

**Educational Level:**  
Higher Education

**Subject Area(s)**  
Humanities

**Time required**  
3-5 hours

**Adobe Skill Level:**  
Beginner



## Developing a Transmedia Franchise Pitch

### Overview

Franchises that span multiple media forms and that convey a story or even narrative world across multiple instalments have become crucial to contemporary screen entertainment industries. In this assignment you will develop a Transmedia Franchise Pitch of your own in small groups of 3-4.

To showcase your Transmedia Franchise concept, you will deliver a polished and interactive pitch presentation that conveys the strengths of your transmedia franchise and how it operates. The Transmedia Franchise should be based on an existing intellectual property (for example a novel, play, comic book, or theme park ride) that has not yet been harnessed for its transmedia potential.

By working on the Transmedia Franchise Pitch, you will be learning not only how to put together a transmedia concept, but how to effectively, succinctly, and engagingly convey its merits as a group. Such a “pitching” process is a key part of how transmedia franchises are developed in the screen industries, so imagine you are in the board room of a major Hollywood studio/conglomerate like Warner Bros! You will be using Adobe Express to construct an interactive “poster” to support the oral presentation of your concept. This project allows you to demonstrate your ability to:

1. Design a transmedia concept as a group.
2. Deliver this concept via a brief (5-10 minute) long pitch presentation.
3. Create dynamic visual aids that clearly communicate your key ideas in memorable and engaging ways, use up to date software, and render these visual aids mobile and web-ready.

These are important skills required for roles and positions you may seek in the future within the screen and cultural industries.

The Transmedia Franchise Pitch presentation will be presented via the Adobe Express hyperlink and can thus be made accessible to and potentially visible to anyone with the link.

## Format

The presentation must be 5-10 minutes long, and time limits will be upheld - it must not be shorter than 5 and must not be longer than 10 minutes.

The interactive poster that accompanies the pitch presentation will be created via Adobe Creative Cloud Express. This must present:

1. An overview of your proposed new Transmedia Franchise
2. A rationale explaining why you have chosen to adapt this particular property (aim to answer: why this property, and why now?)
3. A succinct but clear description of the property In Its original form, identifying what traits make it amenable to a transmedia franchise, as well as any potential obstacles, if relevant.
4. An identification of intended audience(s), and what the franchise will offer them and how (ie: an experience? an active fandom? agency In the narrative development?)
5. An explanation of how the transmedia storytelling will operate, illuminating how narrative elements will be developed over time and across different media forms to construct a coherent fictional world.
6. A description of the corporate synergies that this property might facilitate and harness.
7. Identification of similar properties that have utilised the strategies your ptich describes, or of franchises your own concept Improves upon.

You should include at least **three references** in the presentation. These should be cited in in your interactive poster, with reference list on the final screen. Like all assignments in this unit, this assignment should follow the APA referencing style guide.

You are encouraged to incorporate a dynamic interactive poster that combines text, images, and graphics (ie visual representations of how your franchise will work and fit together). Your interactive poster should not have an overabundance of or dense text. You are advised **not to read** from your interactive poster when delivering your pitch.

## Supporting tools and resources

- [Adobe Express Tutorials](#)

## Student Steps

- 1 [1-2 hrs per group] Meet in your allocated group (3-4 per group) to choose a intellectual property and come up with your transmedia franchise concept: ask yourselves – why this property, and why now? How can this form the basis of an innovative and effective transmedia franchise that applies key ideas from the unit?
- 2 [2 hrs per group] Draft a document that roughly outlines and explains your transmedia franchise, ensuring you cover each of the elements listed under “Format”. As you do this, build in your references: remember you need at least three. You could draw on key quotes (best to keep them short), or key concepts/theories introduced by these readings.
- 3 [1 hr allocated individual task; 2 hrs group collaboration] Working from your draft document, collaboratively in your group develop your interactive poster using Adobe Express (make sure you all have access to the presentation).  
  
As you develop it, make sure you have an engaging and dynamic balance between images, graphics/visual aids, and text – the interactive poster should clearly convey your key information, but not be too text heavy. It will work best to ensure each member of the group is responsible for a particular component/s of the interactive poster.
- 4 [1 hr] Develop, refine, and practice your oral presentation, organising it carefully so each member of the group contributes a section. Overall, the presentation must be 5-10 minutes long, and should be carefully and dynamically synchronised with your interactive poster.
- 5 [5-10 mins presentation; 10 mins questions] Deliver your Transmedia Franchise Pitch (f2f or online) as a group to the class and respond to any questions from your teacher and the group.
- 6 [5 mins] Nominate an individual in your group to submit the link to your interactive poster via the learning management system.

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