TRANSMEDIALES ERZÄHLEN / TRANSMEDIA NARRATION MD 24A

WM-MVS 2026
Transmedial Narration
/ Transmediales Erzählen
5. Semester

Paul Brenner

Seminar Website:
www.hypermedia.design

Briefing:

Topic:
We are from here
A common identity

Who gets to tell the story of a place? Whos' histories are remembered, and whose remain invisible?

The Lake Constance region is shaped by migration. People have arrived from different countries and cultural backgrounds, bringing their stories, experiences, languages, traditions and perspectives ever since. Their contributions are part of the region's social, cultural and economic situation. Yet many of these stories remain absent from public narratives and representations of local identity.

We Are From Here explores the visibility of migrant histories and stories in the Lake Constance region.

The project challenges the idea of a singular, established regional identity. Instead, it proposes a more inclusive understanding of belonging shaped by multiple histories, voices and cultural influences.

It invites you to develop and design a visual identity for diverse society within the region of Lake Constance.

Your approach can be documentary, experimental, poetic, critical or speculative. It can reveal forgotten histories, challenge stereotypes, question existing representations or imagine new forms of collective identity. Utilise the power of transmedia to create an immersive, impressive, visual identity to represent a new narrative.

Guidance/suggested phases of the project phase:

Possible starting points
– Personal stories
– Family histories, memories, intergenerational experiences.
– Relationship between cultural heritage and local identity.
– Invisible contributions to the social, cultural and economic life of a region.
– Language, traditions, rituals, objects and symbols carried across generations.
– Experiences of exclusion, recognition, belonging and identity.

Your narrative can be based on real situations, interviews, archival research, personal experiences, abstract ideas or speculative scenarios.

Possible Methods
Explore a transmedia workflow. Utilise and combine different media like graphic design, animation, typography, photography, collage, sound, interaction or live-action footage.

Experiment with
– Symbols and visual metaphors for belonging, identity and diversity.
– Archival stories, found objects and personal documents.

Transmedia
Each medium should contribute a different perspective or layer to the overall experience.

Duration:
Free, depending on idea,
5 — 10 seconds is enough, ∞ is allowed (loop, interactive)

Format:
Final Project
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 Jun. 2026 (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.

Input/Inspiration:

The Politics of Design, Hrsg. Ruben Pater, 2016
ISBN 978-90-6369-422-7

Friedrich von Borries - Weltentwerfen, Eine politische Designtheorie, 2016, Suhrkamp, ISBN 978-3-518-12734-6

Larry Achiampong – Panafrican Flags for the Relic Travellers' Alliance, London, 2017

Guillaume & Jonathan Alric, The Blaze – Territory, Paris, 2017