

FRIDAY FUTURES

WHO, WHAT, WHEN, WHERE, HOW ? CROSS-MEDIA ENTERTAINMENT

What is all this talk about Convergence, Multi-platform, Transmedia, Cross-Media and 360 Content? Is it really relevant to you? Yes. Every creator -- whether you're working with print, film, television, stage or digital media -- needs to know about the pivotal paradigm shift that has occurred in audiences, industry and artists. **You're not in the business of creating a single work anymore, you're in the business of creating worlds.** This can be done with flair, artistically and effectively or...not.

Christy Dena, LAMP mentor, cross-media strategist, writer and PhD candidate in the area, is presenting a special seminar this Friday on Cross-Media Entertainment. She will provide current-state detail and best-case examples of:

What is Cross-Media Entertainment

Why you need to know about it

Who else is doing it

When you do it

How you do it

Where you can find out more



FRIDAY 1 SEP (THIS FRIDAY) 1-2 PM
LAMP OR TUTORAGE ROOM. BRING YOUR LUNCH!

EMERGING MEDIA LEARNING LUNCH
PRESENTED BY:

AFTERS

