

Picturebooks 2.0

Transmedial Affordances Across Narrative Platforms

Dani Kachorsky | Earl Aguilera

Conceptual Framework



Multimodality: Representation and communication draw on a multiplicity of modes, socially and contextually shaped over time, all of which contribute to meaning. (Kress, 2010)



Interactivity: Quality of interaction in a given situation relies on dimensions related to the message, as well as dimensions related to participants. (Downes & McMillan, 2000)



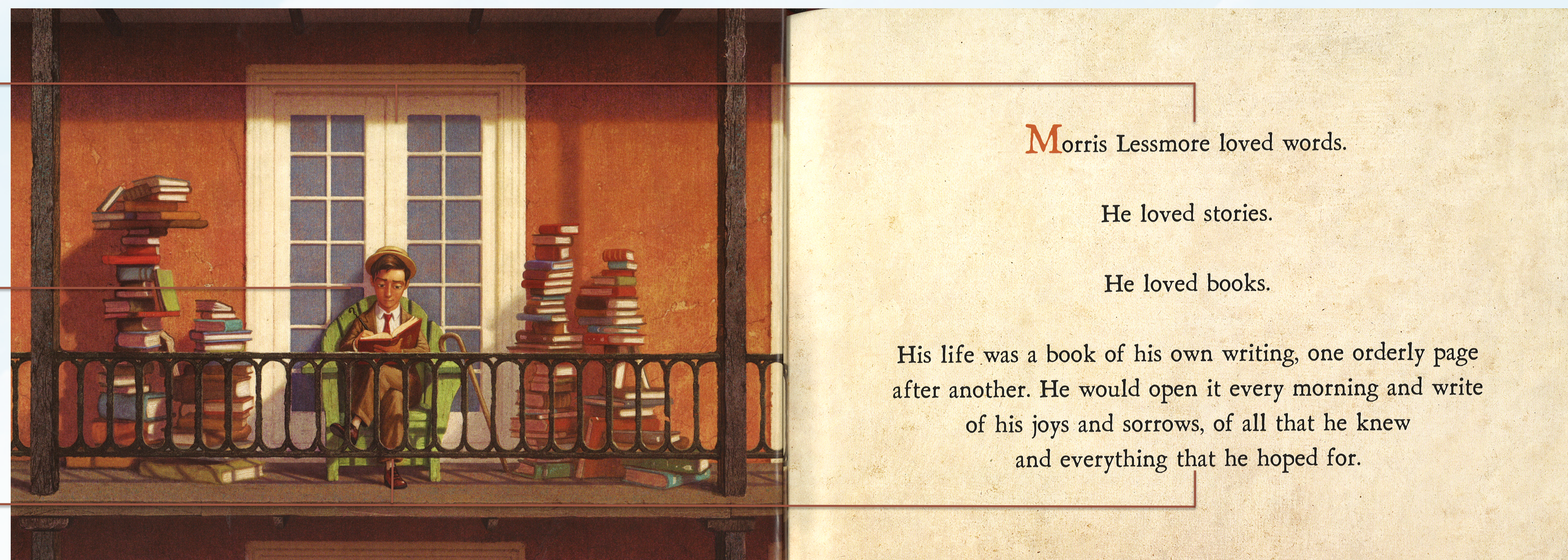
Situated Learning: Knowledge is socially co-constructed, highly contextualized, and embedded within a particular social and physical environment. (Lave & Wenger, 1991)



Recto/Verso Integration
(textual and graphic elements)

Reader Imagination
(animation, aural elements)

Narrative/illustrative invitation
(transition and navigation)



Dog-ear – Swipe
(navigation)

Hot-Spot – Drag
(animation)

Menu – Touch
(paratext)

Cinematography
(visuals and animation)

Editing
(transitions)

Music & Sound Effects
(aural elements)

