



AMALGAMEDIA

KICKOFF WEEK!

AMALGAMEDIA HAS BEEN GETTING SETTLED INTO IT'S NEW PROJECT ROOM AT THE ETC. AMALGAMEDIA WILL BE PRODUCING A TRANSMEDIA EXPERIENCE FOR THE BAND ANTI-FLAG. THIS WEEK WE ESTABLISHED TEAM ROLES AS FOLLOWS:

PATRICK SHORE: PRODUCER
ALEX LOUGHRAN: DIRECTOR
FRANK HAMILTON: TECHNICAL DIRECTOR
CHEN YANG: EDITOR
SIMENG YANG: 2D ARTIST
HIMANSHU VARTAK: PROGRAMMER

WE FEEL CONFIDENT THAT WITH OUR POWERS COMBINED, WE WILL CREATE AN EXPERIENCE UNLIKE ANYTHING ANYONE HAS EVER SEEN. THIS WEEK WE HAVE BEEN FINDING OUR GROOVE AND FINDING OUT HOW WE WORK TOGETHER AS A TEAM. WE HAVE COME UP WITH HOW WE WANT TO BRAND OURSELVES, POSTER ART, AND A TONE FOR THE EXPERIENCE WE WANT TO CONVEY. WE ALSO HAVE A VERY ROUGH STORYBOARD AND TIMELINE LAID OUT FOR THE FILM PORTION OF THE EXPERIENCE, AND A ROUGH ESTIMATE OF HOW LONG WE WANT EACH PART OF THE EXPERIENCE TO BE. RESEARCH INCLUDES CURRENT TRANSMEDIA EXPERIENCES AND ALSO VIDEO GAMES. SPECIFICALLY WE HAVE BEEN LOOKING AT WHAT MAKES THESE THINGS FUN AND SUCCESSFUL, IN HOPES THAT THEY MAY GUIDE OUR OWN VISION. THE TEAM HAS ALSO BEGUN LOCATION SCOUTING AND FIGURING OUT CASTING FOR THE FILM.

ON THE TECHNICAL SIDE OF THINGS, FRANK AND HIMANSHU HAVE BEEN FIGURING OUT SOME TIPS AND TRICKS WITH HTML5 AND FACEBOOK INTERACTION, WHICH GAME ENGINES WILL WORK BEST WITH HTML5, AND SPECIFICALLY WHAT WOULD BE THE BEST OPTION FOR ACTUALLY HOSTING THE EXPERIENCE.

AMALGAMEDIA IS VERY EXCITED TO START WORKING ON THIS PROJECT FOR THE SEMESTER. WE WANT TO CREATE AN EXPERIENCE THAT NOT ONLY ENGAGES AN AUDIENCE BUT MAKES THEM WANT TO COME BACK FOR MORE.