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April 1, 2016

Comparative Technology Proposal

Project Description:

My propose is to develop a website for the series Transmedia storytelling productions, The *Les Miserable*. The website will serve as a place for consumers to interact the story via multiple media. I would like the website to serve not only for engagement, but as well the hub of information includes: the original book, the adapted film by universal studio, the original soundtrack, past and coming plays.

Project Goals:

The project will play as my output for my capstone project, which explores and documents commercial theater productions that are narrating their stories via transmedia storytelling. The goal is to set a model for media producers who will seek to incorporate multiple media.

Strategies/ Tactics:

- Look at other transmedia productions including plays and films.
- Look at Broadway official website, see how they engage with audiences and program coming plays.
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Evaluation Standards:

- Can information be linked and transformed easily?
- Can information motivate audiences to experience other or multiple mediums?

Project Timeline:

Week2: Submit proposal, resume looking for a suitable platform to play with

Week3: Begin looking into other transmedia relevant website and explore at least three websites to reference.

Week4: Create a list of information included in the website, finalize the platform for the project.

Week 5: Begin develop the website, stretch with design or finalize a template.

Week 6: Keep adding written content in the website, keep developing design.

Week 7: Compare the project with the three reference websites.

Week 8: Continue to develop pages and information.

Week 9: Finalize all the works and evaluation.

Week 10: Present to class, gathering feedback and collaborate the work to my capstone research.