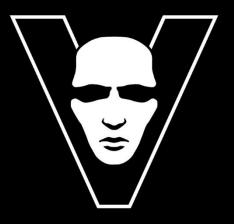
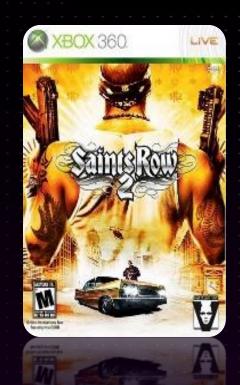


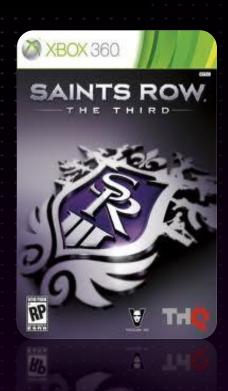
# VOLITION'S CHALLENGE: DEFINING A PROJECT VISION

Greg Donovan
Senior Producer



### volition





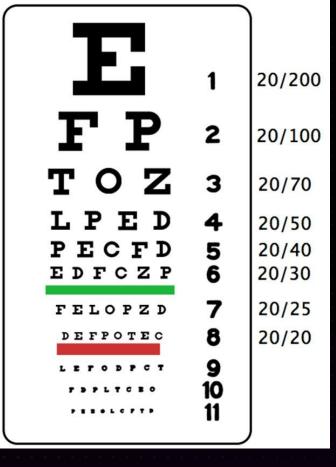
#### Volition Project X - List of Features

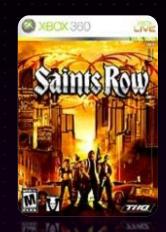
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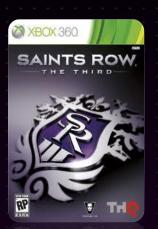
Gameplay yer, probably explosions

blisher wants

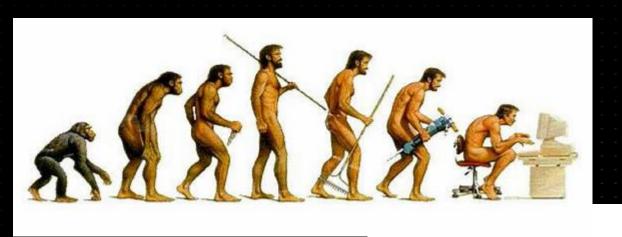
















# Does a project *really* need a Vision?



# What is a project Vision?

 $\begin{aligned} & f(x) dx \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}(x) \right)' = \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}(x) \right)' = \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}(x) \right)' = \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} \sum_{j=1}^{n} a_{j} u_{j}'(x) \\ & f(x), \left( \sum_{j=1}^{n} a_{j} u_{j}'(x) \right)' = \int_{0}^{\infty} \sum_{j=1}^{n} \sum_{j$  $(1+\frac{1}{[n]+1})^{[n+1]} < (1+\frac{1}{n})^{n+1} = \psi(\frac{1}{2}) = \left[\psi(\frac{1}{2})\right]^{2}$  $= \int \pi f^{2}(x) dx = \int \pi \left(\frac{r}{h}x\right)^{2} dx = \int \frac{\pi r^{2}}{h^{2}} x^{2} dx \int [u_{1}(x) + u_{2}(x) + ... + u_{n}(x)] dx V$ m x = [ = + = + = ] = + P (Zo) = \ a = 0 lim f(x) = 1 4; 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Vision is a Process culminates in successfully communicating what it is the team is making

- Set of tools
- Help communicate what game is being made
- Help guide: discussion, choices, prioritization

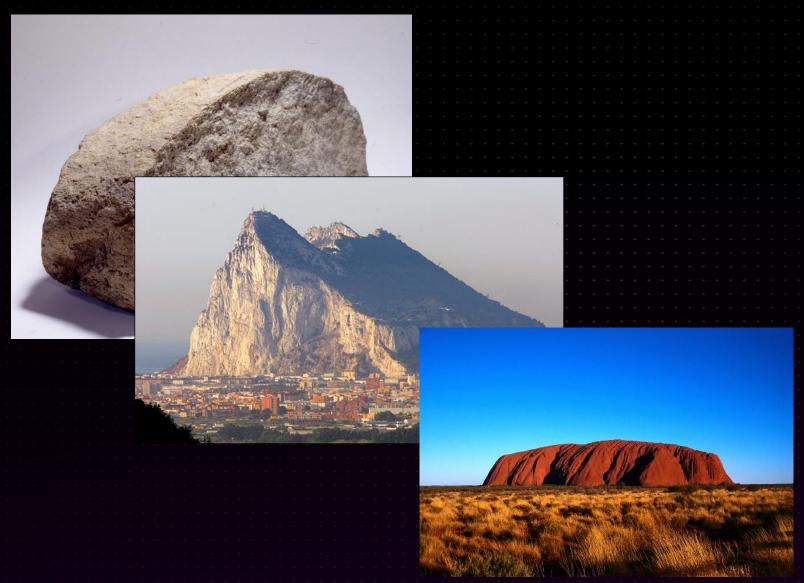
It can be really difficult.

### GOAL: Clearly define "the Box"

- Abstract -> Concrete
  - Tone
  - High Level
  - Humor
  - Core / Pillars
  - Player Experience

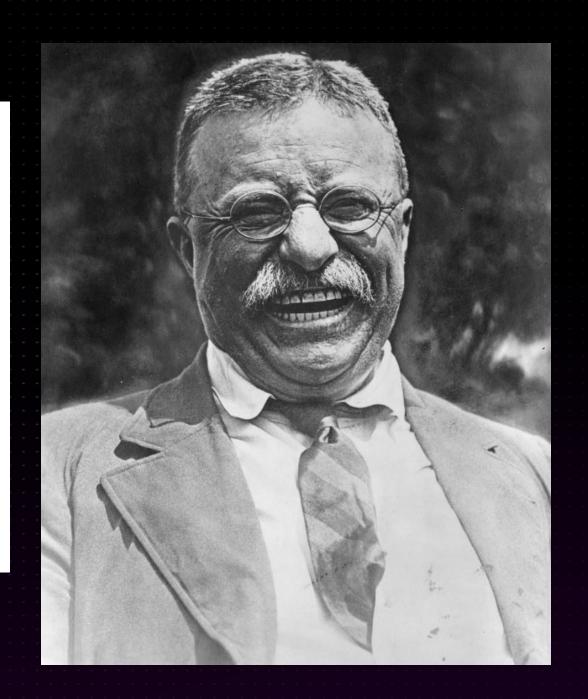


## Think of "a rock"









# So, what do you do?









- New Tech/Tools
- New Platform
- "New Studio"



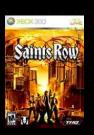














Bling Bling is a third person action game about style, music, gangs, and guns.

 It is the game equivalent of a gangster rap music video.







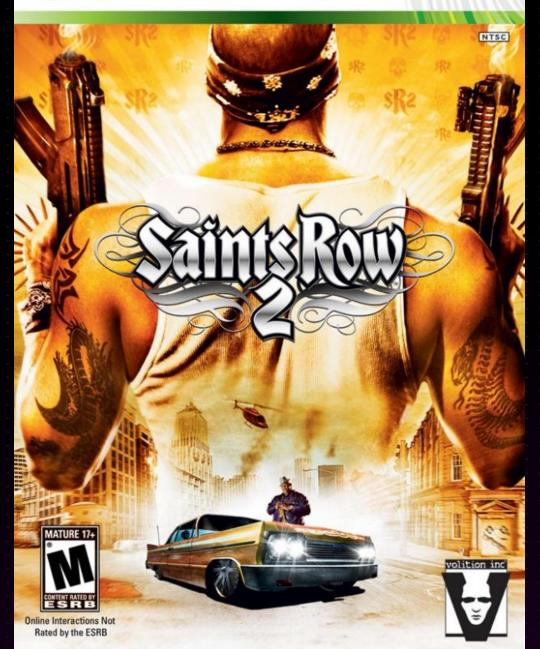


# HINDSIGHT

Those really were the droids you were looking for.







#### Video



### Team Mantras

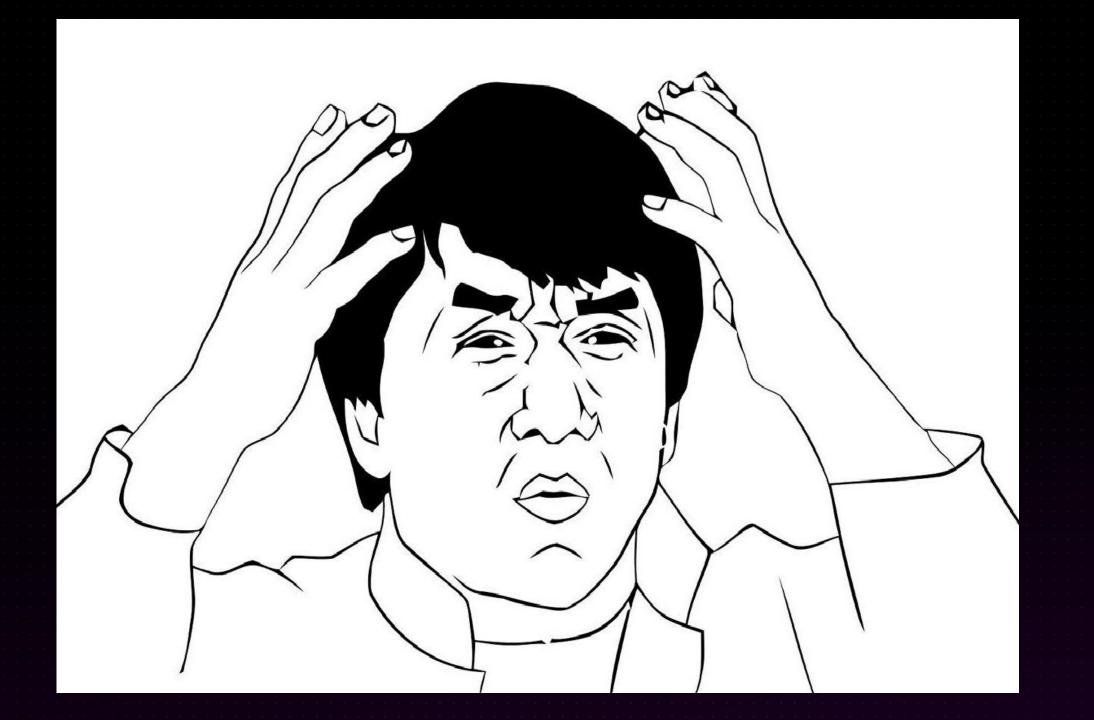
- Concrete Jungle
- Your Saints. Your City. Your Rules.

#### List of 'core features'

- Co-Op
- Customization/Player Choice
- Combat
- Vehicular Gameplay
- Variety



The project vision should encapsulate the core of the game. It should be something content creators ask themselves when making the game. It's an "essence statement" that succinctly defines the top level heart and spirit of the game. This needs to be something that's both meaningful and valuable to both dev and outside sources. The former is more important, though. It should answer, "what is the game about, what are we trying to do?"





### The Problems



#### Poor execution

- We had a description of what the Vision should be... but never executed on it.
- The video was a list of features

#### Too vague...

- WTF is a Concrete Jungle?
- Your Saints. Your City. Your Rules. ...was a SR2 marketing tagline
- A list of features is not a vision…











# HINDSIGHT

If he is going to install the button anyways why doesn't BOWSER step on it when Mario gets on the bridge?



NTSC

### SAINTS ROW.

THE THIRD-













OM MANI PÄDME HUM















SAINTS

KILLBANE + BOSSES SAINTS ROW



**COLOR SCRIPTS** 

LIGHTING CONCEPTS





DECKERS



DECKERS INFO MISSIONS STRONGHOLDS

MORNINGSTAR



MORNINGSTAR INFO MISSIONS STRONGHOLDS

LUCHADORES





MISSIONS STRONGHOLDS

NEW UNIQUE WEAPON CONCEPTS

STAG / POLICE





NEW UNIQUE VEHICLE CONCEPTS































King of the Carnival!

SAINTS ROW.

Fun Trumps All!

Over the Top!

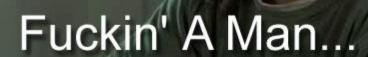




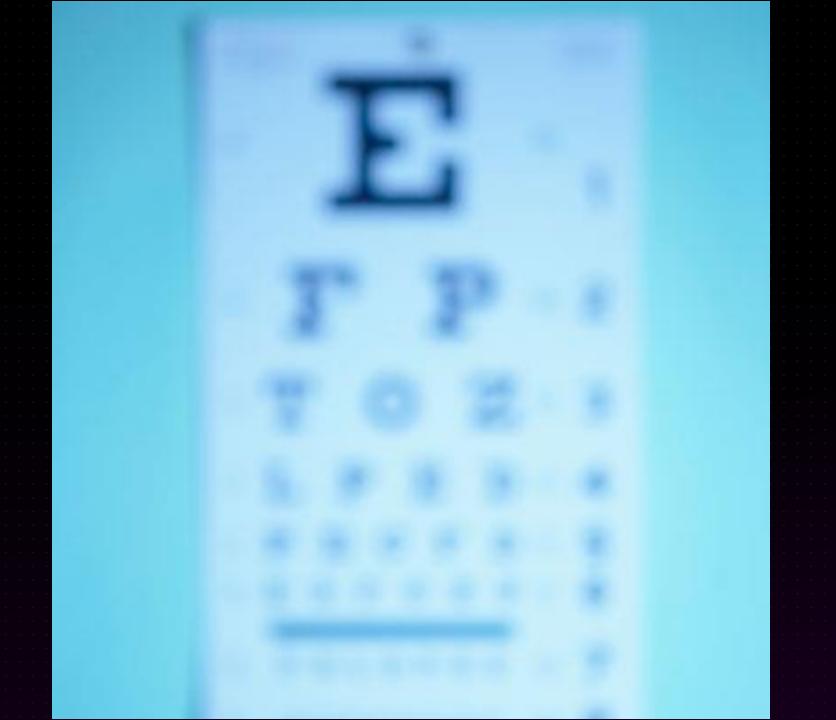
- PILLARS!!
- VISION WALL!!
- TONE VIDEO !!
- MANTRAS!!













# Fun Gameplay

Saints Row 2 established its identity with over the top and outrageously fun gameplay

It's the number one thing the franchise is known for. Saints Row 3 will push the gameplay envelope and surpass player's expectations.

# Slick Presentation

Saints Row 2 was criticized for its presentation. Visuals were the #1 criticism, followed closely by stability. Saints Row 3 will be competitive graphically,

produced the most redemorable SR-world yet and be more polished and stable than SR1 and SR2.

# Player Choice

The Saints Row franchise allows players to play how they want. Saints Row 3 will retain and improve this feature by offering

### more choices

for players and making some choices tie into gameplay.

# Cohesion

Saints Row 2 added features in a vacuum. Saints Row 3 will have a more defined game experience

that wraps the tone, fiction and art with gameplay. We will make everything feel like it's one experience where all major elements play off of and reinforce each other.



# Over the Top!





Russian Roulette

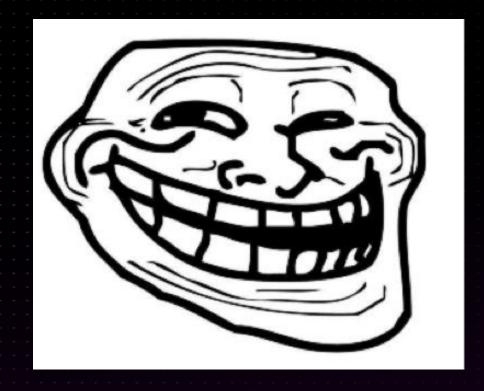
Peeping Tom

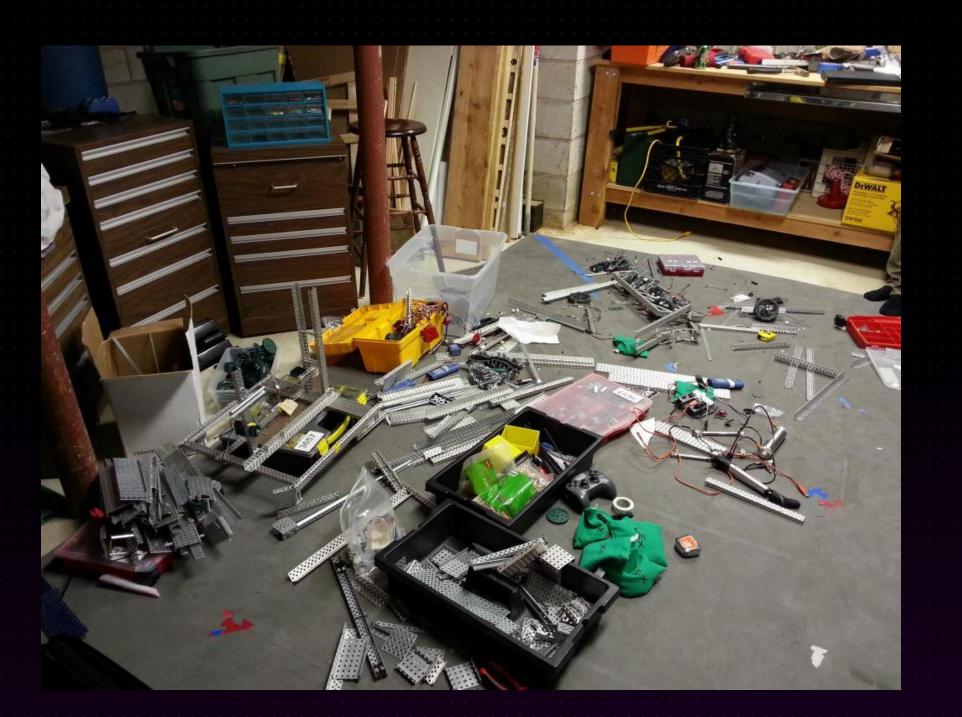
Fart in a Jar





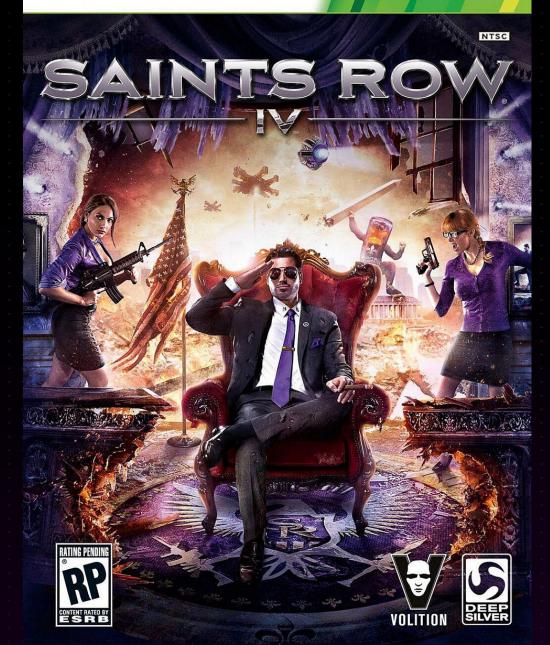




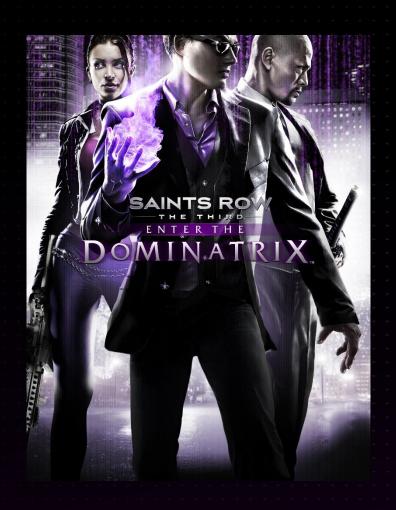








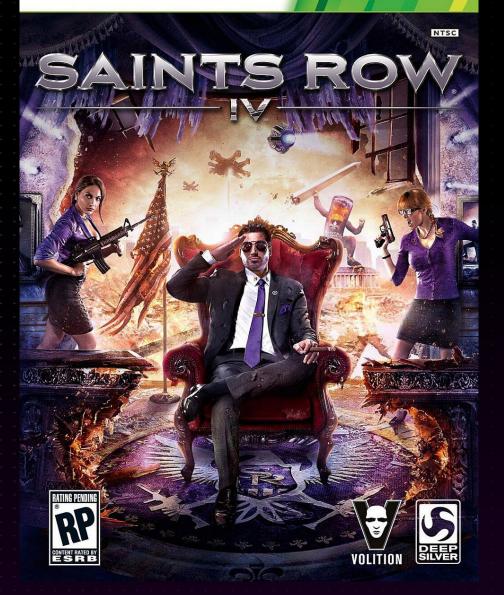




The Saints With Super Powers in the Matrix. With Aliens.









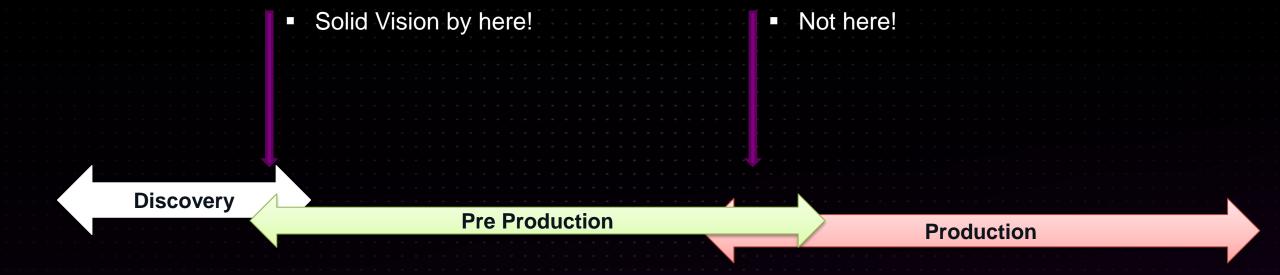




DSI GHTI SALWA

# The Saints Row Way

- Key questions asked in late pre pro
- Answers established too late





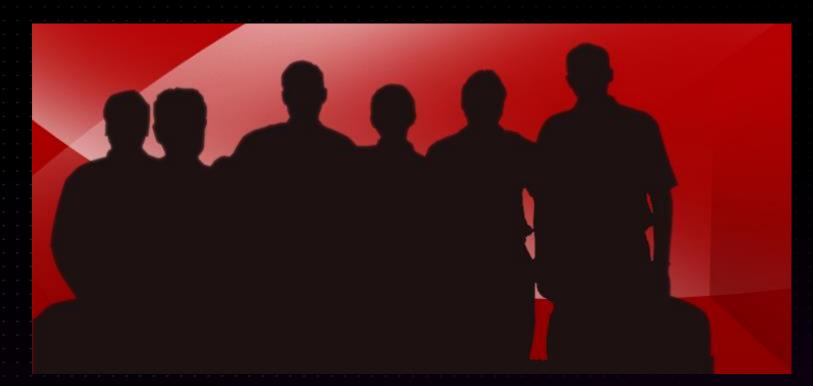


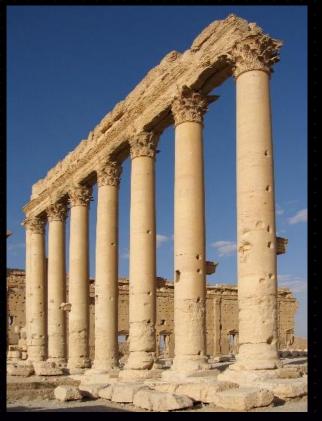
High Level Vision team

Cross Discipline

# GOALS:

- Establish the box
- Establish better vision tools
- Collaborate with team
- Remain High level





**Project Pillars** 



Player Experience



Studio Strategy



Special Sauce

# Project Canvas

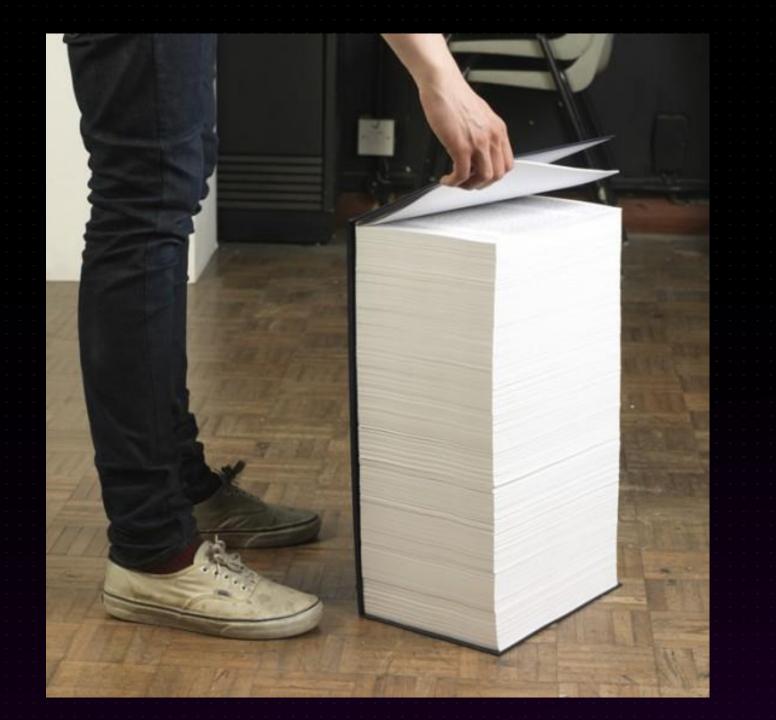


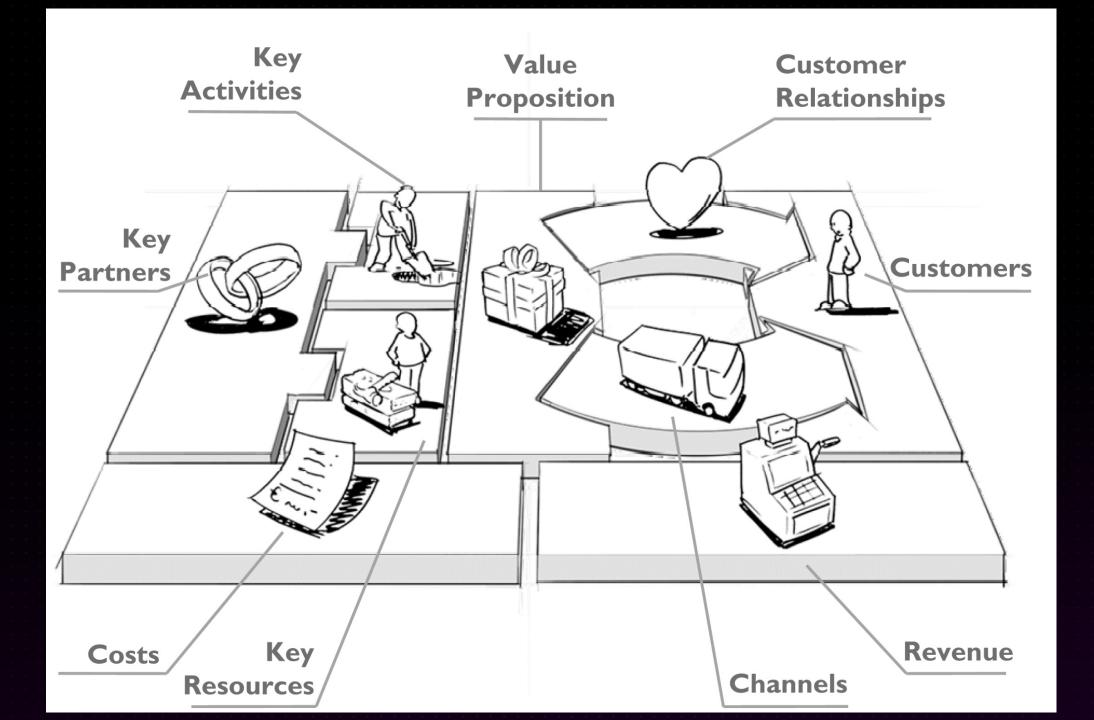
Alexander Osterwalder

# THE STARTUP OWNER'S MANUAL STRATEGY GUIDE

The Step-by-Step Guide for **Building a Great Company** 

Steve Blank and Bob Dorf





<ul> <li>Key Partnerships</li> <li>Buyer-Supplier Relationship with Product Vendors</li> <li>Hair Stylists Community and Vocational Schools</li> </ul>	<ul> <li>Key Activities</li> <li>Investigation of Competitor Offerings</li> <li>Recruit Quality, Experienced Hair Stylists</li> <li>Key Resources</li> <li>Physical Property</li> <li>Product Inventory</li> <li>Commission Paid Stylists and Salaried Support Personnel</li> <li>Proprietary Knowledge of Hair Styling Techniques</li> <li>Customer Databases</li> </ul>	Value Propositions  Quantitative:	Dedicated Hair Stylist     Low Walk-in Wait     Times     Grab-And-Go Hair     Products     Personal Assistance at     Front Door  Channels     Paper Advertisements     Sign Advertisements     Word of Mouth     Coupons	Customer Segments - Segmented (Slightly different needs)  • Women • Men • Children
<ul> <li>Cost \$tructure</li> <li>Fixed Costs from property rental, advertising costs, and competitive employee salaries</li> <li>Variable Costs from commission paid employees, product and supply inventory refreshments, and utility bills</li> </ul>		<ul> <li>Revenue \$treams</li> <li>Transaction revenues from appointments and product purchases using the dynamic pricing structure based off of market trends</li> <li>Recurring revenues from booth rentals by contracted hair stylists</li> </ul>		







# TEAMWORK

It's easy to get the players; it's getting them to play together that's the tough part.

# **Zeus: Visiop Sanvas (WORK IN PROGRESS)**

# **Core Vision (Pillars)**

A modern Western set in post-apocalyptic Rio

#### A hardened gunslinger

- I'm deadly in a firefight
- My vehicle is my lifeblood
- I go where others fear to tread
- I take on challenges others will not

#### **Exploring a lawless and broken city**

- A world where life is cheap and resources are scarce
- A hornet's nest of competing factions
- A wasteland of opportunity to discover

#### Defining my legend through my actions

I make enemies and allies as it suits p

- develop skills to fit my style
- I crait dimprove my with loot.
- I play by my own rules and do what I want

# **Core Gameplay**

- World Exploration
- Ranged Combat
- Payer Progression
- Looklity

# **Supporting Features**

- Cover/Traversal System
- Social/Asynchronous Gameplay
- Non Modal Missions
- RPG systems : player, weapons, vehicles
- Customization
- Vehicles
- Conversation System
- Memory System/Player Awareness
- 2 Player Co-Op
- PVP, Free for All MP Areas

### **Core Tenets**

Sell the experience of a hardened gunslinger surviving day to day in post-apocalyptic Rio.

- Mostly an on-foot game
- Most gameplay takes place in urban areas
- Rules of the world need to be consistent and accessible
  - Not a "everything fits and goes" world like SR3
- More realistic than SR3 when it comes to:
  - Art direction
  - Tone
  - Gameplay and Situations

# **Player Experience**

# When I explore the world I feel ADVENTUROUS, TEMPTED and URIOUS

- to napper next. I'm always tempted to <u>investigate</u> one more thing.
- Havens are no picnics but I know what to expect.
   Outside the walls, all bets are off.
- I am <u>compelled</u> to balance risk and reward.

# When I shoot enemies, I feel EMPOWERED and SKILLED

- <u>Confident</u>, even when vulnerable.
- Even though I've seen a lot, there's some horrifying shit I haven't seen.
- Nothing comes easy in this world but death.

# When I progress my character and gear, I feel RESOURCEFUL and REWARDED

- The car makes the man.
   When you see my vehicle you know who I am.
- I know how to use what others don't see.
- As a gunslinger I have to keep adapting or I'll die.

### **Dev Pillars**

### • Focus on the Core

○ Do few things and do them well.

#### • Brains over Bureaucracy

 Don't let process get in the way of doing what's right for the game.

#### Teamwork

 Work together, be accountable to each other, and push each other to do our best work.

# Core Essence ( 5 sec pitches)

- A modern Western set in processing
   apocalyptic
- Mad Max meets MacGyver
- Post-apocalyptic Game of Thrones
- A hardened gunslinger surviving day to day in post-apocalyptic Rio
- Mechanical Alchemy

# **Special Sauce**

We make third person city-based sandbox

- Our players are agents of mayhem with lots of toys.
- Our players own and share their experiences.



# **Zeus: Vision Canvas (WOPK IN PROGRESS)**

## **Core Vision (Pillars)**

A modern Western set in post-apocalyptic Rio

#### A hardened gunslinger

- I'm deadly in a firefight
- My vehicle is the analog for my horse
- I craft and improve my gear with loot
- I take on challenges others will not

#### Exploring a post apocalyptic urban ruin

- A lawless and broken world where life is cheap and resources are scarce
- A hornet's nest of competing factions
- A wasteland of opportunity to discover

#### Forging my legend through my actions

- I make enemies and allies as it suits me
- I can customize my past and present
- I develop skills to fit my style
- I go where others fear to tread
- I play by my own rules and do what I want

# **Core Gameplay**

- World Exploration
- Ranged Combat
- Player Progression

# **Supporting Features**

- Non Modal Missions
- Lootility
- Cover/Traversal System
- Social/Asynchronous Gameplay
- RPG systems: player, weapons, vehicles
- Conversation System
- Memory System/Player Awareness
- 2 4 Player Co-Op
- Customization
- Vehicles

### **Core Premises**

Sell the fantasy of a hardened gunslinger exploring posta scalyptic Rio

- Primarily on-foot
- Slower paced than Saints Row
- Most gameplay takes place in urban areas
- Rules of the world are consistent and accessible
- More realistic than Saints Row

**Modern Western** 

Think: Contemporary Analogs for

### **Player** Experience

I am a hardened gunslinger exploring a postapocalyptic urban ruin, forging my legend through my actions.

#### By playing this game I want to satisfy:

- My curiosity about the world and the people in it
- My need to progress and attain mastery
- My desire for better rewards and loot
- My need to connect with friends and other players
- My desire to express what makes me and my character different

Players should be thinking this when they play the game.

- I want to know what's out there
- I will find a way to deal with whatever happens
- We \_\_\_\_\_ when we play together

# **Inspirations**

Western tropes.

The factions, intrigue, and ever evolving plot from A Game of Thrones.

- The exploration, freedom, and progression of Skyrim
- The character and tone of A Fistful of Dollars.
- The ever evolving world of The Walking Dead.
- The tone, humor, and Spaghetti
   Western aesthetic of Django Unchained.
- The traversal fluidity found in Unchartered and Tomb Raider

# • A der e urban ruin, re-built 20 years after an apocalyr c event that occur. Id in 2018.

**Zeus World** 

- The Wild Nest in 2038 where pockets of civilization and factions function behind alls in Havens to guard to use, and fight for control over resources and power.
- A world that functions on technology and resources available in 2018. Only a select few control experimental technology from that time. Society in general makes do with few creature comforts.
- Outside the Havens, adventurers and scavengers risk danger against the potential for extreme wealth and fortune. Outside these walls, it's anything goes in a world full of roving bandits, fortune seekers and other dangers..
- A barren Wasteland surrounds the city, littered with the bones of the old world.

# **Special Sauce**

- We make third person city-based sandbox game.
- Our players are agents of mayhem with lots of toys.
- Our players own and share their experiences.

# **Team Pillars**

- Focus on the Core
  - $\,\circ\,$  Do fewer things and do them well.

#### • Brains over Bureaucracy

- Don't let process get in the way of doing what's right for the game.
- Teamwork
  - Work together, be accountable to each other, and push each other to do our best work.



#### STRATEGIC DIRECTION

#### Special Sauce

- We make third-person city-based sandbox games.
- players are agents of moviling with lors
- Our players own and share their experiences.

#### Next Gen

- Always connected experiences.
- Everything is DLC.
- Emphasis on social, marketplace, consuma bles, and seamless experiences

#### Studio

- Create a new franchise that attracts a larger audience that Saints Row.
- We can't outspend the competition, but we can find key ways to out-think and out-ing one mem.
- retch ourselves in key, un-tapporters to stay competitive.

#### PROJECT CULTURE

- Focus on the Core
  - Do fewer things and do them well
- Prains over Bureaucracy
  - of doing what's right for the game.
- Teamwork
  - Work with and for one another, be accountable to each other, and push each other to do our best work

#### PROJECT GENRE AND DIRECTION

- A modern Western with contemporary analogs for Western tropes.
- Primarily on-foot gameplay, focused on exploration
- Slower paced than Saints Row
- Post-a pocalyptic urban Rio
- Game and World Rules are consistent and accessible
- More realistic than Saint Row
- 3<sup>rd</sup> person open world adventure

#### The ZEUS WORLD

A dense, ruined urban city 20+ years after a major apocalyptic event that occurred in the present day (~2015).

The World is a functioning hub for humanity where technology, while scarce, is available if you know where to look. This is not a desolate world, devoid of technology and people.

#### Resource Baseline

esources are sparse but available. actrical, Oil, Wind, Solar, Satellite, and Battery

nergy and Power controlled and hoarded by factions

#### Pre-Apocalypse Technology

2018 technology Smart Phones, Electric Cars, Tablets, Smart Homes, GPS, Mechanical Aids, Handgun, Rifles, & Shotguns

#### Present, but very rare

Military Tech: Drones, Smart Guns and Goggles Performance enhancing drugs Practical cybernetics Advanced communications

#### CORE PILLARS

A modern Western set in post-apocalyptic Rio

#### A hardened gunslinger

- I'm deadly in a firefight
- My vehide is the analog for my horse
- I go where others fear to tread
- I take on challenges others will not

#### Exploring a post-apocalyptic urban ruin

- A lawless and broken world where life is cheap and resources are scarce
- A horner's nest of competing factions
- A wasteland of opportunity to discover

#### Forging a unique legend through my actions

- I make enemies and allies as it suits me
- I can austomize my past and present
- I develop skills to fit my style
- I craft and improve my gear with loot
- I play by my own rules and do what I want

#### PLAYER EXPERIENCE

l am a hardened gunslinger exploring a post-apocalyptic urban ruin, forging my legend through my actions.

- I feel a <u>Sense of Accomplishment</u> and <u>Pride of Ownership</u> as my gunslinger improves.
- I feel <u>Skilled, Respected</u>, and <u>Powerful</u>. I <u>Desire</u> to continually improve and advance my skills.
- I am <u>Curious</u> about the world and <u>Creative</u> about how I interact with it. And I want to share that with others
- I am liberated by the changed state of the world and Rewarded by my ability to affect it.
- I am <u>Intrigued</u> and <u>Wary</u> because of the threats and dangers that are foreshadowed.

#### CORE GAMEPLAY

- Exploration
- Ranged Combat
- Player Progression

#### CORE FEATURES

- Non-Modal Missions
- Lootility
- Cover and Traversal Systems
- Customization
- RPG skills progression
- Weapon and Gear upgrades
- DLC
- Dynamic Player Histories
- Crowdso arrects player siences

#### **NEXT GEN FEATURES**

#### c- --

- Community
- Smart Glass
- Companion Apps
- Mobile
- Asynchronicity
- Voice/Text Chat

#### INSPIRATION and RERENCES

- The factions, intrigue, and ever evolving plot from A Game of Thrones.
- The exploration, freedom, and RPG progression of Skyrim.
- The character and tone of A Fistful of Dollars.
- The ever evolving world of The Walking
  Dead.
- The tone, humor, and Spaghetti Western aesthetic of Django Unchained.
- The traversal fluidity found in Undiantered and Tomb Raider
- The combat found in Red Dead Redemption

#### Zeus : Vision Canvas (WORK IN PROGRESS)

#### **Core Vision (Pillars)**

- A hardened gunslinger
- I'm deadly in a firefight My vehicle is my lifeblood

#### Exploring a lawless and broken city

- A world where life is cheap and resource

- Defining my legend through my actions
- I develop skills to fit my style

#### . I play by my own rules and do what I want

#### **Special Sauce Dev Pillars**

O Do fewer things and do them well.

DIRECTION

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STRATIGIC DIRECTION

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#### **Core Gameniay**

**Supporting Features** 

RPG systems : player, weapons

- World Exploration Player Progression
  - Mostly an on-foot game
  - Rules of the world need to be

**Core Tenets** 

Not a "everything f

Core Essence

(5 sec nitches)

More realistic than SR3 when i

#### When I shoot enemies, I feel FMPOWERED and SKILLED

CURIOUS

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Mechanical Alchemy

CORFPHIARS

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- Confident, even when vulnerable.
- Even though I've seen a lot, there's some horrifying shit
- I haven't seen. Nothing comes easy in this

#### When I progress my character and gear, I feel RESOURCEFIII and REWARDED

- The car makes the man
- you know who I am. Post-apocalyptic Game of Thrones I know how to use what

#### more thing. Havens are no picnics but I know what to expect. Outside the walls, all bets

**Player Experience** 

ADVENTUROUS, TEMPTED and

I need to see what's going

to happen next. I'm always

tempted to investigate one

. I am compelled to balance

- others don't see.

   As a gunslinger I have to A hardened gunslinger surviving day to keep adapting or I'll die

#### Zeus : Vision Canvas (WORK IN PROGRESS)

#### **Core Vision (Pillars)**

A modern Western set in post-apocalyptic

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- My vehicle is the analog for my horse
- I craft and improve my gear with loot
   I take on challenges others will not

#### Exploring a post apocalyptic urban ruin

Forging my legend through my actions

I can customize my past and present

Special Sauce

of mayhem with lots of

- - Social/Asynchronous Gamep
     RPG systems : player, weapon

**Team Pillars** 

Work together, be accountable to

each other, and push each othe to do our best work.

Focus on the Core

Brains over Bureaucracy

- Awareness
  2 4 Player Co-Op CustomizatVehicles

Supporting Features

#### Inspirations

**Modern Western** 

**Core Premises** 

- plot from A Game of Thrones progression of Skyrim.
- The traversal fluidity found in

#### Zeus World

**Player** Experience

My need to progress and attain mastery

My desire for better rewards and loot

I want to know what's out there

I will find a way to deal with whatever happe

- 2018. Only a select few control experimental technology from that time. Society in general makes do with few creature comfo
- Outside the Havens, adventurers and scavengers risk danger against the potential for extreme wealth and fortune. Outside these walls, it's anything goes in a world full of roving bandits, fortune seekers



#### INSPIRATION and REFERENCES

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CORREFATURES

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#### PLAYER EXPERIENCE (are a further engagement of endough packago colope cubes him.

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# GAMEPLAY & FEATURES

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PROJECT CULTURE

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PLAYER EXPERIENCE

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- CORE PILLARS CORE GAMEPLAY
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- Forging a unique legend through my actions **HEXT GEN FEATURES** 
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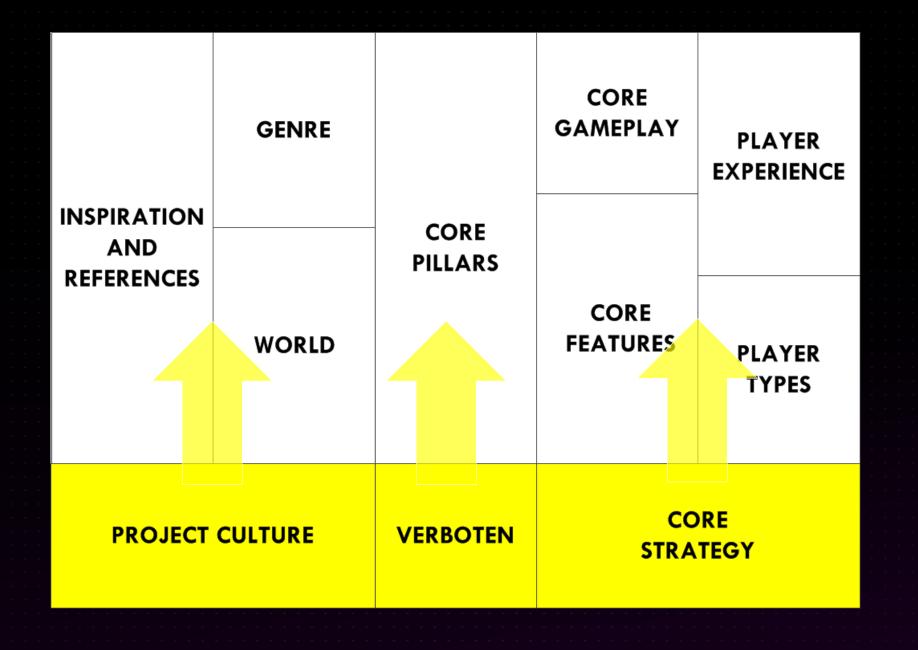
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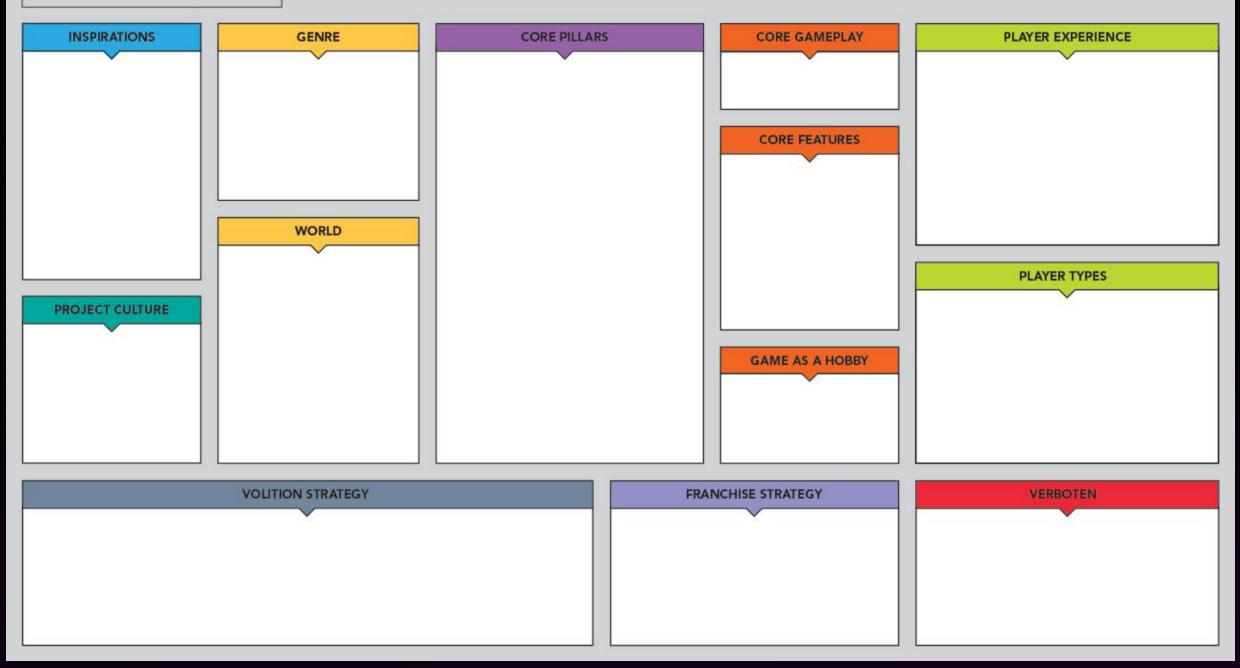
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	GENRE		CORE GAMEPLAY	PLAYER EXPERIENCE
INSPIRATION AND REFERENCES		CORE PILLARS		
	WORLD		CORE FEATURES	PLAYER TYPES
PROJECT CULTURE		VERBOTEN	CORE STRATEGY	

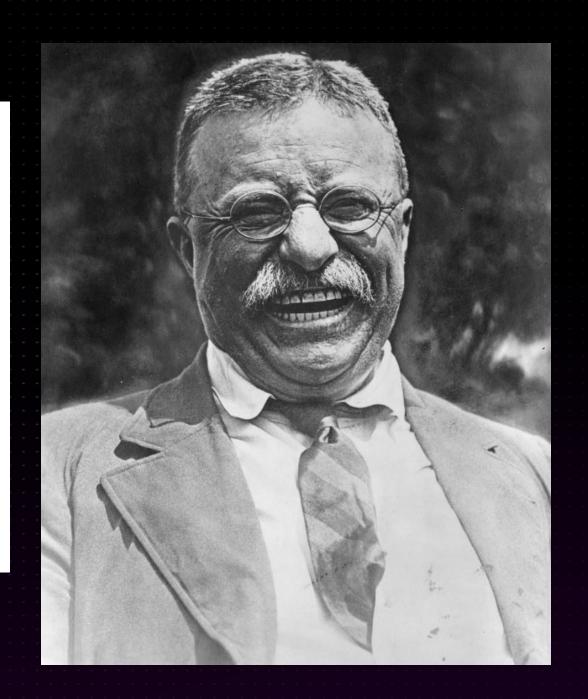


### HIGH LEVEL VISION/CANVAS











# **Emotional Tone**

- Serious World, characters, and situations
   Skilled character makes light of the world at times
   Characters do not take their responsibilities lightly
   Punctuated with high action sequences









































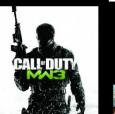






# **Zeus - Humor Tone Spectrum**

# WE ARE HERE







HEAVY RAIN

**Very serious tone with** 

everything in the World.









Some humorous characters that fit in the World



**Serious world** with humorous items and over the top situations



**Zeus' humor must:** 

- Serve and fit the World

- Not break immersion

Semi-serious world with dick and fart iokes, self-refential humor.



- Emphasize, define, and support

situations, characters, and story

**Intentionally comedic** presentation with tone, situations and characters



**Crass and overly** sexual (but it fits for the World)

**Few humorous** moments, if any. **Mostly serious World thruoghout** 

### **Zeus' humor is NOT:**

- Overtly sexual
- Crass and sophomoric
- Self-referential
- 4th wall breaking

## Post-Apocalypse Genre Comparison

WEARE

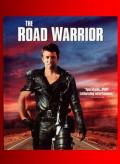
- Accomplished, proactive protagonist
- Resources must be sought, but are available
- Organized, dangerous society
- Sense of discovery, and potentially hope
- Toys and tools for the player

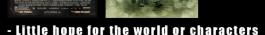
### ACTION











DEPRESSING

- Scarcity of resources and companionship
- Societal norms crumbling\crumbled
- Unclear path forward\out of the issues

#### - Main characters take action

- Resources limited, but resourceful character
- Character has ability to influence world
- Semblance of societies\reconstruction
- There may be a path forward

### COLORFUL

















- Colorful cast of characters, factions
- Situations\locations may be outrageous
- Hyper skilled and notorious main characters
- Lots of tools and toys for the characters
- World state may be dire, but characters\factions\situations are comedic
- Characters do not necessarily act as if they are realistically presented with the events they are involved with

### ZEUS CANVAS INSPIRATIONS HUMOR AND TONE TARGET

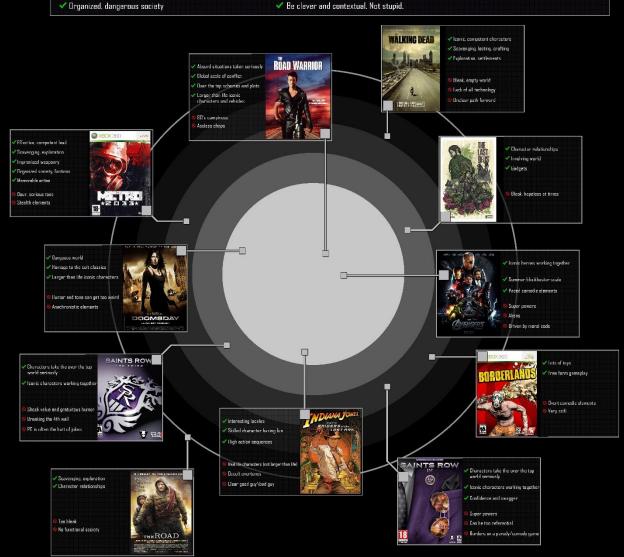
#### Overall Tone: ✓ Serious world, characters, and situations Characters do not take their responsibilities lightly ✓ Accomplished, proactive protagonist

#### Our Humor Must...

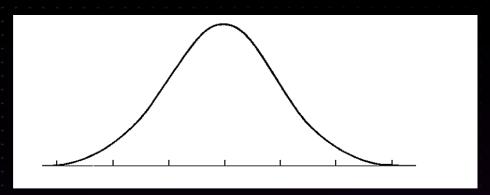
- Dur Humor is Not: Serve and fit within the world National supplemental supplemental National National National Section 2015
- ✓ Help define and highlight situations, characters & story
- ✓ Further immersion, not break it
- Be clever and contextual. Not stupid.

Gratuitiously sexual

Without context









# ZEUS CANVAS INSPIRATIONS HUMOR AND TONE TARGET

#### Overall Tone:

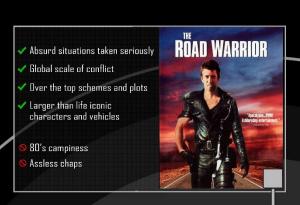
- Serious world, characters, and situations
- Characters do not take their responsibilities lightly
- Accomplished, proactive protagonist
- ✓ Organized, dangerous society

#### Our Humor Must...

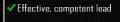
- Serve and fit within the world
- ✓ Help define and highlight situations, characters & story
- ✓ Further immersion, not break it
- ✓ Be clever and contextual. Not stupid.

#### Our Humor is Not:

- Intentially crass and sophomoric
- O Gratuitiously sexual
- **Without context**











Character relationships

### Canvas

- InspirationsWorld/Genre
- Pillars
- Core Gameplay & Features
- Player Types & Experience
- Studio Strategy & Special Sauce
- Tone/Humor Spectrums
- **■** (ADD)



### And then...

## Zeus Died...





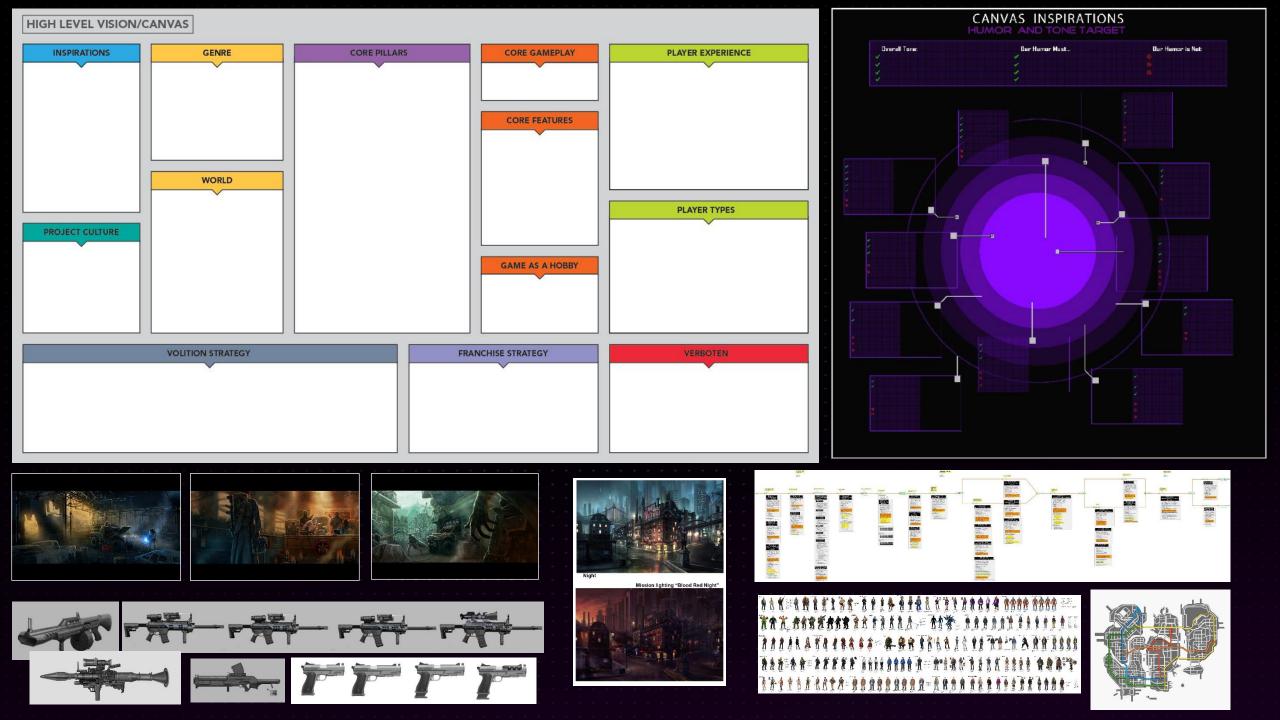












## Key Lessons



### Stop

- Be Patient
- Make the BOX clear
- Iterate
- Time spent up front helps the back end

### Collaborate

- Small, cross-disciplined team
- Exit Champion

### Listen

- Stay High Level
- Word-smithing = happy place



Vision Tools are never a replacement for conversation





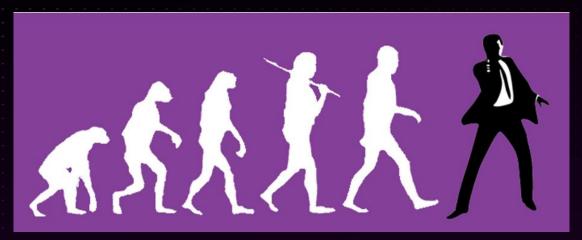
### Saturate the office



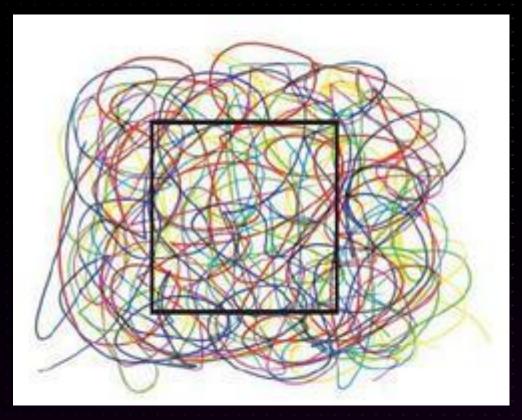


- Improve, Change and Evolve
  - "Not invented here" is detrimental
  - Always room for improvement
  - Look outside your studio





- Let the team go crazy within the box
- If you have the right people, let go







## SPECIAL THANKS

- Conference Associates
- Volition

# Questions?

Greg.Donovan@DSVolition.com

## REMAINING VOLITION TALKS

Production Roundtable: Career Development & Advancement

11:30a David Cubberly and Liz Wells

Catastrophic User Experience Failures - A Roundtable: Screwing Up at Science!

2:30p Jordan Lynn

The Physics of Fun: Vehicles of Saints Row

11:30a David Bianchi

