

TRANSMEDIALES ERZÄHLEN / TRANSMEDIA NARRATION MD 23A

WM-MVS 2025
Transmedial Narration
/ Transmediales Erzählen
5. Semester

Paul Brenner

Seminar Website:
www.hypermedia.design

Briefing:

Topic: **“Predict Me Harder!”**

We live inside feedback loops. Every click, like, pause, or scroll teaches the machine who we are, or who it thinks we should become. “Predict Me Harder” can examine the cultural, aesthetic, societal or psychological implications of predictive systems: how personalisation flirts with coercion, how algorithms seduce us by faking intimacy, and how prediction becomes a form of surveillance or an economic tool to measure human desire.

The title plays with the language of need and addiction (“Harder”) and control (“Predict”), hinting at erotic yet exploitative undertones of algorithmic power. It can question our desire to feed machines with our personal data. But it can also raise positive or critical questions related to the promise of machines and algorithms to know us better than we know ourselves.

Guidance/suggested phases of the project:

1. Development of a story/storytelling with the topic of “Predict Me Harder”. This can be a everyday situation, a thought, an abstract idea, an image, algorithm or a successful or failed use case.

2. Implementation of the idea as a concept sketch or in an RnD/experimentation framework.
Considering 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,
5 — 10 seconds is enough, ∞ is allowed (loop, interactive)

Format:

Concept Sketch, RnD,
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 Dec. 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

Hito Steyerl – How Not to Be Seen (2013, video essay)

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

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.