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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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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

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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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