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"A Creator's Guide" does a good job describing the basics of stretching or dividing storytelling between two or

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more medias. It also covers the business aspects of this market. There are plenty of examples mentioned, but without I approached this book as a person with little knowledge or experience in transmedia content.

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"Phillips's book is a powerful tool for anyone who wants to make a career for him- or herself within the world of transmedia. Through her guidance, the reader is able to understand the fundamentals of transmedia and the power it can have when used with a compelling and strong story." —David Gale, Executive Vice President, MTV

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A Creator's Guide to Transmedia Storytelling: How to ...

A Creator's Guide to Transmedia
Storytelling, by Andrea Phillips. 2012,
McGraw Hill. ISBN 978-0-07-179152-6.
\$28 hardback. When the Flip editors got
an email about Andrea Phillips's new
book on transmedia, they immediately

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thought of me. Because I'm kind of crazy that way—I'm always going off about how awesome multi-platform content is, and how new ways to connect mean new ways to engage an audience in a storyworld.

Book Review: A Creator's Guide to Transmedia Storytelling

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Andrea Phillips is a transmedia writer and game designer who has worked on award-winning projects for clients such as HBO, Sony Pictures, and Channel 4 Education, plus original projects like Perplex City, Thomas Dolby's Floating City, and the nonprofit human rights game America 2049. Her indie work includes Balance of Powers and the

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forthcomingFelicity.

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Andrea Phillips recently published A
Creator's Guide to Transmedia
Storytelling. The book provides a taste of
the creative and practical considerations
that go into transmedia projects. By

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McGraw-Hill Education, 9780071791526,

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272pp. Publication Date: June 21, 2012
**A Creator's Guide to Transmedia
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I interviewed her upon the release of her new book A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms and asked about the

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differences between this form of storytelling and more traditional forms, whether this takes a different skill set and how she sees this field evolving over time.

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or for a professional team to put together a transmedia experience to market your new product, you've come to the right place. Most of all, remember— We AR Games, and games are fun.

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