

MY OWN WAY

A spin-off of the short film
Love is Love by Sam Kettell

by Sam Kettell and Mev McMahon

Story Overview

Devan, our main character, is stuck between a rock and a hard place. She struggles to come to terms with being gay, for she is scared of how others will react. Her secret girlfriend, **Mandy**, is supportive and agrees to keep the relationship on the down low. However, as time goes on, Mandy grows tired of hiding and pushes Devan to finally come out. **Kody**, a fellow student, photographer, love guru, and friend, notices the tension between the two and tries to offer some guidance.



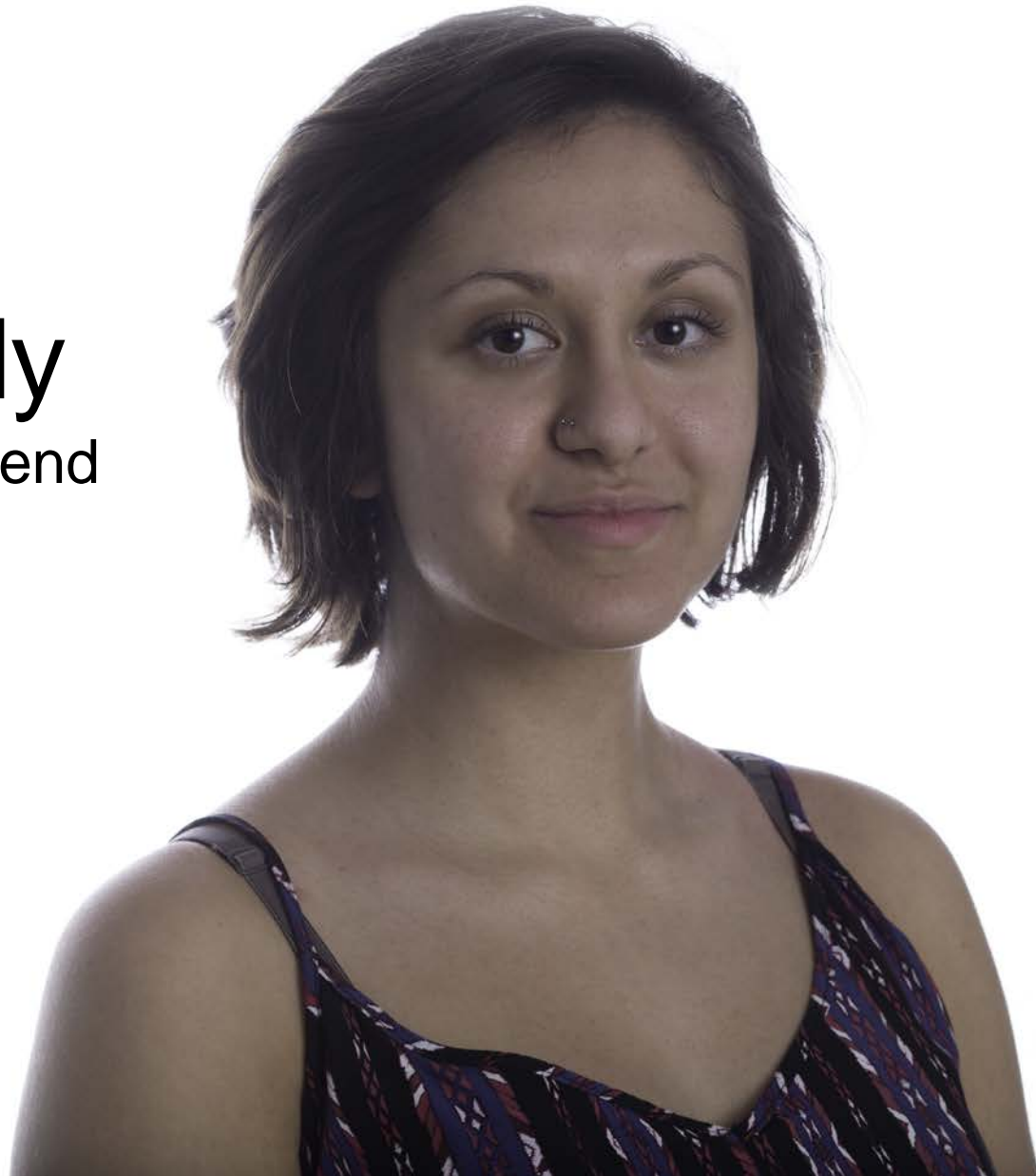
Devan

Main Character



Mandy

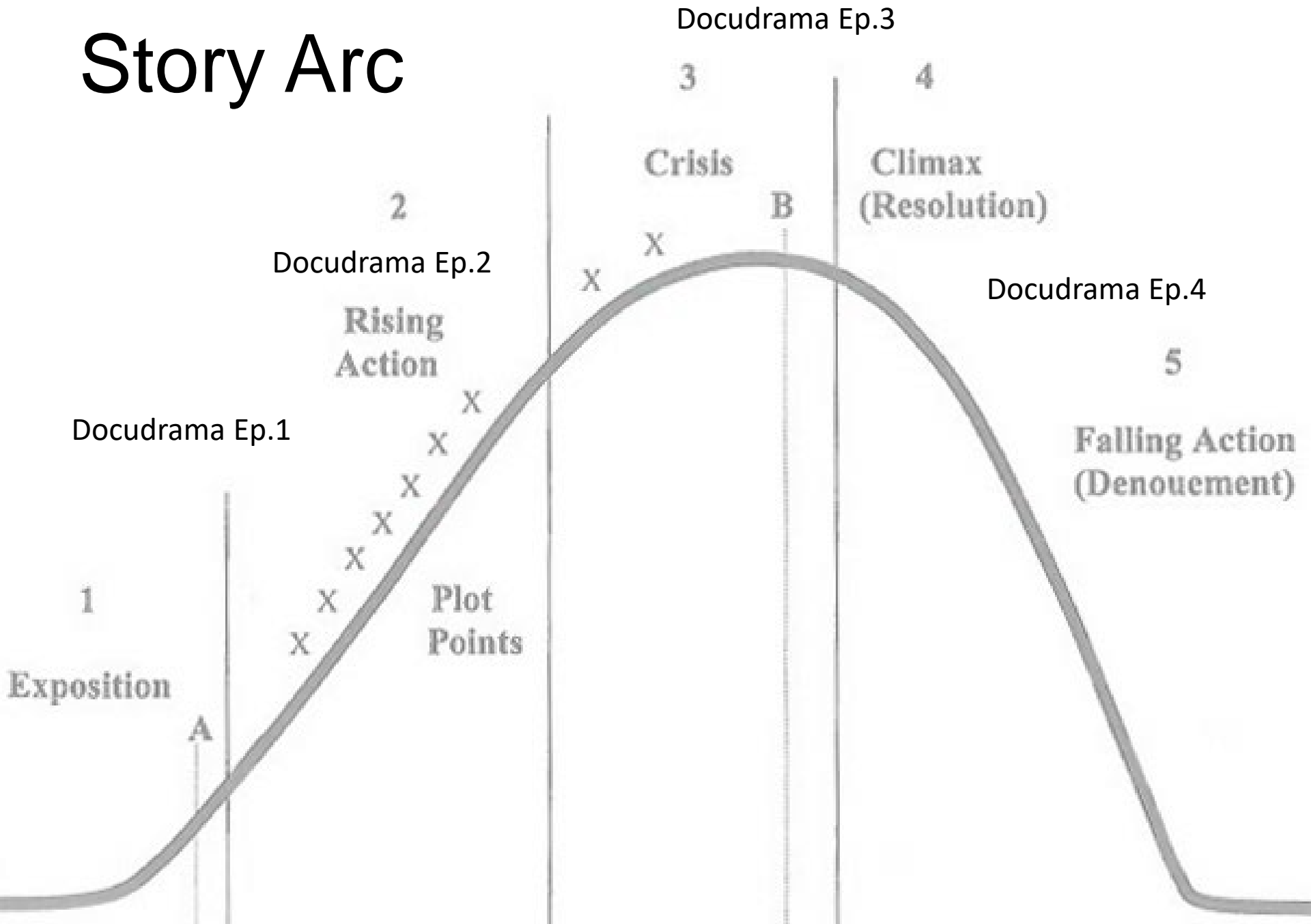
The Girlfriend



Kody
The GBF



Story Arc



Story Map

The Website: All pieces of the story are linked here

Devan's Diary

- Prelude to the Docudrama
- Hard copy original
- Can also be accessed through the website
- Mentions the photo shoot which leads to the making of the photo book

Mandy's Instagram

- Website links to this
- Overlaps with the release of the docudrama (made after docudrama filming)
- Gives insight into Mandy's personality
- Starting point for #myownway (all her posts are tagged with this)

The Docudrama

- Core story
- The events after the diary but before Mandy's Instagram
- References photo book in first episode
- videos uploaded to a youtube channel
- website links to youtube channel

The Photo Book

- Product of photo shoot that takes place in diary
- Given to Devan and Mandy by Kody in episode 1 of docudrama
- Hard copy original
- Can also be accessed on website

#myownway

- platform for viewers to share their stories
- Twitter and Instagram
- website also has a submission forms for people to submit their stories for the website blog

Is It Really Transmedia Storytelling?

- Multiple media platforms
- Single story

Core Principles of Transmedia Storytelling

- Spreadability- content shareable and viewable across a wide variety of platforms
- Drillability- possible to delve deeper into the story and characters through platforms
- Continuity- easy to follow the storyline and piece together additional info to make up the storyworld

Platforms

Video

- series of docudramas
- vlog

Text

- diary
- photo book

Social Media

- Instagram

Website

Platforms

Video

- series of docudramas
- vlog

Text

- diary
- photo book

Social Media

- Instagram

Website

Website

- Digital copies of the diary and photo book
- Links to videos (YouTube)
- Interactive game (Family Feud)
- #myownway
- Character bios
- Mandy's Instagram

