



Learning Through Transmedia Storytelling (Infoline)

Anders Gronstedt, Marc Ramos

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Transmedia storytelling, developing a narrative across multiple platforms to expand learning and engagement, works because it encourages learners to be resourceful, and is social, mobile, accessible, and replayable.

This Infoline will:

- Provide a framework for good storytelling techniques.
- Explain what transmedia storytelling is, and why and how it is effective.
- Help you find a practical and valuable “story structure” for learning design challenges.
- Describe the trainer's role in transmedia storytelling.

This Infoline comes with tips for designing transmedia learning based on the traditional storytelling framework, and provides examples of effective transmedia storytelling in the business and learning environments.

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