



GAME NARRATIVE
SUMMIT

The World as Your Canvas: Telling Location-Based Stories

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GDC

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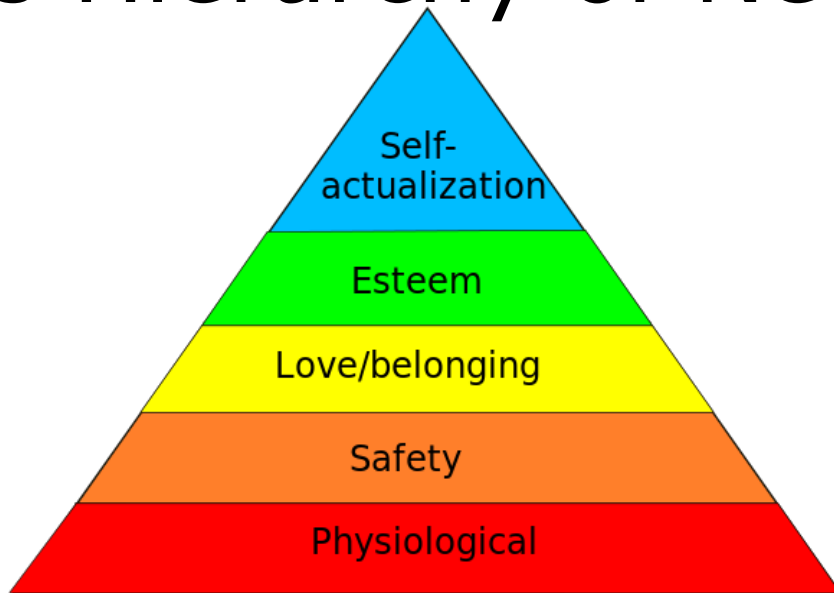


Storytelling for Real Locations

- The world as your canvas
- Experiential stories
- Player as character
- Player needs in a physical space



Maslow's Hierarchy of Needs



By FireflySixtySeven - Own work using Inkscape, based on Maslow's paper, A Theory of Human Motivation., CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=36551248>



Narrative Best Practices

- Utilizing the environment
- Using audio
- Mitigating barriers to entry



Pitfalls to Avoid

- Don't make me look dumb
- Keep it simple
- Don't ask too much
- Dealing with griefers



Legal and Ethical Considerations

- Trespassing and privacy
- Hire an experience designer
- Disenfranchised players
- Unwilling participation by non-players



The Business Side

- Market growth potential
- Does it make money?
- How do you get started?



Questions?

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Thank you!