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MEDST241
3/27/25

Midterm Proposal

The Rise of Immersive Experiences in Entertainment

Project Overview

For my midterm project, I will explore the growing influence of immersive experiences in entertainment, focusing on how artists, brands, and production companies create engaging, multi-sensory environments for audiences. My video will highlight different types of immersive experiences, including music-based activations, interactive art installations, and branded pop-ups, while also providing insight into the creative and technical teams behind them.

Objective

This project aims to:

- Define immersive experiences and their role in modern entertainment.
- Showcase real-world examples, including *The Weeknd's Hurry Up Tomorrow* immersive album release experience.
- Highlight key production companies and creators involved in designing these experiences.
- Analyze how immersive experiences enhance audience engagement and storytelling.
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Content & Structure

The video will be structured into four key sections:

1. **Introduction – What Are Immersive Experiences?**
 - Brief definition and their rise in popularity.
 - How they're used in music, art, and marketing.
2. **Examples of Immersive Experiences**
 - *The Weeknd's Hurry Up Tomorrow* experience (using my footage).
 - Art/tech-based installations like TeamLab and Meow Wolf.
 - Branded immersive pop-ups by companies like Nike or Louis Vuitton.

3. **Behind the Scenes – Who Creates These Experiences?**

- The role of companies like **NPC Media**, **Moment Factory**, and **HERO** (the venue I visited).
- How designers, producers, and tech teams build immersive spaces.

4. **Conclusion – The Future of Immersive Entertainment**

- Why these experiences are becoming more common.
- Their impact on music, branding, and audience engagement.
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Editing Approach

- **Visuals:** A mix of my own footage from *Hurry Up Tomorrow*, stock video, and images of other immersive experiences.
- **Text & Graphics:** Motion graphics and overlays to enhance key points.
- **Voiceover or On-Screen Text:** To provide context and guide the viewer.
- **Transitions & Effects:** Smooth edits that reflect the immersive, futuristic aesthetic of these experiences.
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Expected Outcome

By the end of the project, I want to present an engaging and informative video that not only showcases the experience I attended but also connects it to a larger trend in entertainment and marketing. This approach allows me to go beyond just a personal recap and instead provide an analysis that reflects the creative and technical aspects of immersive media.