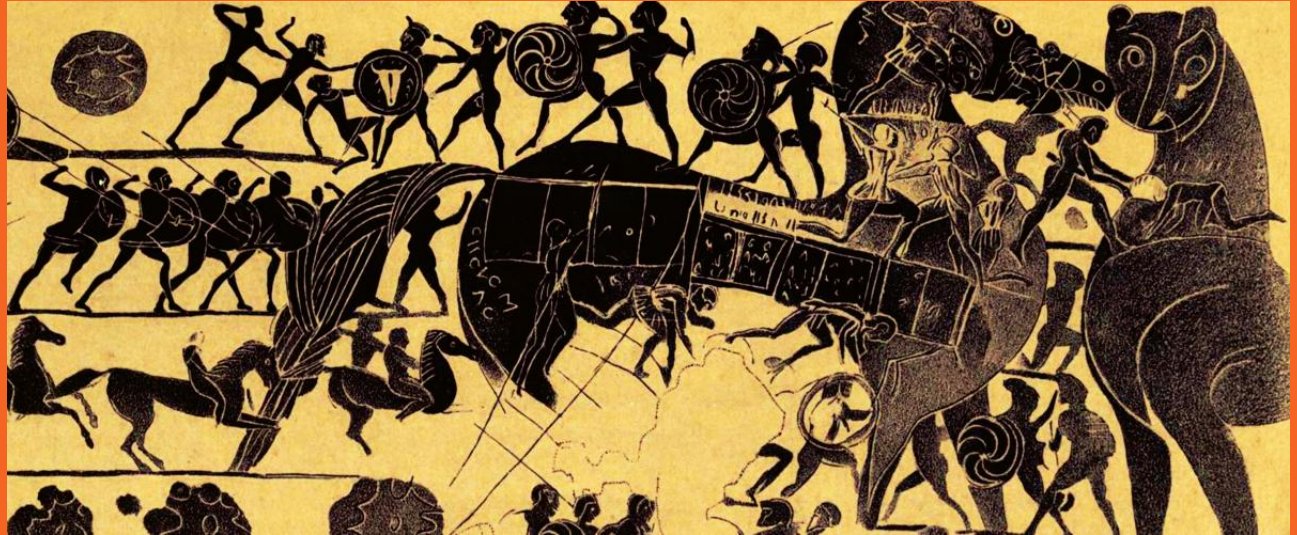

A Transmedia Odyssey



Isobel Robinson-Ortiz
WDC-624: Transmedia

SPEAK, MEMORY-

*Of the cunning hero, the wanderer,
Blown off course time and again,
After he plundered Troy's sacred heights...*

Why this Story?

The *Odyssey* has universal themes that speak across generations, and deals with issues that we continue to grapple with today, like war, struggle, exploration, homesickness, and more. However, ancient literature can be intimidating for some readers. In order to make this work of art more accessible to modern readers, modern language and methods of dissemination must be utilized.

What's the Value?

- *Lizzie Bennet Diaries & Emma Approved*
 - web series adapting the works of Jane Austen
 - Garnered Emmy nominations and millions of views
 - *Pride & Prejudice & Zombies*
 - Book & movie franchise
 - \$10M domestic gross; NYT bestseller that spawned a related series of other adaptations
 - *O Brother, Where Art Thou?*
 - The most popular *Odyssey* adaptation to date, grossing \$75M Worldwide
 - **Bottom Line: the public is hungry for updated stories and adaptations that comment on current cultural trends and storytelling methods**
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What Makes This Special?

While updated literary adaptations like *The Lizzie Bennet Diaries*, *Pride & Prejudice & Zombies*, and *O Brother* were successful in their own right, they were all isolated to one medium (film, print, Youtube) and did not give fans the chance to interact with the characters.

With the Transmedia Odyssey, they will get that chance.

How?

The Transmedia Odyssey will be told across three social media platforms, following the experiences of 3 of the most iconic characters from the Odyssey, each with their own storyline and interactions:



Odysseus:
travel-blogging
wandering hero



The Sirens: an otherworldly
image-conscious girl group



Poseidon: villain
and vengeful troll

Timeline

Weeks	Wordpress	GoFundMe	Trojan Horse
Week 1	Blog post topics and comments to be decided.	GFM page copy outline to be written.	Design finalized.
Week 2	First drafts written and turned in for edits, blog design finalized.	First draft copy turned in for edits.	Coding begins.
Week 3	Edits returned, second drafts written.	Edits returned, second draft written.	Coding finalized, bugtested.
Week 4	Final drafts turned in and proofed, links to TH and GFM inserted into posts.	Final draft turned in; account registered and live for duration of project; links given for blog posts.	Program finalized for link insertion; will stay live for duration of project.
Week 5	Blog posts go live for a week.	See above.	See above.

Benchmarks

Measures of Success:

- At least 100 views on any one post
 - One organically generated comment per platform
 - At least one discussion in comments on subject matter, constituting a comment thread of 3 or more posts
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Team

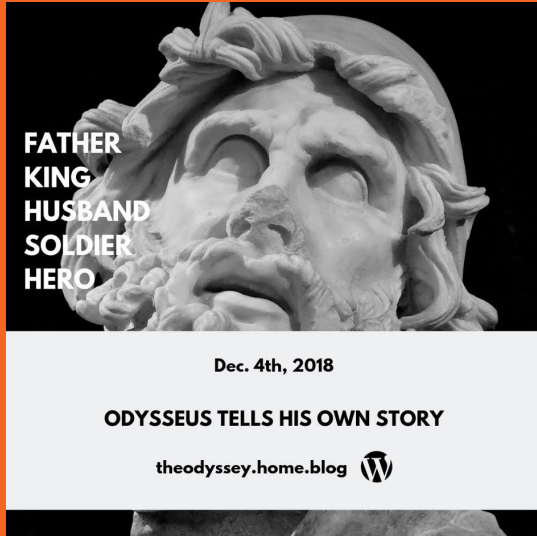
The team's efforts will be centered on three social media platforms: Odysseus' travel blog in Wordpress, the Sirens' profile on Instagram, and Poseidon's Tumblr troll account. This requires skills oriented around cultural literacy, writing, and graphic design.



Budget

Expenditure	Price
Writing Talent	\$25/hour
Coding Talent	\$30/hour
Graphic Design Talent	\$25/hour
Domain Creation for Websites	\$5-\$10 per site per year
Promotional Materials	\$200
Total	~\$800-\$1200

Status: Success



This project was selected by classmates for production, and along with 8 classmates, My Neverending Journey went live in early December 2018, and can still be visited at their respective addresses.

Poster Design & Creation: Virginia Underwood

ερωτήσεις?

(Questions?)

Thank you to my fellow students, who believed in my project and helped make it a wonderful reality: Courtney Massey Perrin, Virginia Underwood, Sarah Kegley, Jill Bassett, Epiphany Hunter, Carey Blankenship, and Chasity Wingard. I literally could not have done it without you!
