

# Transmedia is the New Black

Wired for Story and a New Way of Public Engagement

超媒體新勢：故事以外的群眾策動

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第一本結合情節製作與腦科學的最新突破！

· 為什麼經典名作能喚起我們的大腦？

· 究竟情節故事裡的什麼才能滿足我們的渴望？

· 是「梗」、是「梗」、還是「梗」？



Wired for Story:

The Writer's Guide to Using  
Brain Science to Hook Readers  
from the Very First Sentence

# 大小說家如何「唬」了你？

一句話就拐走大腦的情節製作術

紀錄片導演 楊力州 × 著名腦科學家 麥克·葛詹尼加 × 《下一位作家》作者 伊麗莎白·萊昂  
推薦

《終極警探1》一開始就在鋪梗，看得出來嗎？

《亂世佳人》的舊時代愛情如何讓現代的我們有感？

《蘇菲的抉擇》如何將概括的情境轉化具體、讓人身歷其境？

《天才雷普利》只是用了讀者已經預期的東西讓他們驚訝？

跟地球上最會說故事的大作家、名導演、好編劇，學學緊扣人心的情節製作手法！

- If I ask you to think about something, you can decide not to. But if I make you feel something? Now I have your attention.
- Why and how we are being hooked?

# What is transmedia?

Entertainment

Audience  
Engagement

Media  
Architecture

Immersive  
Storytelling





# What is Alternate Reality Game?

The world around you  
is not what it seems.

**Ingress. The game.**

It's happening all around you. They aren't coming. They're already here.

Request an Invite

Email Address

Have an invite already? Get the App from the [Play Store](#)

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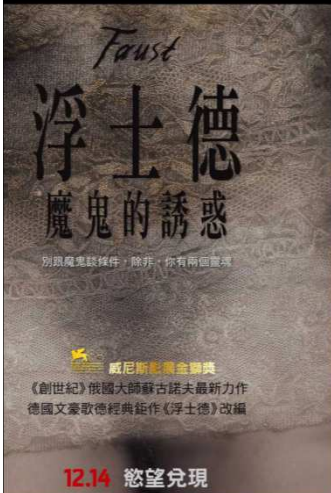
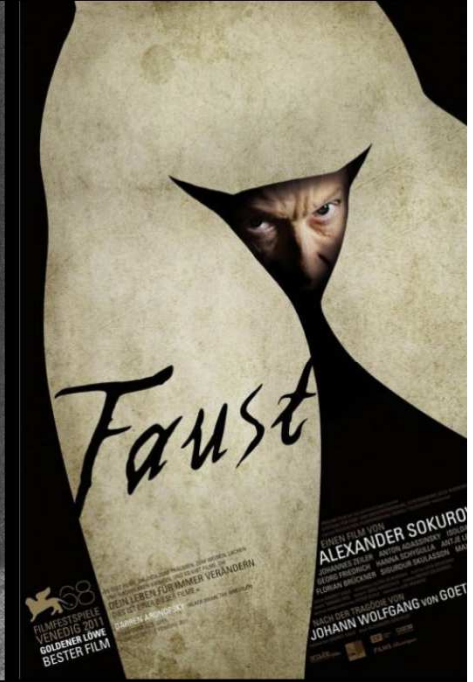
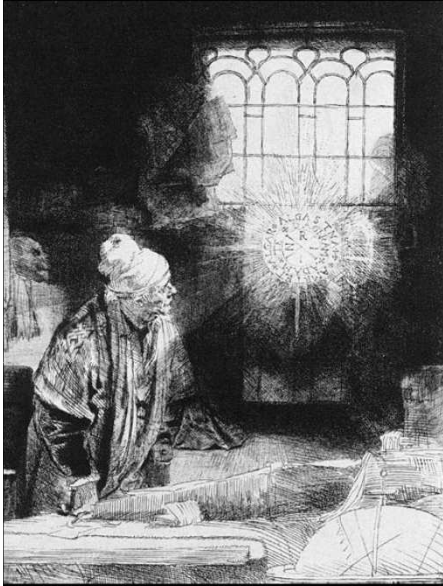
**INGRESS**

31fps  
Resistance 131 • Enlightened 6 **COMM**

GET IT ON  
**Google play**



# Being Faust



# Being Faust

**BEING FAUST**  
ENTER MEPHISTO

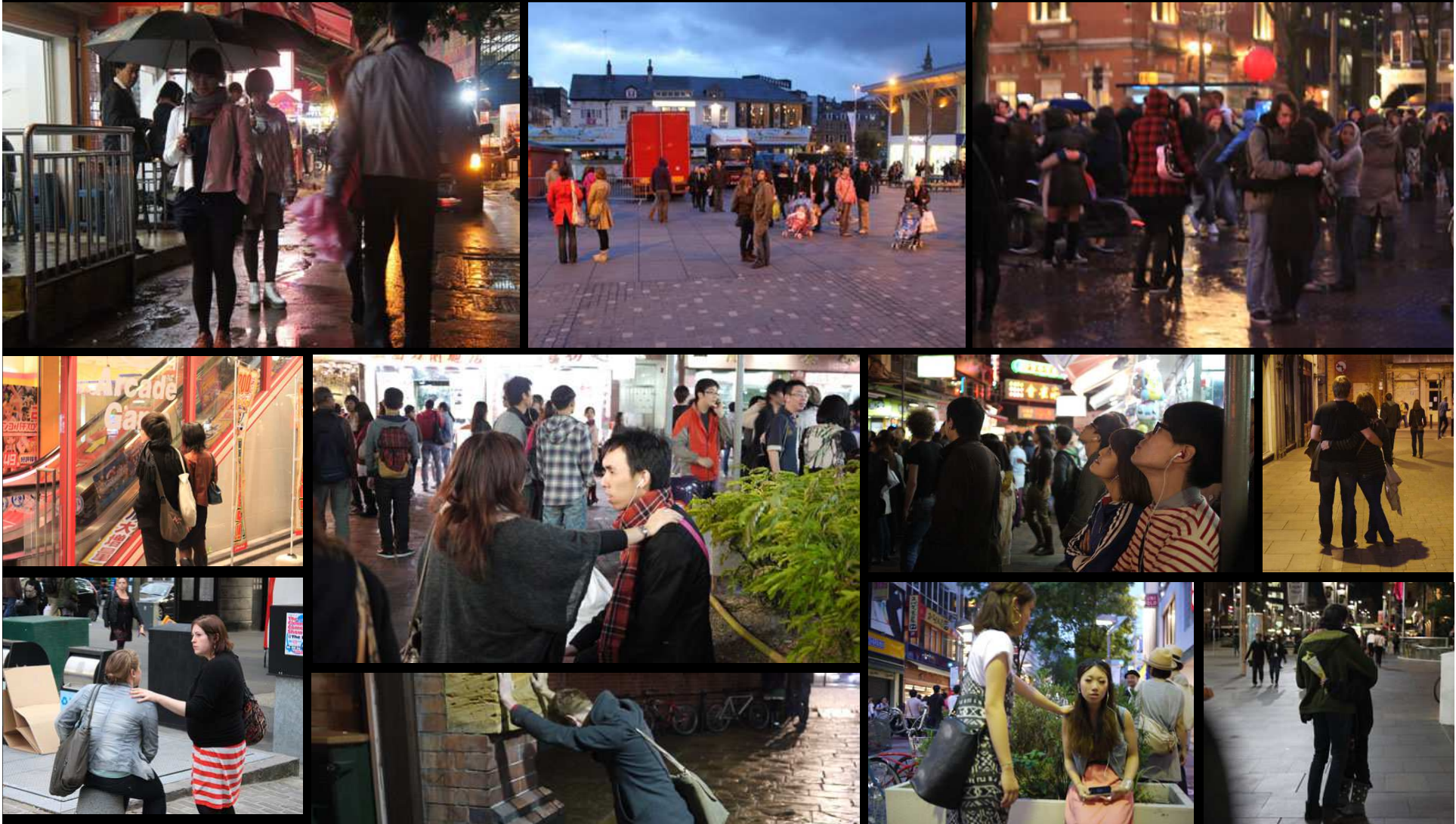






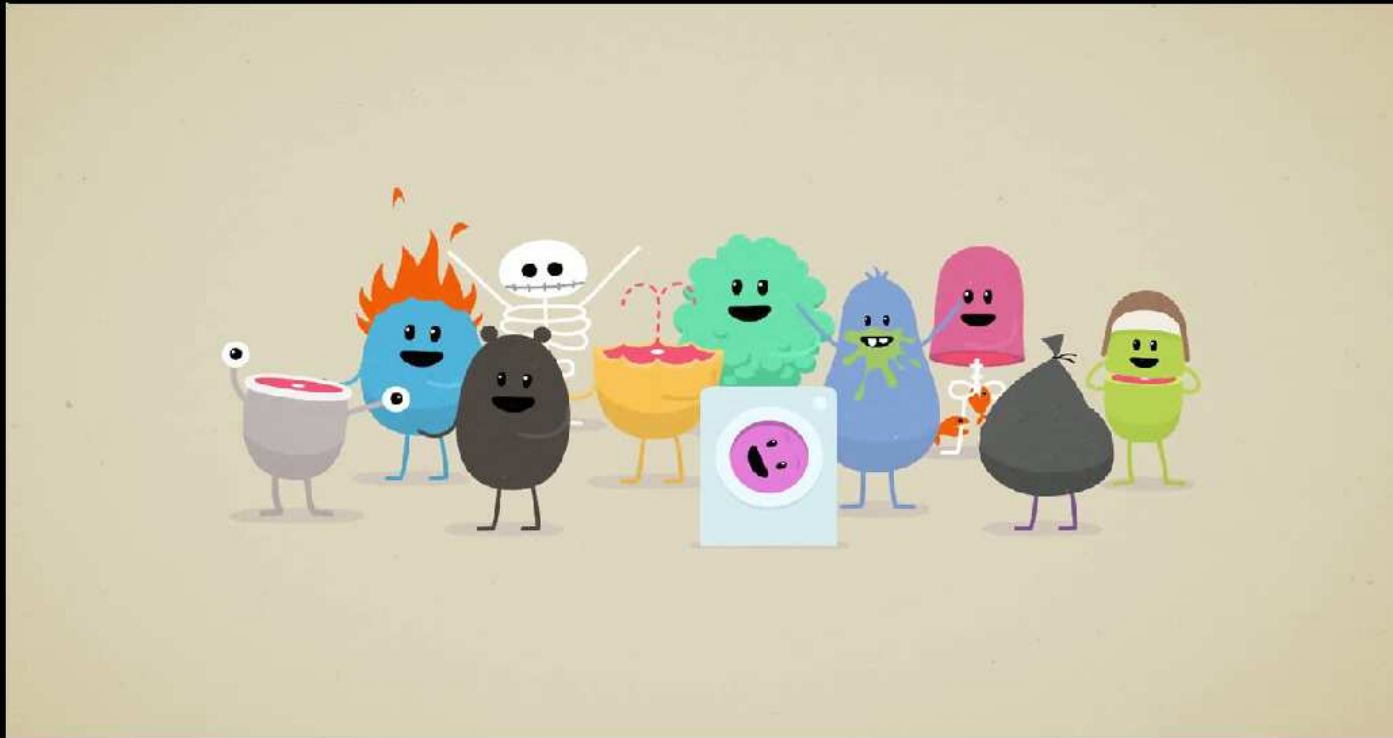


# As if it were the last time



# As if it were the last time World Tour

100 dumb ways to die





more than  
**700**  
media stories

**100 dumb ways to die**  
at least  
**\$50 million**

more than  
**30%**

global media value

**DUMB WAYS  
to  
DIE**

START

PLAY GAME

reduction in "near-miss" accidents

Defend the  
private parts

FLICK THE  
PIRANHAS AWAY

**Clean up**  
SCRUB THE SCREEN  
TO WIPE THE PUKE

**Swat**  
TAP TO HIT  
THE WASPS

**Run!**

TAP AS FAST  
AS YOU CAN

**485**

LEVEL COMPLETE 100  
BECAUSE YOU'RE SPECIAL 4

Add mustard

TRACE THE DOTTED LINE



HONG KONG  
DESIGN  
INSTITUTE  
香港知專  
設計學院

*Member of VTC Group*  
VTC 機構成員