BUYING A WHEEL: HOW ONLINE MAGAZINES USE ATAVIST TO CREATE MULTIMEDIA WITHOUT THE FUSS
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ABSTRACT

This analysis shows the strengths and limitations of the Creatavist web-based content management system as illustrated by three online magazines. Created by the online media company, The Atavist, the Creatavist platform allows for magazine-style multimedia content. The Atavist, in turn, licenses its content management system to other magazines and journalists, solving the common problem that many online magazines share, namely a lack of resources to create their own content management systems. The California Sunday Magazine, Longform.org, and Tablet magazine all use the Creatavist content management system in different ways, and presented different challenges through the development of their online presence. Creatavist has enabled them to make more multimedia packages than they could have without it, and without hiring several developers.