TRANSMEDIALES ERZÄHLEN / TRANSMEDIA NARRATION MD 21A

Briefing:

"PERCEPTION PROCESSING UNIT"

1. Come up with an idea somehow related to the topic "PERCEPTION PROCESSING UNIT". This can be a everyday situation, a thought, an abstract thought, an image, algorithm or a successful or failed use case.

2. Implement your 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 — Handbrake)

Deadline:
2023 (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:

Marshall McLuhan: Understanding Media, Canada, 1964
ISBN-10 : 0415253977

T. H. Nelson, August 1965, Vassar College, Poughkeepsie, N.Y: Complex information processing: a file structure for the complex, the changing and the indeterminate
URL: https://dl.acm.org/doi/pdf/10.1145/800197.806036

HistoryofInformation.com: Ted Nelson Coins the Terms Hypertext, Hypermedia, and Hyperlink
URL: https://www.historyofinformation.com/detail.php?id=830

Leon A. Gatys, Alexander S. Ecker, Matthias Bethge: A Neural Algorithm of Artistic Style, Centre for Integrative Neuroscience and Institute of Theoretical Physics, University of Tübingen, Germany, 2015
URL: https://arxiv.org/abs/1508.06576 (17 Jan 2021)

Marcus du Sautoy:
The Creativity Code: How AI Is Learning to Write, Paint and Think
Belknap Press, 2019, ISBN 9780674988132

Bernard Marr: Can Machines And Artificial Intelligence Be Creative?
FORBES, 2020
URL: https://www.forbes.com/sites/bernardmarr/2020/02/28/can-machines-and-artificial-intelligence-be-creative (17 Jan 2021)

Bridle, James: New Dark Age : Technology and the End of the Future.
London: Verso Books, 2018. ISBN 978-1-786-63550-1

Synectics:
Gordon, William J.J. Synectics: The Development of
Creative Capacity. (New York: Harper and row, Publishers, 1961)