

# TRANSMEDIALES ERZÄHLEN / TRANSMEDIA NARRATION MD 23A

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

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Seminar Website:  
[www.hypermedia.design](http://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 phase 2:

## Phase 2: From Concept Sketch to Transmedia Output

### 1. Develop the Story / Narrative

Expand the storytelling behind Predict Me Harder by exploring prediction systems, algorithms, digital identity, or everyday interactions with Technology. This can take the form of a real situation, abstract idea, thought experiment, or successful/failed use case.

### 2. Develop the Concept into a Final Outcome

Using the concept sketch as a foundation, further develop the project through experimentation and production. Consider a transmedia workflow and explore media such as graphic design, animation, photography, collage, sound, interaction, or live action footage. Focus on colour, contrast, typography, composition, layout, and overall visual consistency.

### 3. Apply Transmedia Principles

Explore how transmedia storytelling can support and elevate the project by extending the narrative across multiple platforms or formats. 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.

## 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.