

ABSTRACT

CREATIVE PROJECT: Application of Digital Transmedia Storytelling for the Small Town Art Museum: Richmond Art Museum.

STUDENT: Sephora Mentado

DEGREE: Master of Arts

COLLEGE: Communication, Information and Media

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This creative project demonstrates how the use of digital transmedia storytelling can be applied to communicate the story of and promote the services of a small sized traditional art museum in Richmond, Indiana— and potentially other similar museums. The creative project featured three digital media products in order to achieve this. A 15 minute documentary, an interactive website, and a small scale social media campaign. With these products, it was clear that a digital transmedia storytelling approach can be used to promote and educate on the services of a small sized museum. More research on engagement of the project and a larger social media campaign would provide greater insight on the effectiveness of a digital transmedia storytelling campaign for a small scale museum or any other similar type of facility.