**Transmedia Storytelling: An Examination of New Forms of Content Delivery and Narrative Development in the Digital Age**

**THESIS**

**Submitted in Partial Fulfillment of**

**the Requirements for**

**the Degree of**

**MASTER OF SCIENCE (Integrated Digital Media)**

**at the**

**POLYTECHNIC INSTITUTE OF NEW YORK UNIVERSITY**

**by**

**John Patrick Harrington**

**May 2014**

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# Vita

## ABSTRACT

**Transmedia Storytelling: An Examination of New Forms of Content Delivery and Narrative Development in the Digital Age**

**by**

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**Advisor: Prof. Brian MacMillan, MS**

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# Background

## Introduction

## Statement of Purpose

## Inspiration

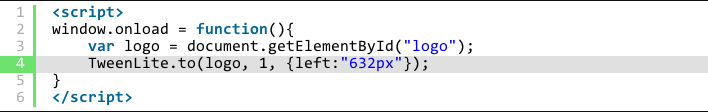
## Research Overview

# Methods and Techniques

## Technology Overview

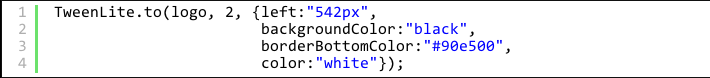
## Visual: jQuery Plug-Ins and Scrolling Triggers

seen in **Figure 1**.



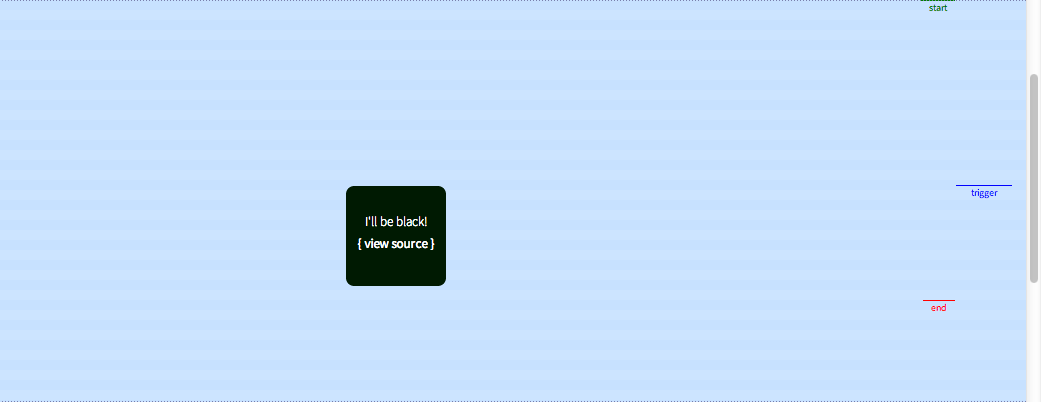
**Figure 1**: TweenLite basic syntax

as seen in **Figure 2**.



**Figure 2**: TweenLite adding multiple parameters in one tween

[**Figure 3**].



**Figure 3**: ScrollMagic debugging and logging interface

## Visual: Augmented Reality

# Outcomes and Conclusions

## What Worked

## What Did Not Work

## Options For Expansion

## Conclusions

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Ben-Shaul, Nitzan. "Can Narrative Films Go Interactive?" New Cinemas: Journal of Contemporary Film 2.3 (2004): 149-162.

Briceno, Catalina. "Are We Done With Transmedia Yet?" 6 February 2014. Canada Media Fund. 10 February 2014 <http://www.cmf-fmc.ca/about-cmf/industry-research/trendscape-blog/are-we-done-with-transmedia-yet/204/>.