

## THE DOSSIER

## SECTION A

## Group Details

NAME: Maria Nicolas PROJECT TITLE: Travel Guide GROUP: 3	GROUP MEMBERS:  Maria, Ivan and Imogen
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## SECTION B

## Brief Outline of the Project

As a group, we had a few different ideas towards what we wanted to do for this project. Towards the end of sharing ideas with each other, we decided to go for Imogen's idea which was a Travel Guide. We then started to think what kind of transmedia would we need to do in order to meet the target of this project. On this project, we have been assigned three different jobs which are creating a Web app, a TV Show and a Mobile app. Maria was assigned to do the TV Show which consists of planning, filming and editing videos. Within planning the TV show we had to share ideas on what to include in the show, which cameras to use, what's going to be in the video, whether to have a voice over or just text in the videos also figuring out how will we create transmedia and link the other aspects of the project together. On the other hand, Imogen was assigned with creating the Web App. She used a software called Muse to create a template of the website. She has also used Atom and coded the sign in page using PHP. Though we're all doing completely different things we discussed to create a style guide so the project would be cohesive. Ivan on the other hand, created the mobile app for this project which displays videos and travel guides and tips. He has created an easy and accessible navigation menu to make things easier for our audience in which was inspired from the mobile app called Instagram. Ivan has used a variety of codes such as HTML, CSS, Javascript and JQuery to successfully assemble an app. For our live broadcast we are planning to film a pre-recorded interview with people who travel quite often and ask them a variety of questions that will provide useful information towards our users.

## SECTION C

## Key Influences / Market Research

Henry Jenkins defines transmedia as an embody of integration of entertainment within a variety of media platforms. Transmedia indicates the economy side of the combination of media or what the industry observers refers to as "synergy". Transmedia are not based on the individual characters of a certain TV show or film but the fictional world that the producers have created which supports various interrelated characters and their stories. Our project may not be story based but transmedia still applies as we are influenced by multiple interconnected convergences which includes; technological convergence, digital convergence, media convergence and cultural convergence. On the other hand, our videos were influenced by famous YouTubers such as Fun for Louis, Ben Brown, Steve Booker and Same Evans. I was influenced by their videos as they looked very professional on the level that it doesn't look too over well done. They have also influenced our videos as they use camera angles and compositions that fit well with the genre. Our

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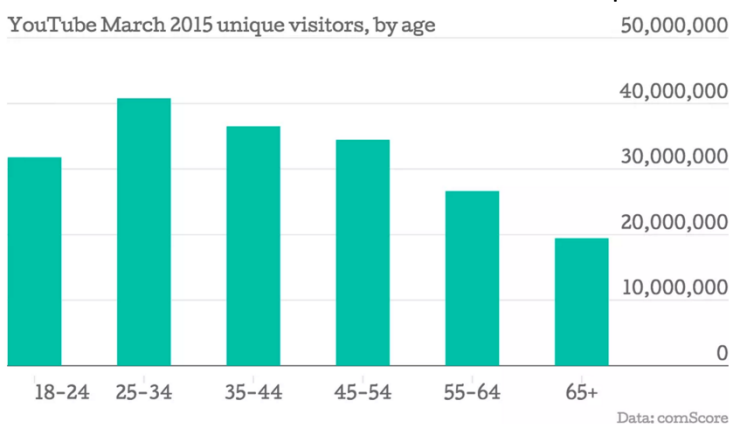
website and mobile app are influenced by Trip Advisor and Cereal Magazine as they provide useful and knowledgeable information about a variety of destinations across the globe. Cereal Magazine influenced us with its contexts, minimalistic layout and aesthetic photographs.

## Originality:

Though there are a few companies that may have produced the same contexts that we have created, we still used our own individuality and creativity within creating the videos, designing posters, websites and the mobile app. Within the videos that I have edited, not many travel guide websites have the same vibe as the way I have created the videos. I wanted my videos to not look like a usual travel video, as YouTube is one of the biggest video platform in the internet, I searched around the website seeking for some inspirations but at the same time include my own ideas and creativity. Most of travel guides in the internet are colourful and has a lot going on within ones perspective. As a group we have decided to stay minimal so that our videos, website, and mobile app will look simple, professional, clean and minimalistic. I think we have contributed new something to the genre with how simple and easy it is to use and how we stuck with minimalistic views in comparison to modern travel guides in the internet.

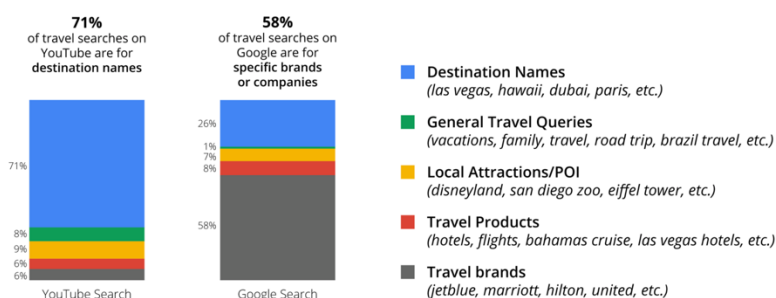
## Audience Research User Centered Design.

Towards the audience research I have looked up statistics online:



The graph above shows which age group visits YouTube more often which gives us an idea of what age group we are targeting.

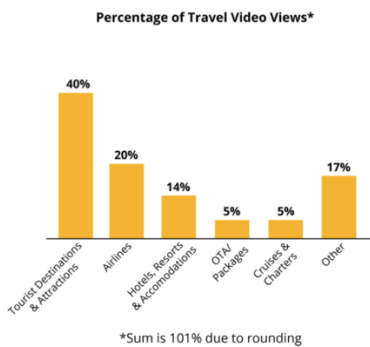
## Top 1,000 Travel Queries



Source: Google Data, March 2013–March 2014, Search Query Volume, United States.

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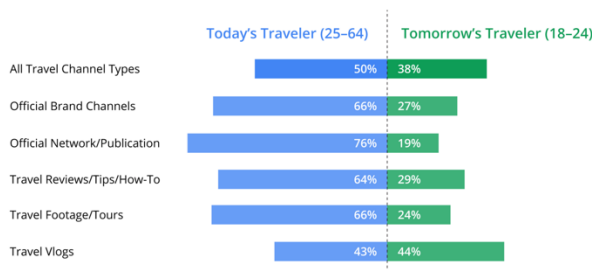
This graph explains what is the most searched query on YouTube. This helps us indicate what we should include in our videos, app and website.



Source: YouTube Data, 2012 and 2013, United States.

The graph above shows what people are actually interested on viewing, this again helps us determine what content to compose in our video. As most of the numbers go towards tourists destinations and attractions we have decided include a lot of those in our travel videos since that is what our audience are interested in.

Travel Channel Subscribers by Age Group



Source: YouTube Data, March 2014, United States.

This graph shows what a certain age group views on a YouTubers channel, specifically travel vloggers. However, some of these viewers are not after the travel videos as 3 in 4 watches the videos which are related to their interests, hobbies or a particular topic. In conclusion, upon searching all these statistics on the most popular video platform in the internet, it has given us an idea who our target audience are and it also helped within creating a user persona.

("Travel Content Takes Off On Youtube")

## Group Work Processes

Being in a group means communicating and sharing ideas with each other. Collective intelligence is an important aspect of being in a group as collaborative work, collective efforts and intelligent ideas would bring successful projects. As a group we have communicated using Slack and group messaging on Facebook, we usually use slack to share what we have done individually, screenshots of the process within creating videos, website, the mobile app and other transmedia that we are making within this project. On the other hand, we use Facebook for updating each other with our work, how were getting on and arranging meet ups during non-school hours. We have also done a few ideation methods as a group by making a mood board, brainstorming ideas, group discussions and collective thoughts to help us as a group. Overall, I think we have worked well as a group as we consistently communicated and made decisions as a group and not only by one person.

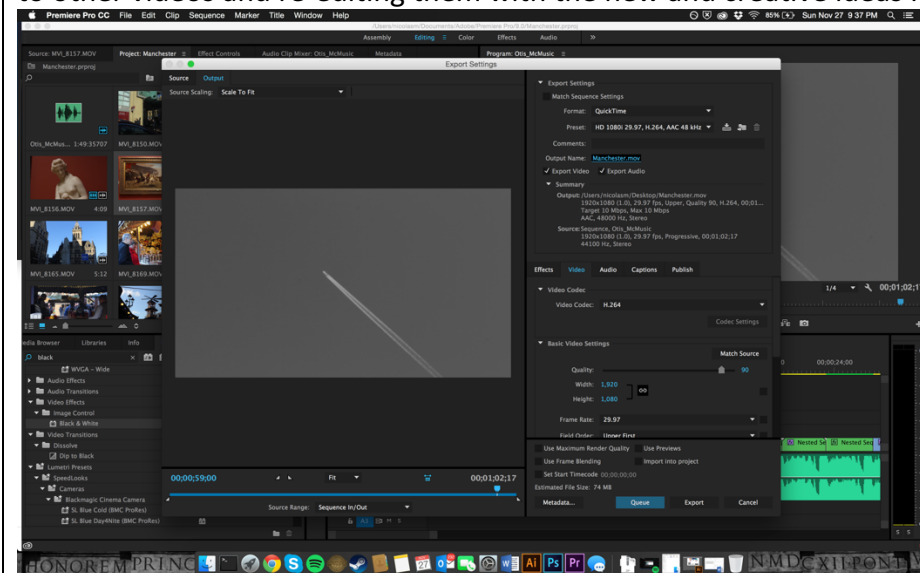
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## Personal Contribution (Assigned Project Role) and Learning

On the duration of this project, I consistently watched video tutorials on YouTube and Lynda to inspire myself and to also help me with the editing techniques that I have no knowledge of. I have also watched a few travel videos to see what aspects to include in the travel vlog. In addition, since the people who are assigned to film and edit the video have to learn the code on both the Web App and the Mobile App I found the sessions with Dan and Nav helpful as it gives me more knowledge on what Ivan and Imogen are doing. Both of my group mates has also helped me learn more about PHP and HTML by showing me notes that they have done. Even though I've already learnt some HTML after creating a website during our first year, I was still lacking of knowledge in some parts of the code, however, Dan, Nav and my group mates helped me gain more comprehension with the codes.

## Personal Contribution (Transmedia Artefact)

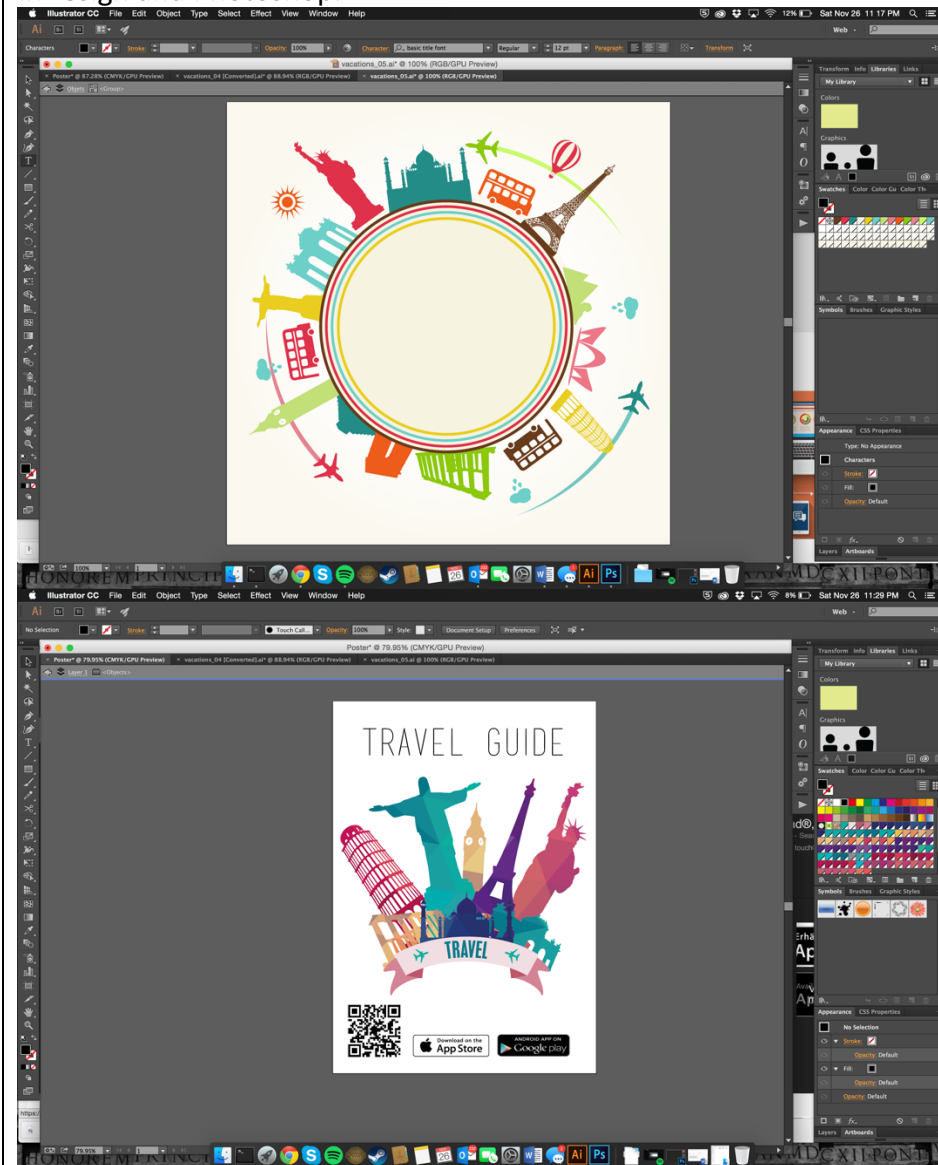
In this project I am the TV Show Production Manager, my job was to use my creativity on filming and editing the videos. At the start of this project, as we collaborate our ideas together for what forms of transmedia we can produce that connects with the idea. I created a visual diagram on a white board writing all of the ideas we had in mind. I have filmed videos in the city of Venice, London, Birmingham, Manchester and a skiing video from La Clusaz, France. Below, I have provided some screenshots of the editing I've done using Adobe Premiere Pro. Upon attending Beck's Friday workshop session a few times, I have discovered a lot of new techniques that you can do with Premiere Pro, from editing the first video I have noticed that I got more and more creative as I edit in a consistent manner. I found myself going back to other videos and re-editing them with the new and creative ideas I've thought of.



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The photo below also shows that I have also created a poster and a logo for our project using Adobe InDesign and Photoshop.



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## Revenue Stream and/or Social Value.

Henry Jenkins's view of transmedia first occurred when he analysed the film *The Matrix*. He defined it as 'a process where integral elements of a fiction gets dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience'. The main aim is to get the audience to interact with the story in a way where they would find new elements, easter eggs, further character development and backstories. In today's movie industry every film is finished and marketed with a form of transmedia to contain social engagement. With our project we have made an impact towards the interaction with the audience using a variety of transmedia artefact for users to have access in different platforms using their available interface. We have also published some marketing strategies such as making a poster where it includes a QRcode, and a logo where iPhone and Android users can download through their app store in their phone. (Bourdaa 2014)

## "Someday Maybe" Features, Future Plans.

I think it would be even better if I had more time to film in the cities I've visited such as London and Manchester as I feel like the filming that I have done is rushed and didn't really have time to be more creative. I also feel like I didn't have enough footage for some popular tourist spots in the city. If I ever work on a project like this I think it would be perfect if it was planned for a whole day, though it couldn't be helped as I was only filming in some cities due to university excursions and only had a limited of time to go around the city. With the app and the website, I think it would be better if we had done more advance stuff such as booking flights, hotels and car rentals on the website to make it very accessible towards the audience. And I think it would be a lot better if we had done blog posts about the cities and not just pictures and videos with a little bit of caption/text along with it.

## Conclusion

In conclusion our group has applied good work ethic throughout the whole process of creating these transmedia artefacts. We have successfully worked as a group using strong communication skills using Slack and Facebook group chat, we have also worked as a group during non-school hours such as meeting up in the library to discuss new ideas. We have broadened our ideas by using ideation process such as mood boards and mind maps. Within creating a user persona searching statistics on the internet has really helped us identify our target audience. I think this project has really improved my knowledge in the codes that we had to use to make the app and the website. I also found myself being more creative using cameras and editing software as I keep creating content for our website. Within this module I have learned how important transmedia is in the media industry and how it helps within marketing and social engagement. On the duration of this project I have learned many things that I would do in the future to avoid any negative impacts. Overall this project has created a broad parameters of media elements to produce a strong transmedia presence.

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## APPENDICIES

APPENDIX MATERIAL TO BE APPENDED AFTER THIS PAGE AND LABELED AND REFERED TO AS APPENDIX A, APPENDIX B, APPENDIX C ETC

## REFERENCES

At Coventry University, the citation format used for documenting the sources students use in academic assignments is [The Coventry University Guide to Referencing in Harvard Style](http://www.coventry.ac.uk/study-at-coventry/student-support/academic-support/centre-for-academic-writing/support-for-students/academic-writing-resources/cu-harvard-reference-style-guide/). This is a simple system which is used internationally by scholars and researchers. The lecturing team at the Centre for Academic Writing (CAW) have customised the various versions of this referencing style into one user-friendly guide for use by students and staff at Coventry. The guide also contains a **glossary of key terms used in referencing**.

<http://www.coventry.ac.uk/study-at-coventry/student-support/academic-support/centre-for-academic-writing/support-for-students/academic-writing-resources/cu-harvard-reference-style-guide/>

THESE SHOULD BE PLACED AT THE END AS THE FINAL SECTION OF THE DOSSIER

## REFERENCES

## BOOKS

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## JOURNALS

Bourdaa, Melanie. "This Is Not Marketing. This Is HBO: Branding HBO with Transmedia Storytelling," April 4, 2014. file:///Users/beddoei/Downloads/328-1-434-1-10-20140404%20(1).pdf.

## MEDIA (TV, FILMS, INTERNET etc.)

"Travel Content Takes Off On Youtube". *Think with Google*. N.p., 2016. Web. 28 Nov. 2016.

Jenkins, Henry. "Transmedia Storytelling And Entertainment: A New Syllabus". *Henryjenkins.org*. N.p., 2016. Web. 28 Nov. 2016.

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