Transmediation: Rethinking dynamic design for co-creation.
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Note
This presentation is available as a Flash (.swf) file

Abstract:
360° media narratives exist and have existed for some time across multiple
technologies and spaces. Our contemporary ability (and desire) to participate in media
creation expands the possibilities for co-creative collaborative narratives continuously.
So, how do we rethink design for 360° flexible, repurposable, engaging narratives? In
this presentation, Cláudia rethinks potential narratives ahead.

Bio
Cláudia is Director of IPE (Research Centre in Interactivity, Personalization and
Experience), The Media School, Bournemouth University, UK. The centre aims to
explore and challenge notions of the consumer, the author, the user of interactive
media and to diminish the perceived divide between the theory, production and
experience of these forms. Cláudia specialises in research fusing interactive media
practice and theory, in relation to online identity, participation, multimodal narratives
and online activism. For a closer look at Cláudia’s research and teaching visit
www.futurepresent.org

Cláudia began her career at the School of Journalism, Media & Cultural Studies at
Cardiff University, UK, conducting doctoral research into the spaces children cultivate
online, alt.cyberkids: contingencies of childhood in the digital age
<www.altcyberkids.org>. She went on to a Lectureship in Media Practice & Theory at
the University of Sussex, UK, before joining The Media School. She has been Subject
Leader of Interactive Media at The Media School, for the past two years but has
recently decided to revert back to Senior Lecturer to refocus on her teaching and
research.