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C.S.O Chief Storytelling Officer

P.O.P.E. Produce once Publish everywhere

Digital Storytelling with Augmented Reality

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Issue description

The University of Bridgeport's College of Public and International Affairs is a diverse learning community of faculty and students who share a commitment to intercultural communication and understanding through the study of world politics, communications, religion, culture, and the social sciences. The College of Public and International Affairs offers six distinct undergraduate Bachelor of Arts programs as well as four globally-focused master's programs.

Key underpinnings of the College of Public and International Affairs learning experience include cultural literacy, affective communication, research and writing skills, foreign language study, internship opportunities, and solid academic preparation for careers in international public service.

The administration and faculty of the College pride themselves on being here for you. We are committed to helping you in "Opening Doors, Building Futures."

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The stories we tell literally make the world. If you want to change the world, you need to change your story. This truth applies both to individuals and institutions.

Michael Margolis

The two magical words – Print and digital – seem to be inseparable today in 2017.

Marketers' PR efforts, storytellers, producers, creative agencies are all directed at finding more innovative ways to let their message speak more powerfully, tell their unique stories, and utilize innovative technology to achieve that. Combined with social media, the brand's story lets you tap into viewers emotions and create a direct link, which ideally leads to greater knowledge and awareness through experience.



AR can be used to bring animation, digital, products, and people to life within a real-world space and environment. The list of possibilities or experiences that you can or could create is limited only by imagination. Today's Mass Comm students must take this new world head-on to be part of what is coming.

