Chaos in motion

« I prefer words. Images are better. »

Richard Bartle

Words i'll try NOT to say

- Transmedia
- Paradigm
- Emergent
- Social
- Monetization
- Gamification
- Meta

Words i'll try to say

- Serendipity
- Paradox
- Reality
- World model
- Multi Users Shared Hallucination
- Poeisis
- Otters

ME

ANKAMA

1903

DOFUS

Dofus
Fichier
Affichage
Aide

WAKFU

6
3
56
4
100
Maniement de l'épée : +30 points d'XP. Prochain level dans : 60.
Attaque Cyclone : +30 points d'XP. Prochain level dans : 60.
Attaque Cyclone : +60 points d'XP. Prochain level dans : 80.

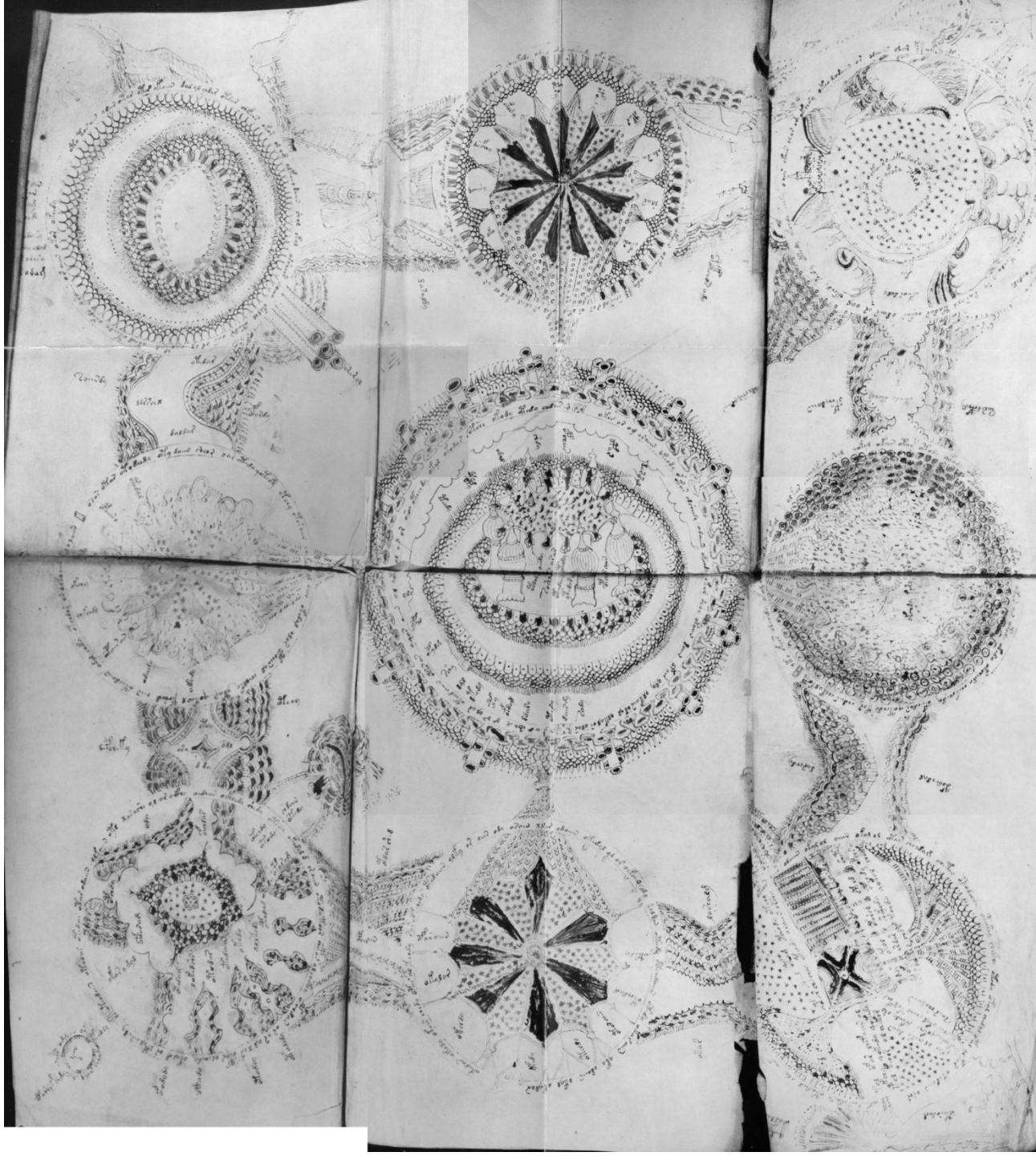
More Wakfu

- Beta
- Social politics
- A world that is not born yet, only in a mythical phase where things get rebuilt in a night, players experiencing parallel worlds anxiety.

The Wakfu cartoon

- More than the game
- Bridges between features in game and cartoon episodes
- Aspects of truth inside the cartoon world
- Quests in game
- Alternative game, The Guardians

WORLD MODEL



World Model

- Re-differenciation World Model / Story World
- Doctor Who vs Avatar, Godwin point of multiverses.
- Intelligent design
- The God complex
- Death of the Story World

BUT

- Pre created world models fail singularity
- Singularity is the unknown event allowing a virtual world to exceed its limits
- Singularity is chaos
- The narrative design task NOT to create a world but to make sense of it
- RECEPTING channels of devs and players

Virtual worlds as living entities

- Narrative design for virtual worlds, not scripted games
- Learning to organize a collective mind
- Create meaning by contextualization
- Let them tell you more

Vico's poetic model

GODS
HEROES
PEOPLE

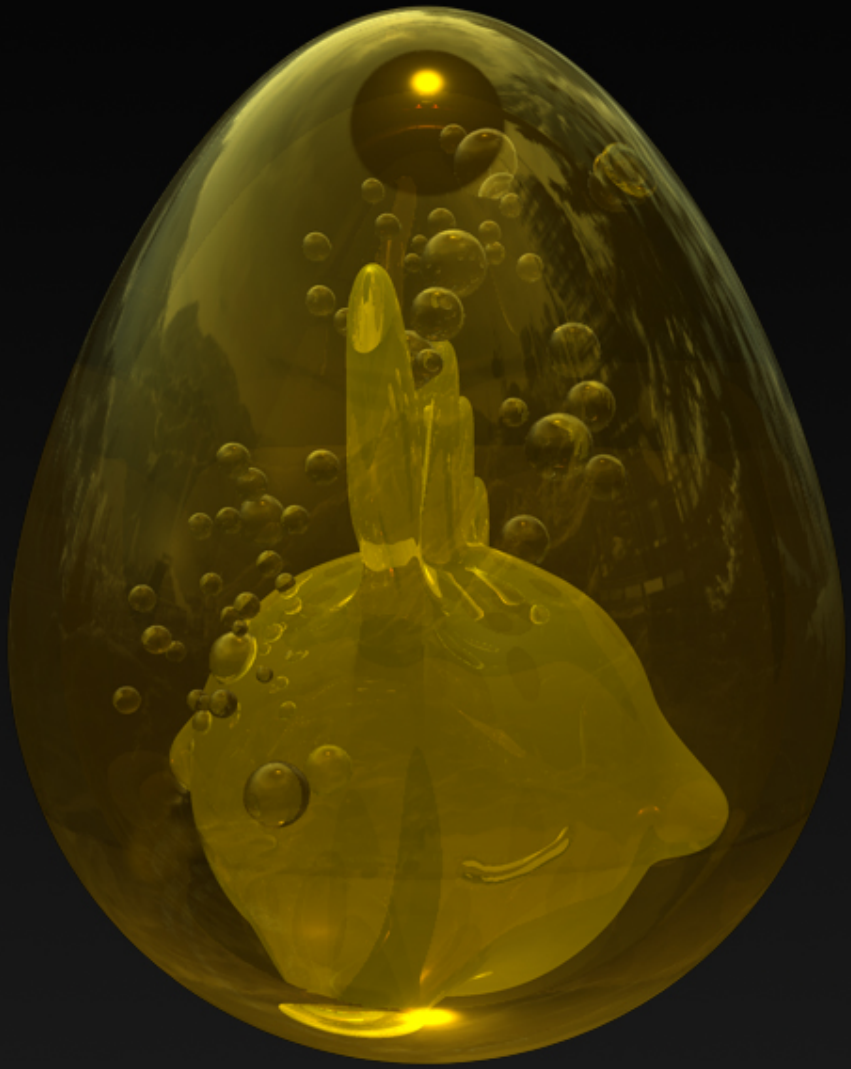
FLOWERS AS SOUL

3rdGeneration
prius
Harmony between man, nature and machine.
Solar Wi-Fi & Power. On Us.
Recharge your laptop or cell phone, surf the Web and stay awhile. It' all powered with help from the sun, like the optional Solar Roof in the 3rd generation Prius.
NO STANDING ANYTIME

ENERGY AS TEXTURE

Champs de Sevamor
Nation de Sevamor
Ressources
Monstres

CREATION AS PATTERNS



ISLANDS OF WAKFU

An experience

- The map is the territory
- Influencing reality
- Finding new paths
- Each medium tells a different story

Myths of the old gaming world

- Gameplay versus Narration
- Heritage of tabletop RPGs : not games
- Difference : to play a role, to play a game
- The game as psychotrope
- An empire of immersion
- Context in virtuality

Narrative design is a process

- Postmodern narration is cristalized
- Crossing the postmodern divide with games
- Re-Différenciation Narration / Plot
- Birth of the POV
- Engineering liberty

User experience

- They live there, we should listen
- Editorial autonomy
- Building worlds / words / verbs
- Tools
- Penumbra : the community

START HERE!
NOT COMICS OR VIDEO GAME
THE COST OF LIVING
I FELL IN LOVE WITH ONE OF GEORGE LUCAS'S INTERNS
SHE TRAINED ME HOW TO DRIVE TRUCKS INTO HOUSES. IT WAS VERY EXPENSIVE AND I AM VERY CONCERNED WITH HOW IT COULD AFFECT MY HEALTH (AND THE HEALTH OF OTHERS) BUT I LOVE HER AND SO IT GOES...
THAT'S WHAT YOU CAN BUY FOR A PILE OF BACON
ORIGINOL
PUP TENT PARTY
THINK ABOUT WHAT YOU ARE SAYING INTO THE THING
IT IS NOT MY CONCERN THAT YOU HAD A [redacted] AND DID NOT LOOK AFTER YOR PAPER TRAIL
PODR BABIES DIPPIN' INTO RESERVES
PRESENTLY
GEORGE LUCAS'S INTERNS ATTACKED ~~THE CASBAH~~ MY CONDO
BATHTUB WEINER GIN
Q: WHERE IS CHUNKY FLOORS
A: RETURNING IN THE MIDDLE OF THE NIGHT.
DODDS WON'T BE UNDERSOLD
A REAL TURNING POINT IN MY CAREER
WHO CARES!
THIS IS A VERY DIFFICULT TIME FOR INSURANCE AGENCIES
REQUISITE THEY GUY APPROACH
IF YOU ARE DEPRESSED ABOUT YOUR TELEVISION SERIES, THINK ABOUT ~~WHO HAS~~ PILE OF BACON.
SUMMING UP
USED FURNITURE (CON'T)
TRAD
REAL LIFE SWEDISH CHEF
FOREVER
A GREAT STORY
ABOUT A PILE OF BACON
25¢
2¢ MILLION AMERICAN PEOPLE ~~SHOP OUT~~ VS. THE REST OF THE WORLD
IF WE DIDN'T JOIN UP WE WOULD BE ACCUSED OF TREASON
"NOT A COMIC" "YOUR COMIC DOLLAR IS BEING DILUTED" "I AM JUST AS PISSED OUT AS YOU ARE"
I MIGHT BE ABLE TO SUPPLY YOU WIT' MORE ~~[illegible]~~ IF IT WEREN'T FER THIS FACT THAT I HAVE TO BUY ~~[illegible]~~ CARS AND BOATS
YOU BASTARDS
I AM A UN. INVESTIGATOR?
I AM ENDING MY MILLITARY PRESENCE IN LEBANON?
OR DO I OWN A CHAIN OF BISON MEAT RESTAURANTS
???? ???
BUBBLES
BACON
PILE OF BACON
MODERN POP AESTHETIC

A new field

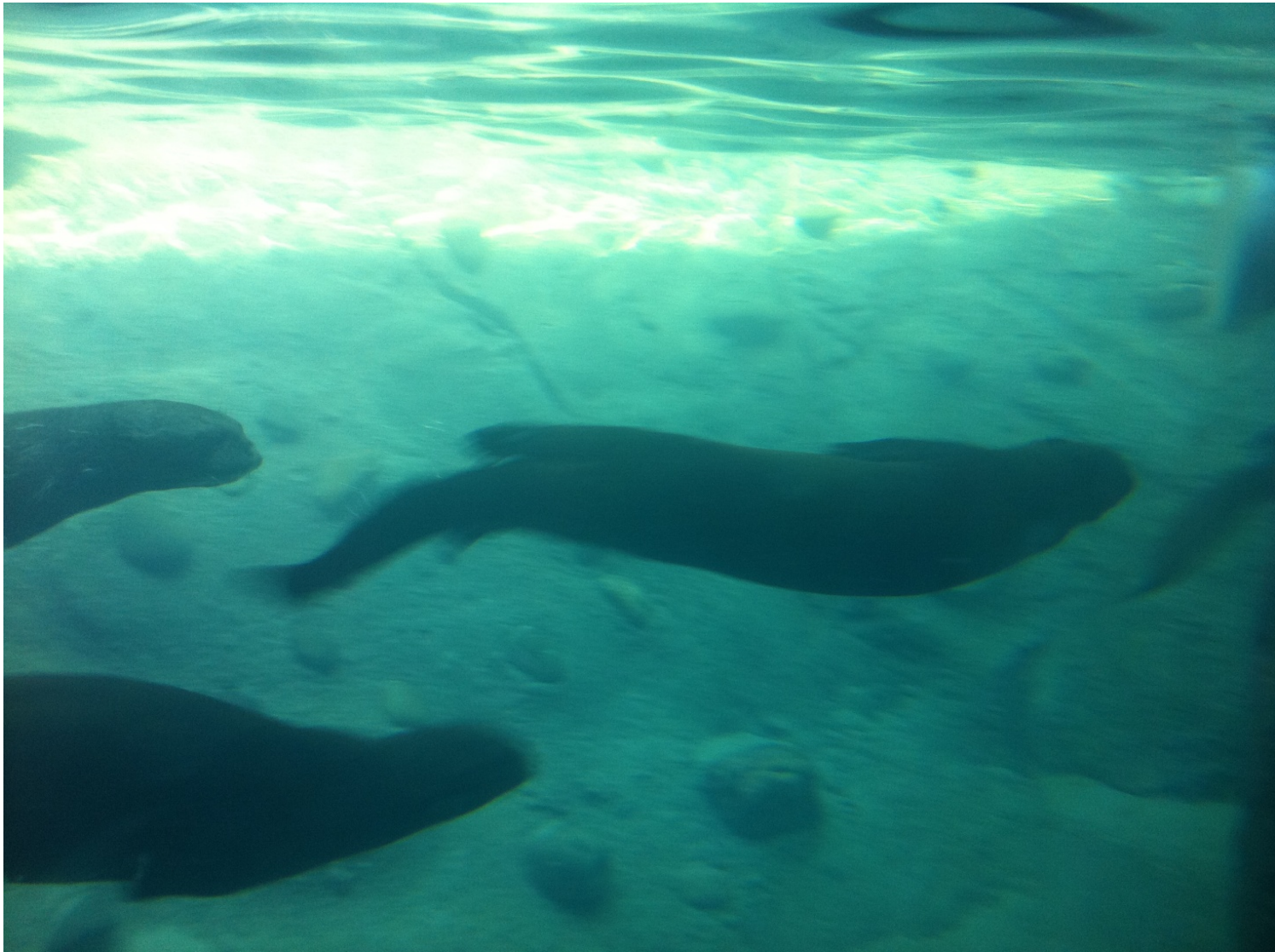
- User experience / developer experience / corporation experience
- Semiotic Framework
- Postmodern ruins
- Tailoring a world to the needs of the devs
- Observing the living world and understand basic narrative patterns
- The narrative designer as a user experience architect

Tools of the trade

- Abstract Data mining
- Tolerance of Paradox
- Active CM
- Bots behavior
- Narrative shards (ie quantum narrative)
- Flowers, cakes and fireworks

The Author

The Otters



Letting go expectations

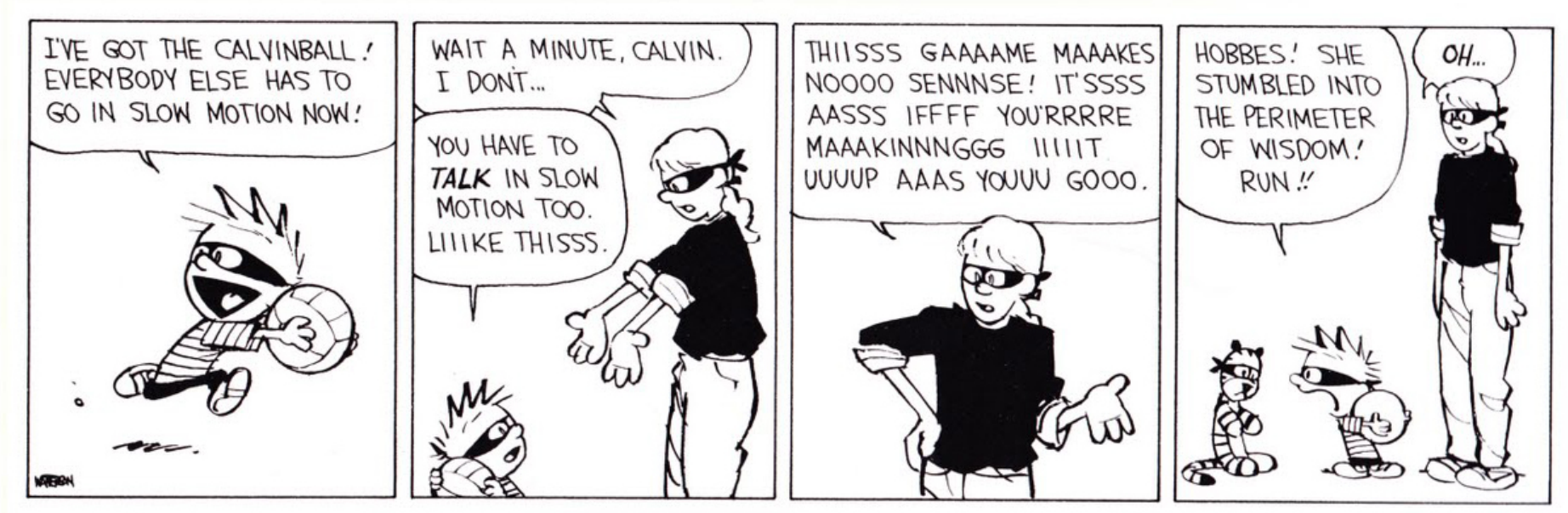
- Let them tell you more
- Break it

Gnarly

GAMES VILLAGE EXPO
ÉGLANTINE
MARKETING ASSISTANT

Paida

Calvinball


I'VE GOT THE CALVINBALL! EVERYBODY ELSE HAS TO GO IN SLOW MOTION NOW!
WAIT A MINUTE, CALVIN. I DON'T...
YOU HAVE TO TALK IN SLOW MOTION TOO. LIIIKE THISSS.
THIISSS GAAAAME MAAAKES NOOOO SENNNSE! IT'SSSS AASSS IFFFF YOU'RRRRE MAAAKINNNGGG IIIIIT UUUUP AAAS YOUUU GOOO.
HOBBES! SHE STUMBLED INTO THE PERIMETER OF WISDOM! RUN!!
OH...

Learning

- Learn how to learn

Meaningful Contextualization

- Culture
- Myth
- Community
- Corporation
- Game system
- Developement
- Communication
- Marketing

The design of patterns

- Gestalts
- Archetypes
- The legacy of roleplaying games
- Playing a role

Improv design

*The name Paidia draws on an ancient Greek **paideia***

(παιδεία)*, which means education or/and learning and is a tribute to the term paidia coined by Roger Caillois and referring to unstructured and spontaneous play*.

Too much ludus and a game can become a grind; too much paidia and an activity can feel pointless.

Quantum narration

- Agile, fluid semantic architecture
- Shards
- Thematic pillars

Pattern Recognition

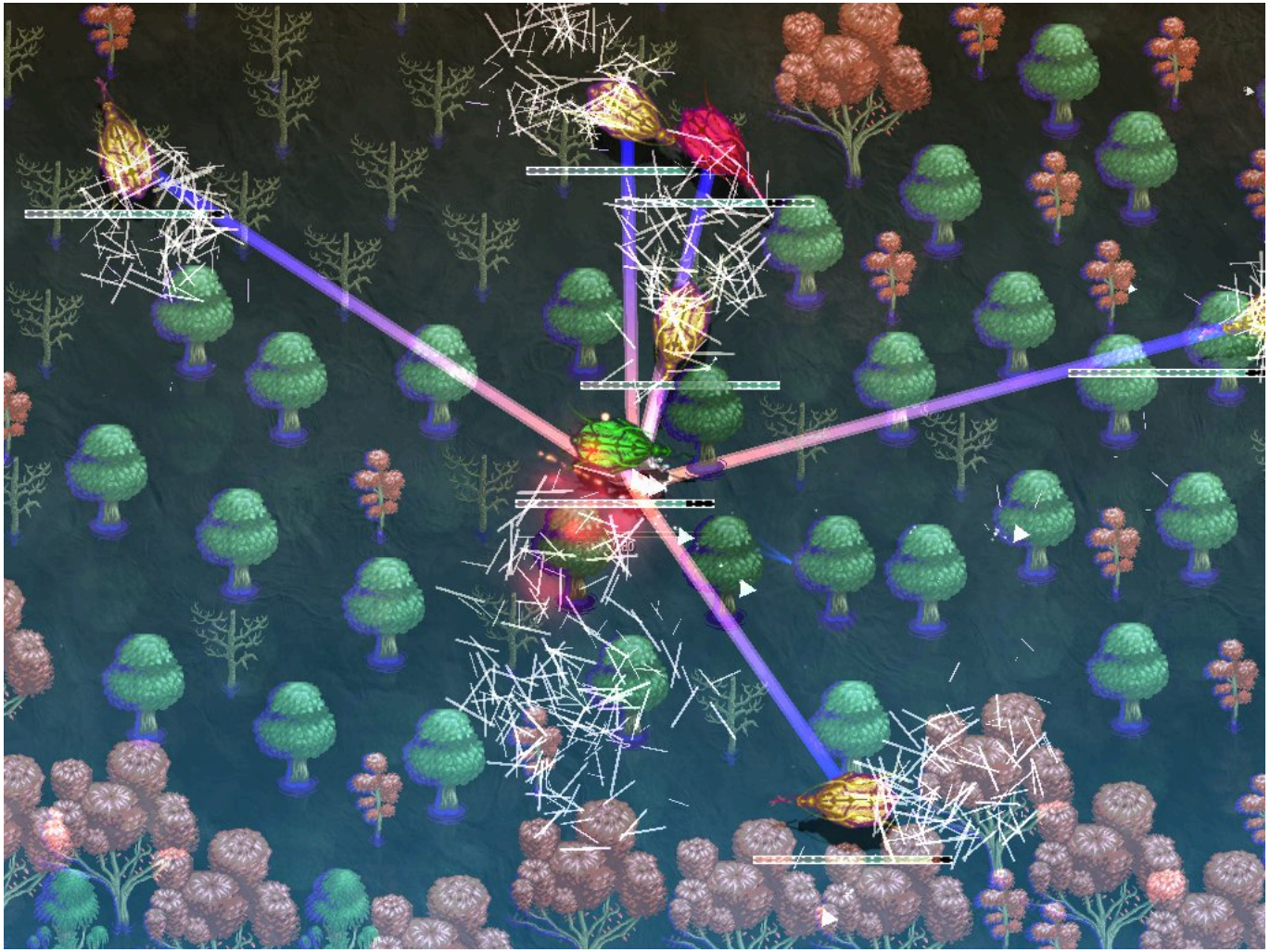
Cave design

Dimensional mapping

- Timeline
- Spatial
- Multiverse
- Innerverse
- Noosphere
- The rest

Good Dream Logic is good

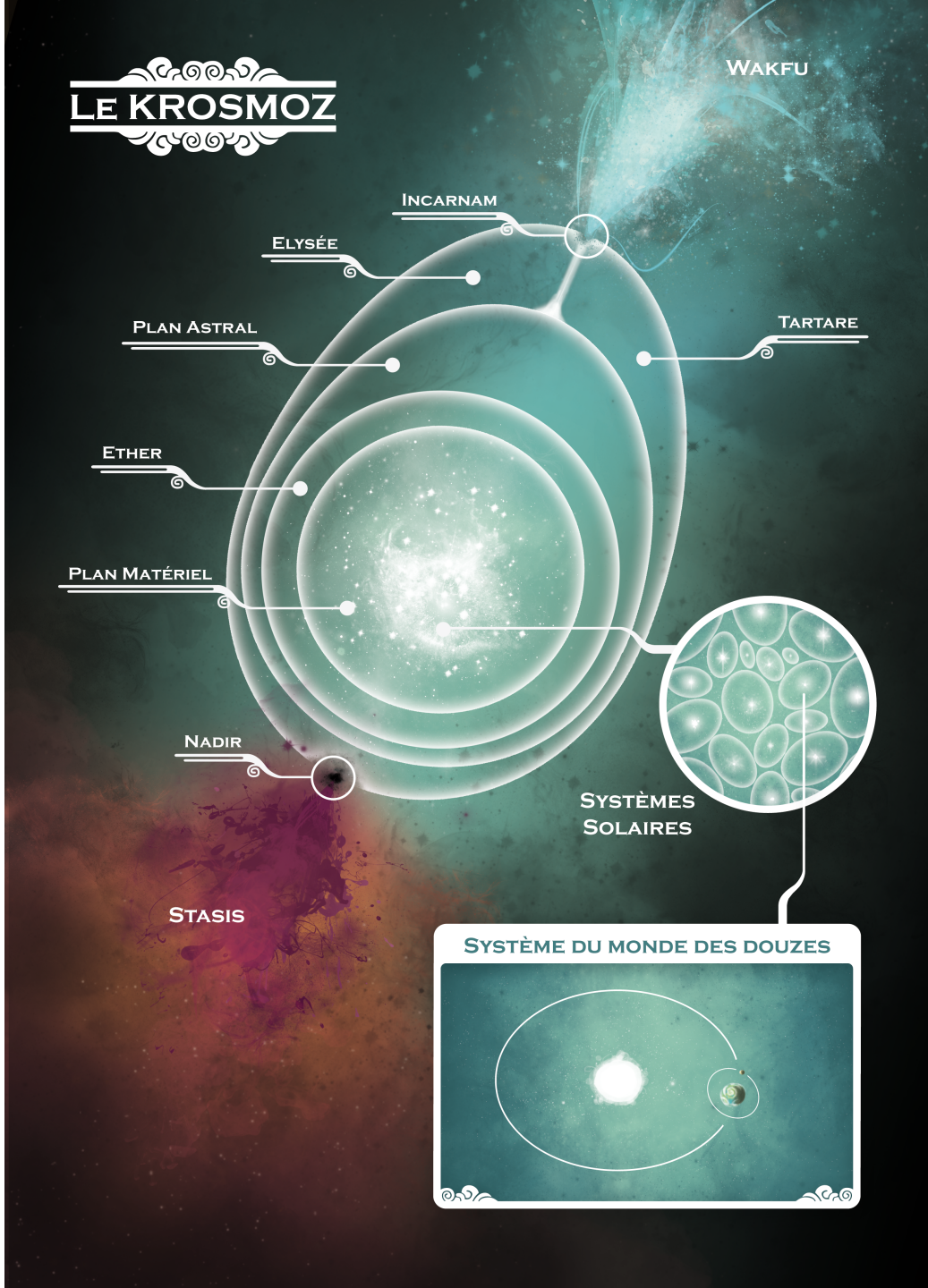
Good Poesis is good



Parallel world anxieties

Krozmoz

Deducing the form of the cosmos from the forms already existing

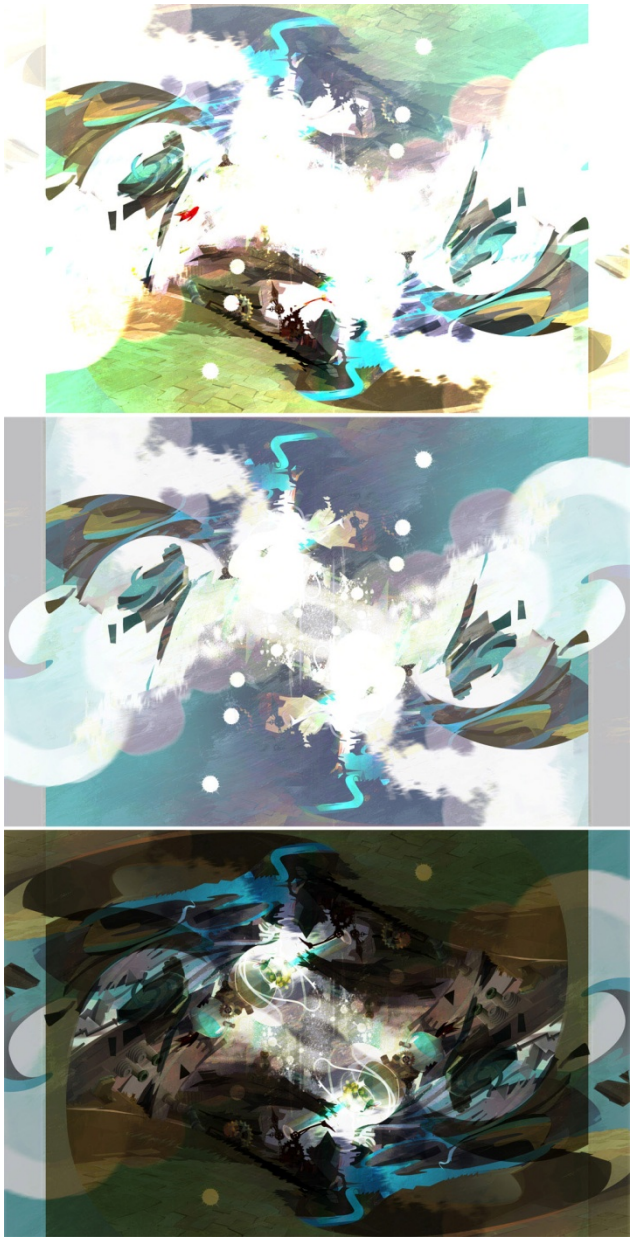


Expanding media universe

- Every media item as a fragment of the cosmos, expanding
- Linking business model and world model to sustain expansion
- New distribution channels

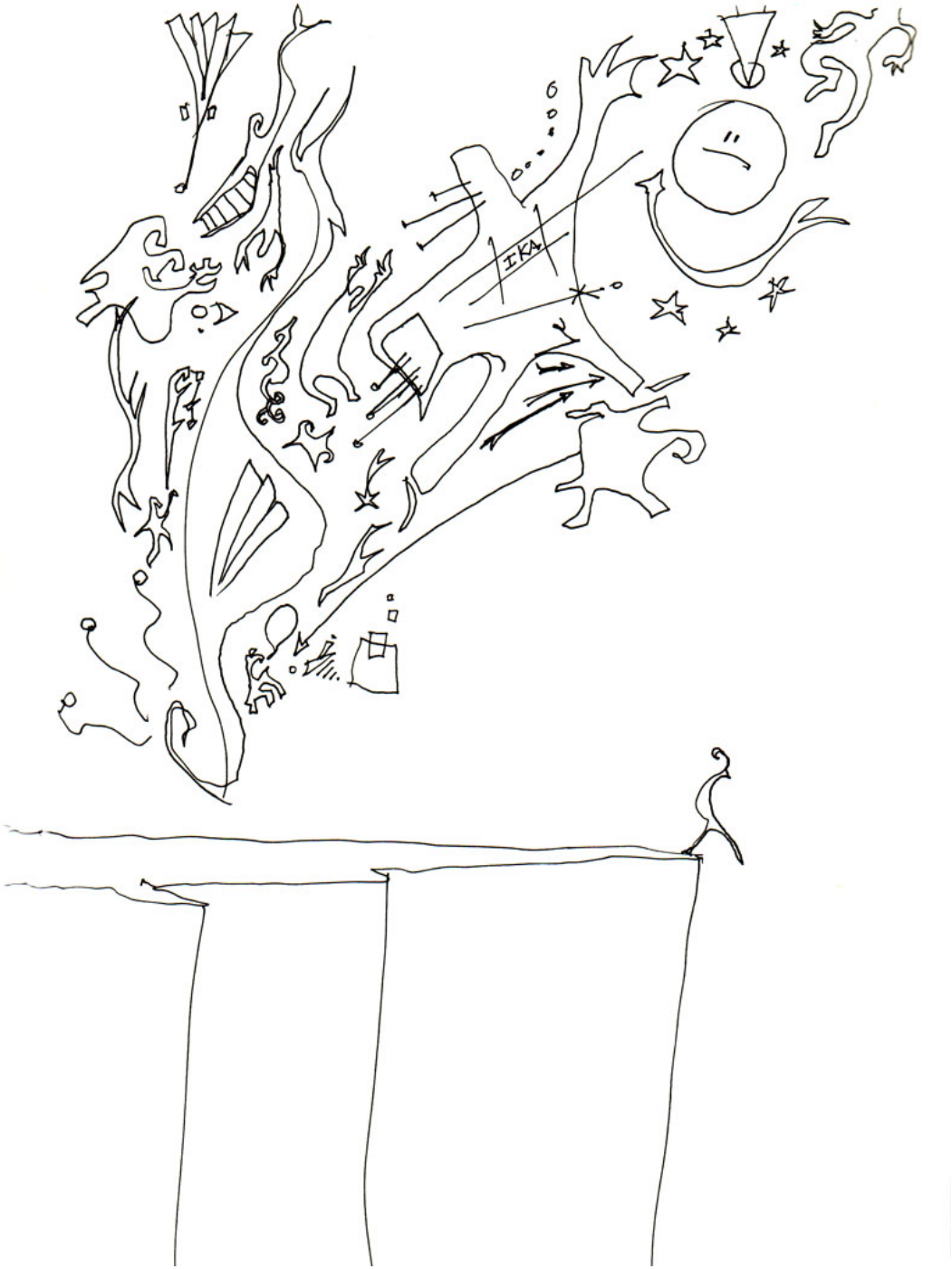
Challenges

- Monetization
- Creative control
- Ego
- Critics
- Ethics



Escaping duality

- The space in between
- Midcore
- Meeting of users and developers
- Stop antagonism
- Learn to love the unknown.
- Use virtuality as a midpoint between thoughts and real.



Sense of wonder

“Mystery creates wonder and wonder is the basis of man's desire to understand.”

Neil Armstrong

Over the rainbow

“The future is religion and commerce, aphrodisiac and Benzedrine, a mother of mysterious comfort and a mistress of familiar ravishments ever on the verge of embracing or destroying us.”

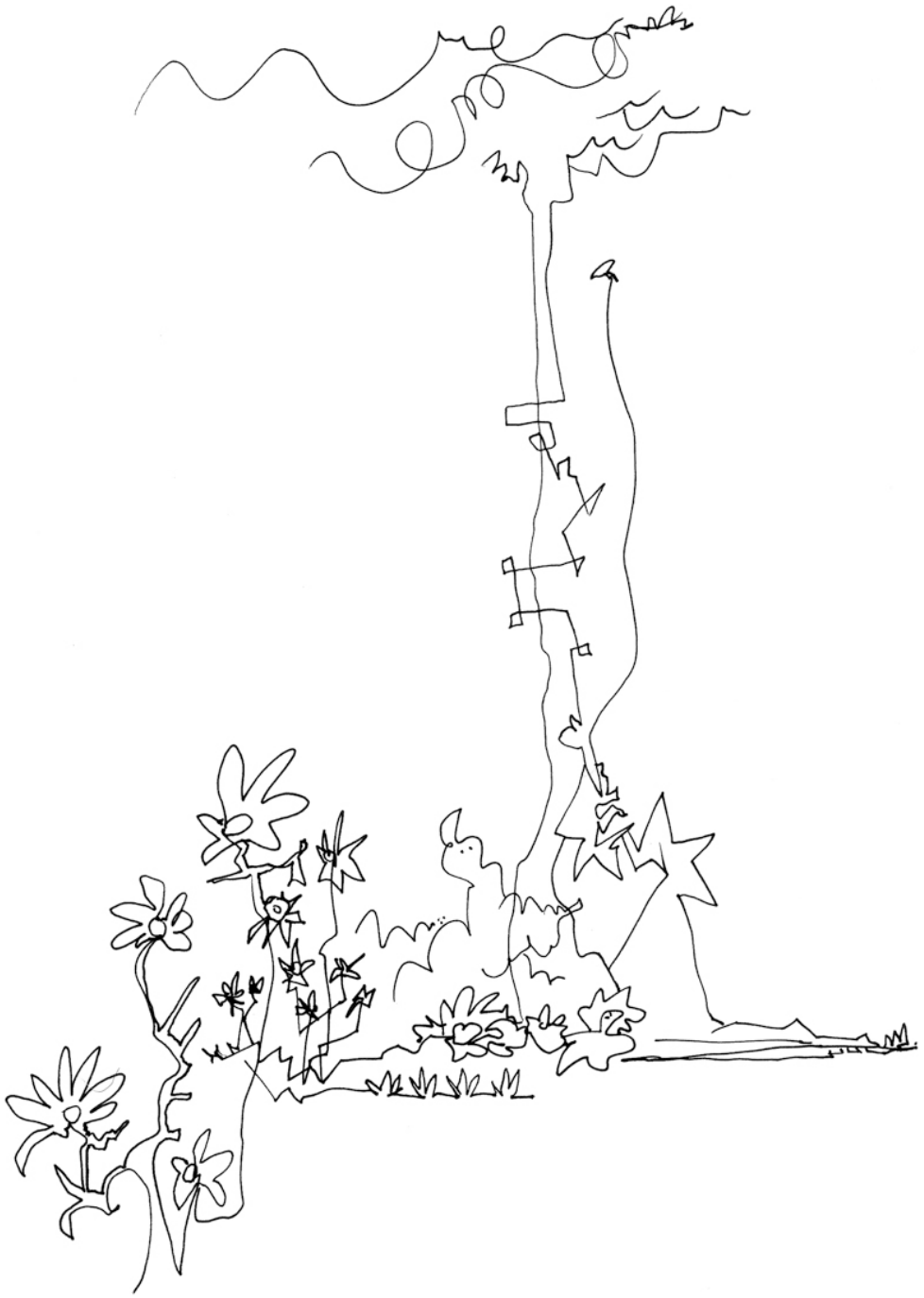
Eugene Kennedy

Mysteries of
the pixel

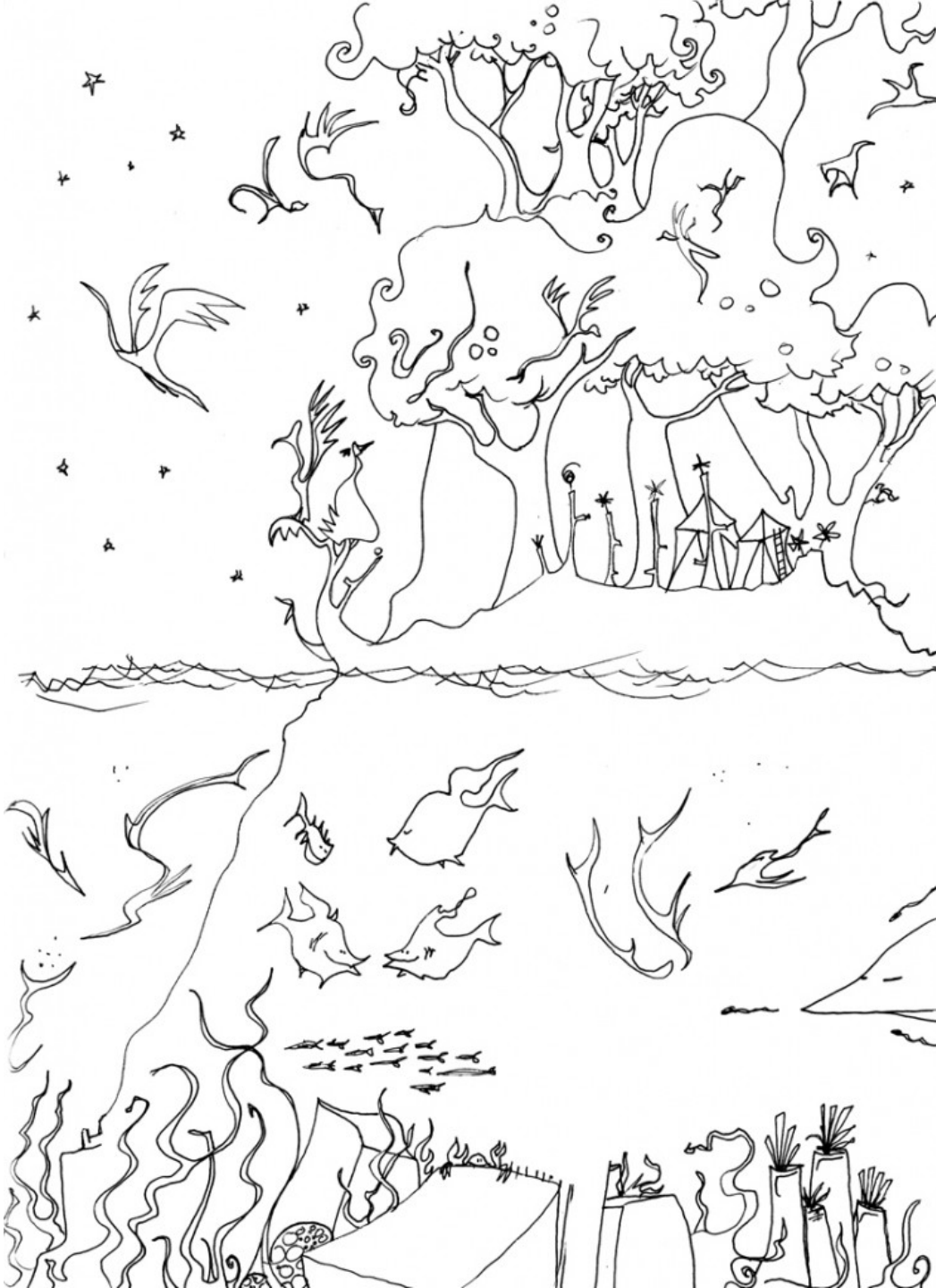
“The only words that ever satisfied me as describing Nature are the terms used in fairy books, charm, spell, enchantment.

They express the arbitrariness of the fact and its mystery.”

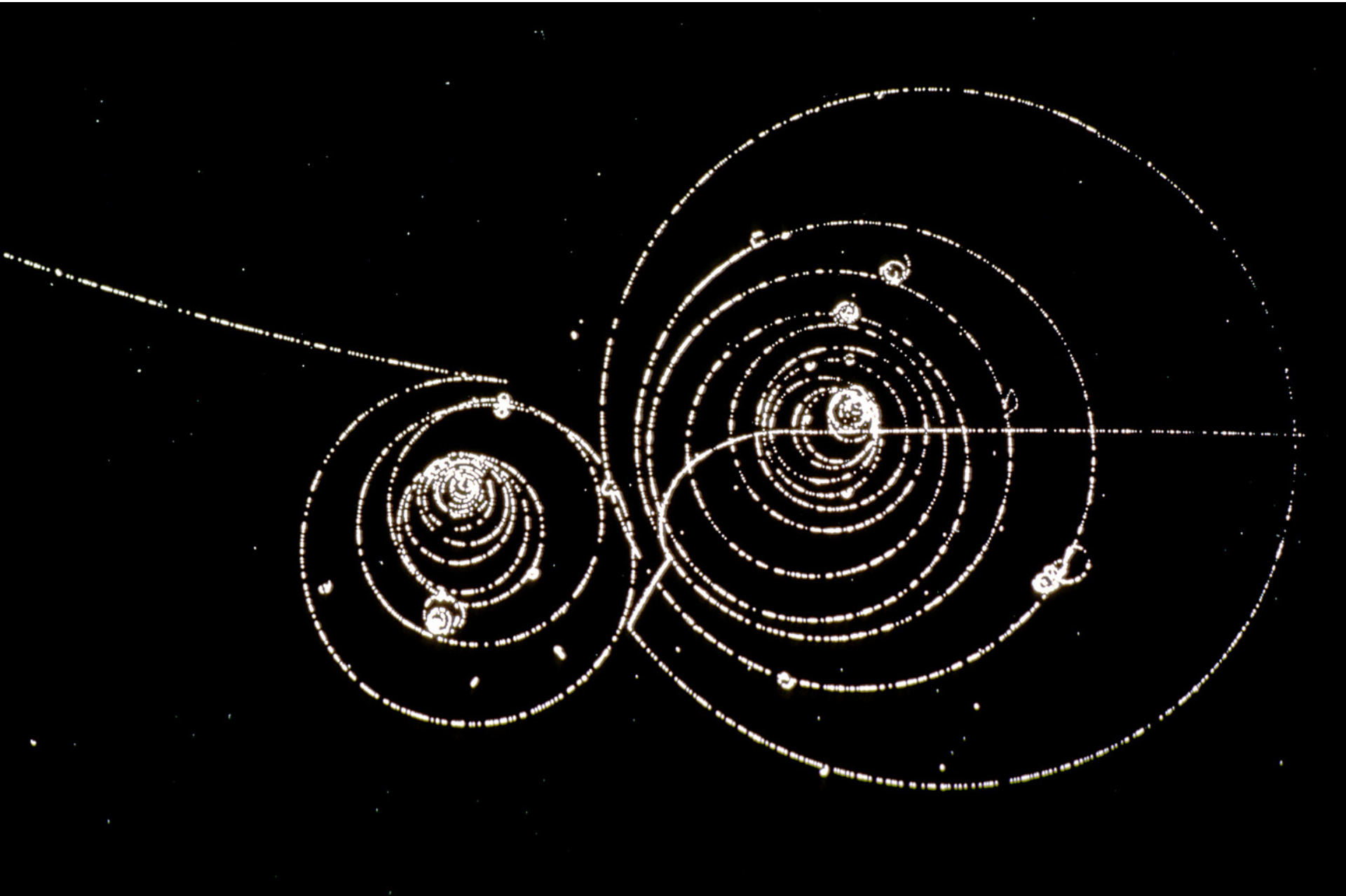
Chesterton



Hypernature



Singularity happens everyday



Thank you !

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