



# Cross-Media Communications: an Introduction to the Art of Creating Integrated Media Experiences

*Drew Davidson*

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## **Cross-Media Communications: an Introduction to the Art of Creating Integrated Media Experiences**

Drew Davidson

This text is an introduction to the future of mass media and mass communications - cross-media communications. Cross-media is explained through the presentation and analysis of contemporary examples and project-based tutorials in cross-media development. The text introduces fundamental terms and concepts, and provides a solid overview of cross-media communications, one that builds from a general introduction to a specific examination of media and genres to a discussion of the concepts involved in designing and developing cross-media communications. There is also an accompanying DVD-ROM full of hands-on exercises that shows how cross-media can be applied. For the DVD-ROM:  
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