TRANSMEDIA PROJECT

PAROPOSALL

THE BOLDER MEN

by Jay Koh

Historical Background

Under political turmoil and the leadership of military dictator Chun Doo-hwan, martial law was imposed. A democratic uprising emerged in Seoul in the spring of 1980, led by approximately 200,000 college students

Gwangju Democratic Movement, also called as Gwangju Massacre took place from May 18 to May 27

Polarized Evaluation: Riots from Communist VS Democratic Movement from citizen

A steady, popular subject in public for 43 years

MEDIA ATTEMPTS



6.8 M 2.9 M 12.2 M

Reference

Transmedia Project

Fiction Webtoon -> Action Thriller Film
26 Years: Revenge Has Begun
Assassination Plan for Chun

Emotional, Provocative Approach
Implicit Political Perspectives

Crowdfunding Campaign
Challenging 4 years to be finally released
15,000 donors: Ending Credits



History through Graphic Novels

Effectively utilized the comic medium to depict a historical event with meticulous research in a neutral tone, conveying the characters' multi-dimensional stories while presenting accurate facts.



Story Summary

To redefine understanding of history through the gripping memoirs of two soldiers, forever changed by an event that shaped their lives.

2 Soldiers' Memoirs

Target Audience: socially and politically confused young generations with polarized viewpoints

The story unfolds unattended perspectives that might contribute to uncovering the hidden truth behind a significant historical moment.

Personal, intimate anecdotes + Complex political and military dynamics during this tumultuous period

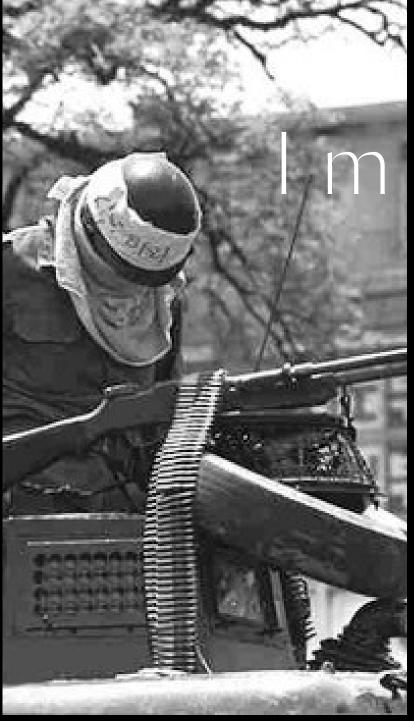
BORDER MEN

straddling the delicate border between being perpetrators and victims

Mr.Shin: a major in the airborne troop, stationed at Gwangju Station during the violent suppression of innocent citizens. As an official in the martial law army, he now confesses the detailed brutality and offers heartfelt apologies at the National May 18th Cemetery,.



Mr.Kim: a Master Sergeant stationed at Gwangju Prison where a collective burial took place Born in Gwangju, served duties against three siblings involved in the citizen troop Unable to reunite with his severely injured brothers, facing ostracism from his own community



maginary Character

Supporting Narrative



Author's Involvement: Based on thorough research and accurate facts

HISTORICALLY ACCURATE AND POLITICALLY INCLUSIVE CATERING TO BOTH PERSPECTIVES.



Art Style

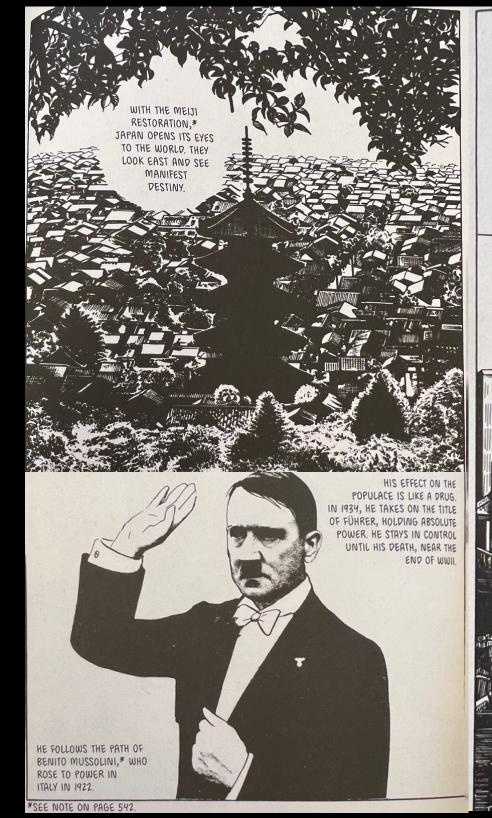
BLACK AND WHITE

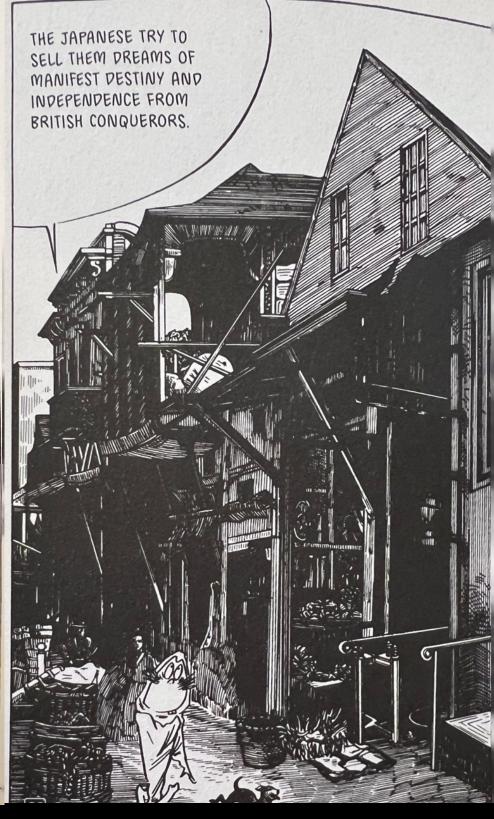
REALISTIC APPROACH:
BACKGROUND, CLEAR EVIL FIGURE

Delicate depictions of real sites and photographic illustration of the dictator

ASPECT-TO-ASPECT PANELS to convey the atmosphere of these locations or

to provide necessary historical explanations



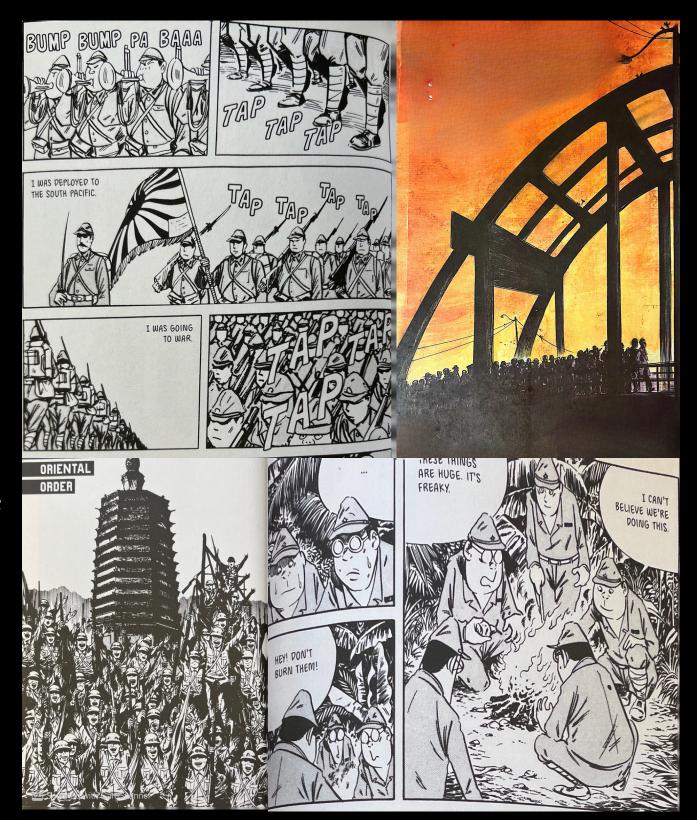


Art Style



SIMPLIFICATION OF SOLDIERS

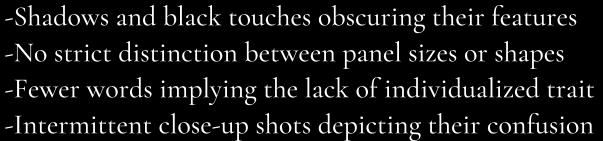
- -Abstract Illustrations, presenting soldiers collectively in terms of their appearance and behavior
- -Dialogue primarily consisting of simple, everyday language

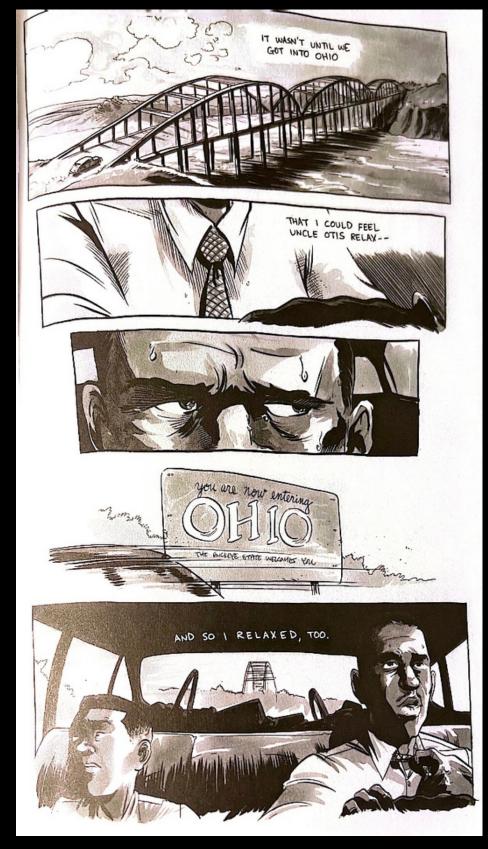


Art Style











HISTORY THROUGH DIGITAL COMICS

Webtoon

Accessibility Engagement Responsiveness Fact-Checking

100%

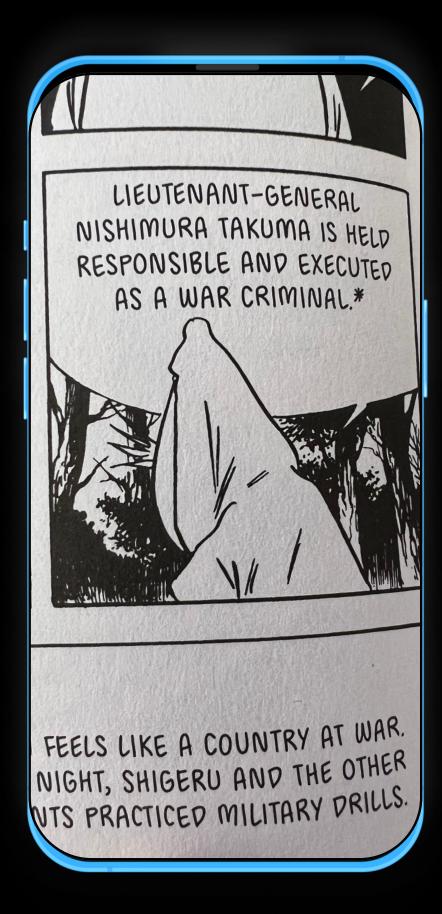
100%

Fact-Checking

100%

If you click a **hyperlinked star**,
you can actually connect to the citation,
official record, and additional research for
further details from comprehensively

Cross-Link Promotion Possible



As you scroll, you can see the automatic side bar

Years/Time

1980.05.20.

3pm

Location

Jeonnam University

Real Figures

Blue

Details

146 Casualties398 Wounded

Campaign Goals

I propose a comic series accompanied by a transmedia campaign that aims to transcend the limitations of time, space, and subject matter, supported by crowdfunding.

GOALS

- Increase unbiased awareness of the event
- Investigate history properly, not to reiterate
- Restore humanity and heal social traumas



Finding the Soldiers

Deep Coverage: Documentary

Building on the soldier's perspectives depicted in the comic, the documentaries will explore their confessions and potential communication with victims. Soldiers who have already come forward to share their information and memories will be featured, embarking on a journey to locate other soldiers with whom they have memories. They will share their stories and circumstances, encouraging collective confession. Ultimately, they will visit Gwangju to seek out victims, confess, and ask for forgiveness.



Social Buzz

Live Coverage: SNS, Website

- -Regular updates in a consistent connection with the transmedia production
- -Sponsors and celebrity advocates' posting on social media to generate buzz
- -Live streaming events featuring Jamie Chun, a prominent figure related to the subject, aligning with the campaign's goals of confession and reconciliation.



Production Team

A dedicated production team of 40-50 professionals required.

Crucial Partners:

May 18 Democratization Movement Truth Commission & Gwangju Province

Executive Director

Cartoon Producer/ Story Creator/Illustrator

Researcher/History Advisor

Documentary Producer

Media Experts

Website Designer, Manager

Finance Specialist



Budget

- 1. Story creator and illustrator fees: Estimated at \$30,000, including the payment for the creation and illustration of 250 comic pages and overall production fees.
- 2. Website development and management: Estimated at \$10,000, the cost associated with developing and maintaining the campaign's official website will be allocated accordingly.
- 3. Documentary production: Estimated at \$20,000, funds will be allocated for the production of the documentaries, including expenses related to filming, editing, and post-production.
- 4. Research Fees: Estimated at \$20,000, the cost to cover the extensive research with the help of history advisors and associated fees.
- 5. Contingency fund: Estimated at \$5,000, a contingency fund will be set aside to account for any unexpected expenses or additional requirements that may arise during the course of the project.

Timelines

- -o-3 months: Website development, creation of a comic proposal, initiation of crowdfunding, casting and gathering memories from featured soldiers, planning storytelling narratives through meetings, conducting historical research, hiring the production team for the comics and transmedia project.
- -3-9 months: Storyboarding, initiating marketing for the comic launch on websites and social media platforms, transmedia planning through meetings with featured soldiers and the independent May 18 Democratization Movement Truth Commission, identifying promising soldiers based on word-of-mouth recommendations for inclusion in the documentaries.
- -3-16 months: Comic book development, including writing, editing, and production processes.
- -6-12 months: Commencement of filming, ongoing research, and live coverage through social media and websites to maintain audience engagement.
- -12-16 months: Post-production activities, thorough fact-checking processes with input from historical and political advisors, meetings with sponsors and celebrity advocates to generate marketing buzz.
- -16 months: Comic book launch and final marketing push using social media and websites.
- -18-20 months: Release of the documentaries, archival of research data and footage on the website, planning for potential educational collaborations in the future.

Would it work?

By leveraging the power of comics and transmedia storytelling, we can engage a wide audience, particularly the young generation, in a medium that resonates with them. Comics have a unique ability to convey complex information in an accessible and visually captivating manner, making historical narratives more relatable and engaging.

By incorporating documentaries, live coverage through social media, and an interactive website, we create a comprehensive and immersive experience for the audience.

The ambition to not only address political aspects but also focus on humanitarian, resilient, and developmental perspectives sets this transmedia campaign apart. By promoting unity, empathy, and a shared vision for a cohesive society, we aim to move beyond polarization and create a compassionate and inclusive future.

Collective Trauma in Society &

Polarizing Perspectives
Transferring Through Generations

