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[Founder of L.A.

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Storytelling? If you
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engage, and captivate
your audience, you
need this book.

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winning transmedia
creator and renowned
games designer, this
book shows you how

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To utilize the same marketing tools used by heavy-hitters such as HBO, Disney, Ford, and Sony Pictures? at a fraction of the cost.

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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
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her guidance, the

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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 Cross Media

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"A Creator's Guide" does a good job describing the basics of stretching or dividing storytelling between two or more medias. It also covers the business aspects of this market. There are plenty of

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examples mentioned,
but without I
approached this book
as a person with little
knowledge or
experience in
transmedia content.

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(Hardcover) How to

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Andrea Phillips.

McGraw-Hill

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9780071791526,

272pp. Publication

Date: June 21, 2012

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Storytelling owes

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codifying best practices, Phillips' book takes a deeper tactical dive, seeking to span the creative and skill-based gap between advertisers, storytellers, and game developers.

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Storytelling Takes
Over ...**

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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

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nonprofit human rights
game America 2049.

Her indie

work includes Balance
of Powers and the
forthcoming Felicity.

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“Transmedia
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and innovation....
Andrea Phillips
provides a
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thoughtful, and clear
guide to a next
generation of creators
in this medium. She
demystifies the
process and proves

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that you, too, can
push the envelope
and be part of the
future of storytelling.”

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