



## **Transmediation: Rethinking dynamic design for co-creation.**

Presented at

Crossmedia Storytelling International Conference November 2007

### **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](http://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](http://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.