



# WHAT IS A WEB SERIES?

- SERIES OF EPISODIC VIDEOS
- CAN BE SCRIPTED OR NON-SCRIPTED
- RELEASED ON THE INTERNET
- ALSO KNOWN AS A 'WEBISODE'
- MANY PLATFORMS ARE USED TO VIEW WEB SERIES
- WEB SERIES BECAME POPULAR IN THE EARLY 2000s
- ORIGINALLY DEVELOPED IN THE LATE 1990s

# WEB SERIES RESEARCH

- NO SUCH THING AS A 'TYPICAL' WEB SERIES
- WEB SERIES FEATURED ON: NETFLIX, IPLAYER, YOUTUBE
- MANY GENRES: COMEDY, ANIMATED, DRAMA, ETC.



Therapy with no patience.



# MY OWN IDEA

- THRILLER/HORROR GENRE
- PILOT EPISODE: SHOWN A VIDEO OF SOMEONE IN A COSTUME COMMITTING MURDER
- MANY CHARACTERS TO GUESS FROM, ALL HAVE MOTIVE, BUT ONLY ONE IS THE KILLER
- SHOWN ON NETFLIX
- INFLUENCED BY: SCREAM



A killer new series from the creators of  
**GLEE** and **AMERICAN HORROR STORY**



# SLASHER THRILLER GENRE

- SUB-GENRE OF HORROR
- USUALLY INVOLVES SERIAL KILLER
- MAINLY USED FOR FILMS, BUT NOW COMMONLY USED FOR SERIES
- EXAMPLES: CHILD'S PLAY, FRIDAY THE 13TH, TEXAS CHAINSAW MASSACRE

THE PILOT WILL NOT SHOW THE IDENTITY OF THE KILLER, BUT WILL GIVE HINTS, AND MORE HINTS CAN BE FOUND USING TRANSMEDIA STRATEGIES.

THE KILLER



# HOW WILL I ACHIEVE THIS?

## TRANSMEDIA STRATEGIES:

- USE A RASPBERRY PI TWITTER BOT TO TWEET CLUES
- DOWNLOAD AN APP TO WATCH A LIVE STREAM
- HAVE THE AUDIENCE VOTE VIA TEXT TO DETERMINE OUTCOME
- USE SOCIAL MEDIA TO POST THE LOCATION OF QR CODES TO GIVE CLUES AND SNEAK PEEKS TO THE NEXT EPISODE