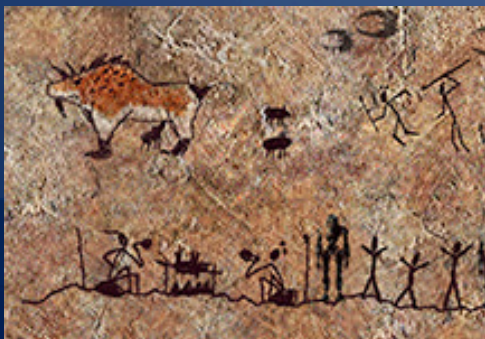


TRANSMEDIA PROJECT BIBLE TEMPLATE

CONDENSED VERSION



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INTRODUCTION

This Transmedia Project Bible template is intended to help storytellers give a comprehensive overview of a story project, the objectives, and the content and promotional strategies.

- The template is formatted as follows:
 - *Italics* indicate explanatory text (not to be included in final document)
 - [Brackets] indicate section to fill in with project information.
- Your Project Bible should be written with the assumption that the reader has no prior knowledge of the project, which means that clear, specific explanations and descriptions are essential.
- Each project is different, so some sections may not apply, or you may need to add sections that are not included in the template.
- Your final document should be formatted as is appropriate for the project.



LANGUAGE & STYLE

- **Professional** - The Project Bible is a recommendation to your Client, based on facts and research. Accordingly, it should be written with a professional tone, and should not read as overly informal, an opinion or speculation.
- **Engaging** - Note that a professional tone does not mean a stuffy or overly serious tone. The Project Bible should engage the reader. Remember, you are making a case, i.e. "selling" your plan, to the reader. It needs to be compelling.
- **Clarity** - Your language should be clear, concise, and precise. Explain your ideas with specific language and examples.
- **Readability** - Keep it readable, breaking up overly long paragraphs and using bullet-points where appropriate. Also, use charts and images to help illustrate your points.
- **Objectivity** - Writing for a project proposal like this is different from blogging/op-ed writing, i.e. you are not conveying an opinion. So you should not use "I think that..." to begin a sentence. Instead, you would use terms like, "based on this data, our recommendation is that..."
- **Credit:** When quoting existing material, always give credit and note copyright.
- **Copy-Edited** - Do not have grammar or spelling errors, both of which reduce credibility.



(TEMPLATE START)

[Title] **Project Bible**

By

[Names of Project Creators]

Date: [Date of Submission]

[Copyrights and/or intellectual property disclaimers.]

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[Project Title] STORY

(This section introduces the overall project, focusing on the project background, core story concept, story treatment, and story experience.)



STORY

Project Name: [Project Title]

(Ideally this should be title of finished work, but a working title can also be used.)

Tagline: [Project Tagline]

(This is the 'elevator pitch' of the project, concisely describing what the project is and how it is unique.)

1-2 sentences.

Background:

(Detailed background of the project, including previous related projects, inspirations, and other elements that affected how and why the project is being developed.

This section answers the question: what need is this project filling that currently is not being filled by an existing project?

If the project has a Client, include detail about them, their stated goals, and any other pertinent details.

Note: This section is about giving context for why the project exists. Use later sections to actually describe the project.)

1-2 pages.

STORY

Story Overview:

(Present a detailed overview of the story and story experience. This section should focus on the key story elements and platforms, characters, and tone, not technology, promotion and business model.

Note: This section should include social media components specifically serving the story, as opposed to for promotional purposes.)

1-2 pages.

Character & Personalities

(Description of key characters and/or people involved in your narrative, including background information and references to influences on the character.

An essential component of this subsection is how these characters will function within your story world, e.g. will any of the characters be the “voice” of a social account, or will the character’s personality influence the tone or presentation of a platform?)

Length varies. Usually one paragraph per character.

Tone & Genre

(What is the tone of the content and overall story experience? What voice will the content have?

Also, if applicable, can the story be classified in a specific genre?)

1-2 paragraphs.

[Project Title] AUDIENCE

[This section describes the target audience for your project, how and why your project will attract them, and how they will interact with your storyworld.]

AUDIENCE

Target Audience:

(Description of the demographic(s) who your project is aimed at.)

Varies in length. Usually 1-2 paragraphs per persona.

Audience Research

(In this section, paint a picture of your audience for the reader. Describe your target audience's behavior and needs, in terms of media and technology relevant to your project.

Your statements should be based on interviews and audience research, not conjecture or assumptions. Include supporting data and graphics to back up your statements.)

<1 page in length.

User Personas:

(Detailed user persona for each key segment of your target audience. Each persona description should give a clear picture of the fictionalized person's lifestyle, interests, and needs, especially as it relates to your project.)

Varies in length. Usually 1-2 paragraphs per persona.

[Project Title] PROJECT OVERVIEW

[This section describes the main goals of your project, the project costs, and what promotional tools will be used to achieve your objectives.]

PROJECT OVERVIEW

Project Goals:

(Description of primary goals of project, i.e. why does this project need to exist.)

~1/2 page

Success Metrics:

(Describe how you will gauge success, or failure, of project after it has launched. The success metrics will generally relate to project goals, e.g. if your goal is to get donations for a social cause, then a success metric could be a monetary amount and/or number of donors.)

<1 page

Budget:

(Explain how much the project will cost, based on the plan you present in the Project Bible.

This section should include a brief text introduction followed by an itemized budget that includes all fixed and ongoing costs related to the project.)

Varies by extent of budget spreadsheet.

PROJECT OVERVIEW

Business Model:

(Description of how revenue will be generated, or how otherwise the project will pay for itself, such as in cases of not-for-profit projects.)

½-1 page

Competitive Analysis

(Describe existing projects that are potential competitors for your project, i.e. what projects are meeting a similar need for your target audience. Explain how and why your project will differentiate itself.

Also, are there any existing projects which might serve as inspiration or reference for your project?)

One paragraph per project..

Production Team:

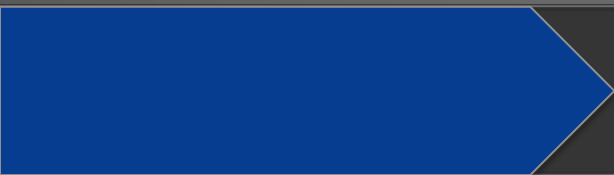
(List of all roles necessary for completion of project, e.g. content creators, developers, designers, etc. Include what phase of the project each role is working on.

Note that this is more a list of project roles, not names of individuals.)

~1/2 page

[Project Title] CONTENT

*[This section describes the content to be produced,
licensed or otherwise used for the project.]*



CONTENT

Content Plan:

(Description of what content needs to be produced for the project, such as text for websites and social media posts, photos, images, and video content, including the quantity of each type. Explain your rationale for this content plan, in terms of both storytelling and user needs.

~1 page

Copyright, IP & Licensing:

(Explanation of copyright and intellectual property considerations related to the project, including who owns the copyright for the content produced for the project and what, if any, content needs to be purchased or licensed.)

~1/2 page

Sample Content:

(Sample content should support the Project Bible's text by presenting a tangible example of the type of content you plan to produce for your project.

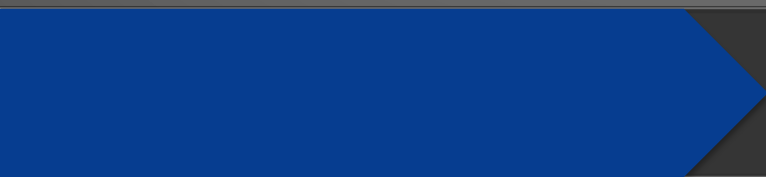
It should be indicative of the look, tone, and language of your proposed project. The sample content can be in the form of a video, audio clip, image, text, or other media format,.

The quantity varies depending on how much sample content is necessary to adequately demonstrate your project. In general, 2-3 pieces of sample content is enough. Embed the content, or links to the content in this section.)

Length varies. Generally 1-2 pages.

[Project Title] USER EXPERIENCE

*[This section describes the platforms used
and how users will experience the story.]*



USER EXPERINCE

User Experience Overview:

(Description of how the average user will experience the story using your site. The focus here is on the functionality, not details about individual technologies used. May include diagrams as well as text, as needed.)

It is often helpful to include a flowchart showing how users will move among platforms and within each platform.)

½-1 page

Platforms & Channels:

(This section describes the platforms you plan to user for your project, and what media will be used on each.)

~½ page

Design Aesthetics:

(This section describes the look and feel of your project, i.e. the visual and auditory ‘personality’ of your project. The design and aesthetics should be a direct reflection of the tone and genre of the content.

It is important to be clear here, avoiding very general descriptions like “good,” “cool,” “dark,” etc.

Note: This tone should be reflected in the sample content.

~½ page

[Project Title] PROMOTION

*[This section outlines how you will
'get the word out,' through marketing, social
media, and other forms of promotion.]*

PROMOTION

Promotion Overview:

(This section explains the overall plan for promoting the project, before, during, and after project launch. Indicate what forms of promotion you will and will not include, and why.)

~½ page

Advertising:

(Description of any paid or unpaid advertising that you plan to use to promote the project.)

1-2 paragraphs.

Social Media:

(This section explains how social media will be used for promotional purposes, describing which platforms will be used and why.)

Include what types of content will be used on each platform, and how each social platform will interconnect with the rest of the project, using charts and diagrams if needed.)

Varies by number of platforms.

[Project Title] TECHNOLOGY

[This sections explains, in general terms, the technology to be used for the project and how users can access it.]

TECHNOLOGY

Technology Overview:

(This section describes what technologies will be used to implement and present the project, e.g. if it is a website, will it be proprietary code or will you use WordPress?)

~½ page

Compatibility:

(This section is an overview of where the project will be available:

- Devices – desktop, tablet, and/or smartphones*
- Operating System – Mac OS, Windows, iOS, Android*
- Browsers (if web based) – Chrome, Safari, IE, Firefox*

With devices for which the project will not be available, explain how this limitation it will be presented to users, e.g. a splash page for mobile users telling them to visit the site on desktop devices.)

~½ page

[Project Title] TIMELINE

[This section serves as a schedule and checklist, listing all assets and content needed to be purchased, licensed, or created for the successful implementation of the project.]

TIMELINE

Project Timeline:

(This section describes the timeline for implementing the project, from kick-off, through development, testing, launch, and any ongoing updates or maintenance. Include any dependencies, i.e. tasks which need to occur prior to another being initiating

Note: This timeline should be presented in terms of length of time if project has no specific calendar deadlines.)

1 page

Assets List:

(This section lists all non-story assets which need to be purchased, created, or licensed for the project, such as graphics and logos)

Length depends on number of assets.

Content List:

(This section lists all story elements that need to be created, purchased, or licensed for the project, for example, any videos that need to be produced or any stock images which need to be purchased.)

Length depends on number of assets.

[Project Title] APPENDIX

*[This section lists any supporting resources,
such as articles, books, or data.]*

APPENDIX

Supporting Materials:

(List material used for research or referenced in the document.)

END OF TEMPLATE