New Media: Web Series, Creating and Sharing

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New Media - Web Series: Creating and Sharing
Paislee Winkler & Jerid Prater, Wesley Broulik & Gary Gillam

What is New Media? Why is there a class?

VCUarts NewMedia project is a cross-disciplinary class that set out to make a web series for mass consumption. This is a semester long project. In the process we are researching what makes a successful television series, ways to attract viewers and methods for promoting a web series. This work is also beneficial as it improves basic skills in knowing cameras, sound operating, and editing.

VCUarts NewMedia created and made “Imaginerapy,” a group of people “breathers” meet in a therapy support group to discuss having a life with an imaginary friend “figment.” The imaginary befriended fall in love and realize who they truly are.

Through the process of making these videos we are understanding what people want when watching content and how to promote a show in an attempt to become viral. We are gaining real world experience in the idea of making a television series.

Every student has gained a different experience in the class performing different roles.

These roles include:
- Actors
- Writers
- Cinematographer
- Editors
- Director
- Plus more
- Plus more roles to create a short series

New Media is looking at non traditional ways of viewing, consuming and interacting with content. This includes mobile devices and computers.

Are People Watching? Promote Promote Promote

The trend of web series and web video, is it growing and marketable. In Nielsen Research Americans consume more web media in 2013, with continued growth.

Web series and mobile viewing are increasing every year. In 2014 alone computer viewing habits increased 43 minutes (Nielsen, 8-9). Consumers are also engaging in new media viewing such as Hulu and Netflix the subscriptions increasing by 75% (Nielsen, 11).

Watching multimedia video such as YouTube, Hulu and Netflix are the largest viewership for the demographic of 18-49 year olds. YouTube alone has over 6 million hours of video. (YouTube)

This information is marketable. Our show alone was able to get food sponsorship from Sugar Shack Donuts and location use from The Lair, both are in the community. We also follow similar media outlets to share in the experience with them.

By using social media site we can connect with our viewers with twitter chats and exclusive content. We can also reach out to outlets as forms of promotions.

From marketing to numbers the reality is that “TV is Everywhere” and can offer anything, anytime, anywhere “service to consumers to guarantee that it gains maximum exposure.” (The TV Game para. 8 & 13)

In the information we were able to make our budget almost paid off, as we shared our experiences online and marketed the project “Imaginerapy.”

Looking at the process below as a class some of the students will be graduating and hope to continue making new web content.

What’s next?

- Continuous Creative Content
- Understanding the model of TV and New Media
- Marketing and promoting
- Consumer responses

Our Process

Photos are from making “Imaginerapy.”

Random Act of Kindness #29

Cast/Crew

Zach Brown, Madeline Bryan, Brandon Brotts, Lauren Davis, William Hale, Benjamin Holden, Aspiro Lynsky, Aaron Mauds, Kim Maxsteanse, Maggie Monk, James Murphy, Jonah Ontanez, John Park, Casey Regan, Sam Rootes, Akas Van Horn, Chantonia Wagner, Kristen Wilson, Sophia Shaw & UROP

More Information

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