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Art of Immersion is a very good two dimensional analysis of 3D stories and storytellers. The author takes threads from novels, TV and movies, and video games and relates how the creators and their fans provide immersive and interactive experiences far beyond the original work.

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"The Art of Immersion" -- the ways in which audiences have been able to become more and more immersed in the stories created by different forms of media, and increasingly reshape them in the process -- is a must-read for anyone interested in modern consciousness and how media and their audiences relate to and re-form one another via social networks and other technologies, ultimately leading to an entirely new mode of storytelling.

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THE ART OF IMMERSION: How the Digital Generation is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories User Review - Kirkus The media discovers that the best way to sell a commodity is with a good, potentially interactive story. After the success (and legal battles) of mass-market movie tie-ins for commodities like Star ...

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Told through many media at once, often

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in a nonlinear fashion, narratives like "Lost" and "Avatar" and "The Office" encourage us not merely to watch but to participate. They are not just...

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The Art of Immersion: How the Digital Generation Is ...

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they usually feel in everyday life.. Direct interaction of the nervous system. The most considered method would be to induce the sensations that made up the virtual ...

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