



Guide to 360in360 Transmedia Storytelling

This document is intended to explain 360in360 Transmedia Storytelling, how it works, what it seeks to achieve, its applications and benefits and some simple tips to making a 360in360 Transmedia Story.

What is 360in360 Transmedia Storytelling?

Put simply, 360in360 Transmedia Storytelling is :-

“The concept, process, discipline and framework for telling a story or sharing an experience in 360 seconds through the use of 360 degree immersive video and/or still images”

How Does it Work?

The storyteller records a series of video clips and still images using a 360 degree digital camera such as the Ricoh Theta S (there are a growing number of alternatives). A typical theme for a 360in360 Transmedia Story might be “A Day in the Life” or a shared experience such as a visit to a special event or place.

The storyteller(s) then edit the clips and still images using a video editor capable of handling 360 video (e.g. Cyberlink PowerDirector) to compile a video story of no longer than 360 seconds. This 360 second video should provide the viewer with an opportunity to share the sights and sounds of the Storyteller to capture “The Day in the Life”. The complete video can then be shared by posting it to the internet via sites able to handle 360 video e.g. YouTube or Facebook. For an example of a complete video see <https://www.youtube.com/watch?v=LnvVQg6mI3I&t=106s>

The individual elements of the story (chapters or highlights) can then be extracted into separate 360in360 videos to expand the story and enable the viewer to “drill down” into those parts of the story of greatest interest. Each of these individual chapters can also be posted to the same social media 360 video-enabled web sites. For an example of a Chapter see <https://www.youtube.com/watch?v=Can05vGXOmE>.

To gain the full benefit of 360in360 Transmedia Storytelling, the storyteller creates a text narrative for each of the chapters/highlights to describe the experience and enhance the story by including feelings, emotions, memories and associated relevant connections to create the equivalent of a multimedia book in which the story (or Blog) is enriched by this mixture of text narrative and

immersive videos that allow the viewer to not only see through the eyes and into the mind of the storyteller but also experience what the storyteller experienced by using a smartphone or VR headset to view the video.

This combined text narrative and immersive video can be published to social media sites such as LinkedIn. For an example of this mixture of text narrative and immersive video, see <https://www.linkedin.com/pulse/360in360-transmedia-storytelling-david-wortley>

What does 360in360 Transmedia Storytelling Seek to Achieve?

Like the PechaKucha concept launched in Japan in 2003, 360in360 Transmedia Storytelling seeks to use an emerging disruptive communications technology to not only provide people with the kind of short, concise message that today's "attention overload" demands but also to develop the skills of the storyteller.

The combination of a 360 second time limit for the composite video and the ability to expand and enhance the story by bringing together text narrative and a new form of video which gives the viewer greater control and insight into the story.

360in360 Transmedia Storytelling should be like "A Blog on Steroids"

360in360 Transmedia Storytelling Applications

360in360 Transmedia Storytelling applications are only constrained by the imagination. For storytellers and bloggers, 360in360 Transmedia Storytelling provides an opportunity to share stories, experiences and insights in a totally new and richer way.

For viewers, readers and followers of stories, 360in360 Transmedia Storytelling offers a richer experience that allows them to "Be the Storyteller" in an immersive way.

For educators and schools and universities, 360in360 Transmedia Storytelling is a way to develop skills in storytelling and the use of creative technologies. By giving students a 360 video camera, training and access to the tools needed to edit and publish the stories, we can create a new generation of creative and innovative citizens.

Benefits of 360in360 Transmedia Storytelling

This is a win-win scenario in which the storytellers, readers, educators, developers and users of the tools and technologies involved can all benefit both financially and creatively through the processes described above.

Simple Tips for 360in360 Transmedia Storytelling

Viewers of 360in360 Transmedia Stories should use either a smartphone or a VR headset to get the best experience and pause the video at interesting moments to look around in 360 degrees to see what the storyteller could not see.

Creators of 360in360 Transmedia Stories should think about building a story in chapters or highlights which can then be broken down and enhanced with text – see <https://www.linkedin.com/pulse/360in360-transmedia-storytelling-david-wortley> for an example.

More Information?

For more information and to become part of a 360in360 Transmedia Storytelling revolution, join our LinkedIn Group at <https://www.linkedin.com/groups/13512252>

or our Facebook Group at

https://www.facebook.com/groups/360in360transmediastorytelling/437771833221453/?notif_t=like¬if_id=1486600995078830

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