and Tripaldi, L., 2023. A short incomplete history of technologies that scale. Ljubljana: Aksioma-Institute for Contemporary Art.
ISBN 978-1-786-63550-1

Bridle, J., 2018. New dark age: Technology and the end of the future. London: Verso Books.
ISBN: 9781786635501.

Breithaupt, F., 2022. Das narrative Gehirn: Was unsere Neuronen erzählen. Berlin: Suhrkamp Verlag.

Gordon, W.J.J., 1961. Syntectics: The development of creative capacity. New York: Harper and Row, Publishers.

Koschorke, A., 2018. Fact and fiction: Elements of a general theory of narrative. Berlin: De Gruyter.

McLuhan, M., 1964. Understanding media. Canada: ISBN-10: 0415253977.

Nichols, B., 1991. Representing reality. Bloomington, Indiana: Indiana University Press.

Random House, 1979. The Random House dictionary of the English language. New York: Random House.
LCCN: 74-129225.

Reichle, F., 2008. Strategien der Authentizität im aktuellen Dokumentarfilm. Zurich: ZHdK.

Yates, L., 2024. Introducing platform politics. In: Platform politics, pp.1–13. Bristol: Bristol University Press.