UBM TechWeb

GAME NARRATIVE SUMMIT

Creators of Transmedia Stories

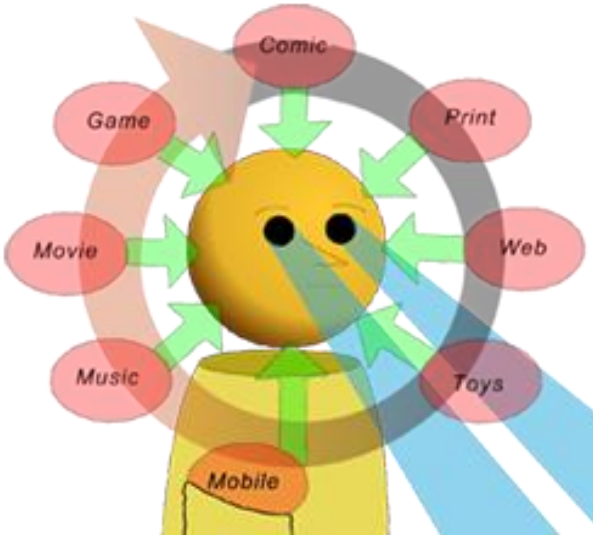
Panel Session

GDC Online

Game Developers Conference® Online October 5-8, 2010 | Austin, TX

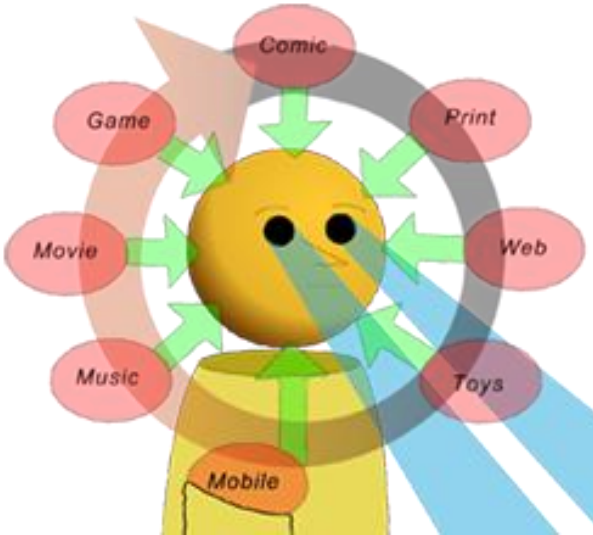
Creators of Transmedia Stories

WELCOME!



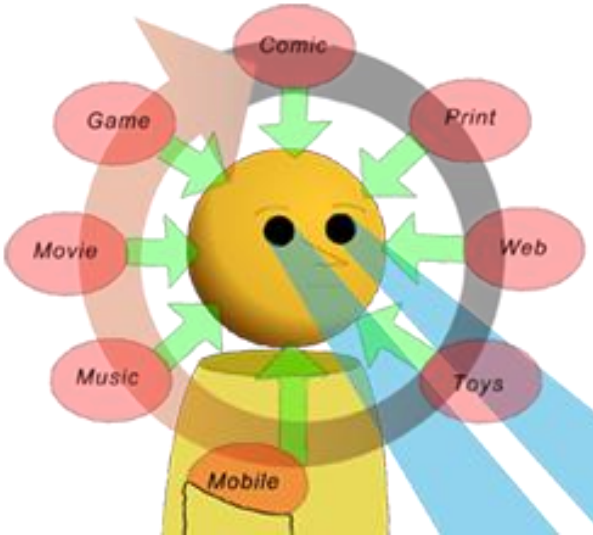
10/6 A TRANSMEDIA AFTERNOON

- **3:00pm**
  - *Creators of Transmedia Stories* – Panel
  - *WGAW Game Writers Caucus Presents Games to Transmedia* - Panel
- **4:30pm**
  - *Transmedia: The Vangaurd of Fiction* - Lecture
- **5:30pm**
  - Game Narrative Summit Mixer



Creators of Transmedia Stories

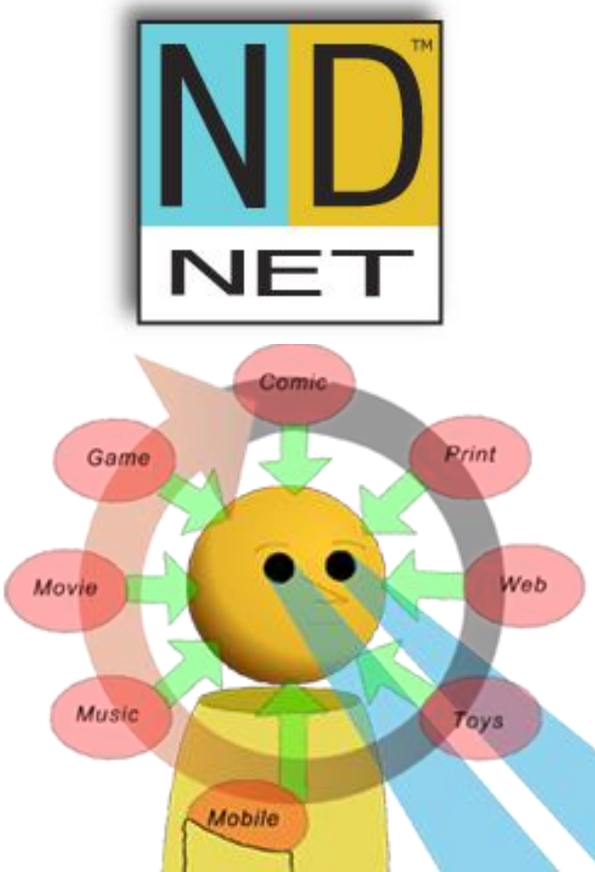
ABOUT THIS PANEL...



ABOUT THIS PANEL…

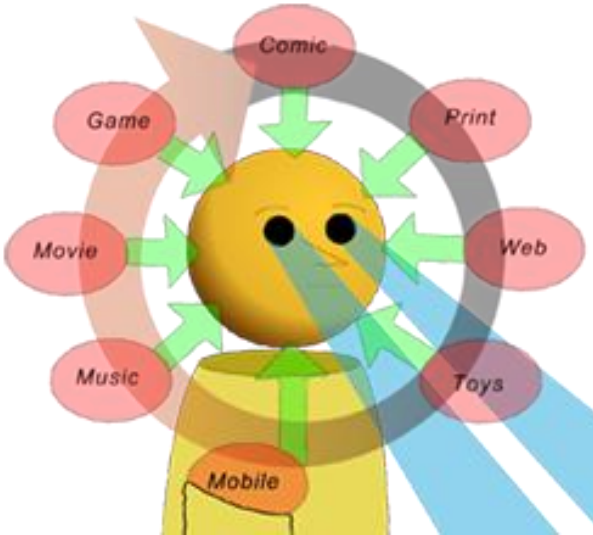
- Inspired by **Creators of Transmedia Stories**™, an interview series on *The Narrative Design Exploratorium*, that sets out to explore what visionaries in the field are now creating, and what they believe tomorrow will bring.

Read More @
narrativedesign.org



ABOUT THIS PANEL…

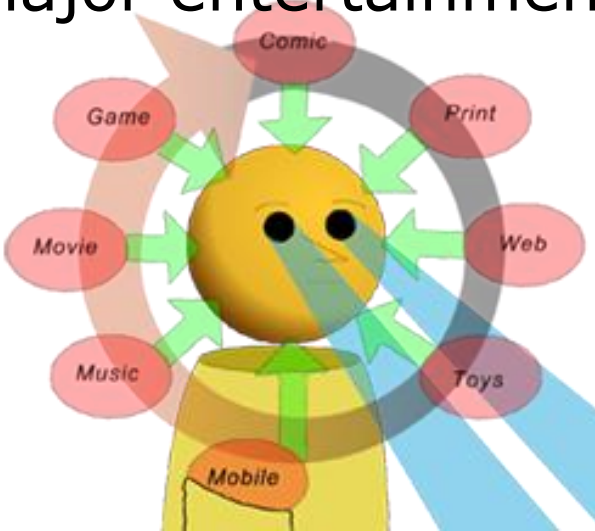
- **PANELISTS**
  - **Danny Bilson** – *THQ Core Games*
  - **Steve Danuser** – *38 Studios*
  - **James Waugh** – *Blizzard Entertainment*
  - **John Johnson** – *Smoking Gun Interactive*
- **MODERATOR**
  - **Stephen Dinehart** - *NarrWare*



Danny Bilson

http://www.thq.com/

- EVP THQ-Core Games
- Oversees production and marketing across THQ's core gaming product portfolio
- Driving the transmedia strategy at THQ-Core
- More than 20 years of writing, directing and creative development experience in all major entertainment media



RED FACTION®
ORIGINS™

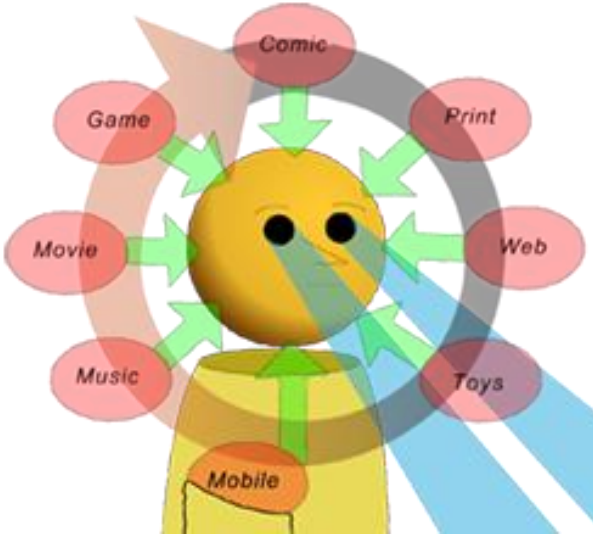
RED FACTION
ARMAGEDDON
GOBENEATH.COM
MARCH 2011

MAY CONTAIN CONTENT
INAPPROPRIATE FOR CHILDREN
Visit www.esrb.org
for rating information

Steve Danuser

http://38studios.com/

- Creative Director @ 38 Studios
- Focuses on game design, IP development, storytelling, and community interaction
- Driving transmedia strategy and vision on "Copernicus" and "Kingdoms of Amalur: Reckoning " an MMOG & RPG based in the same universe



STUDIOS

3
STUDIOS

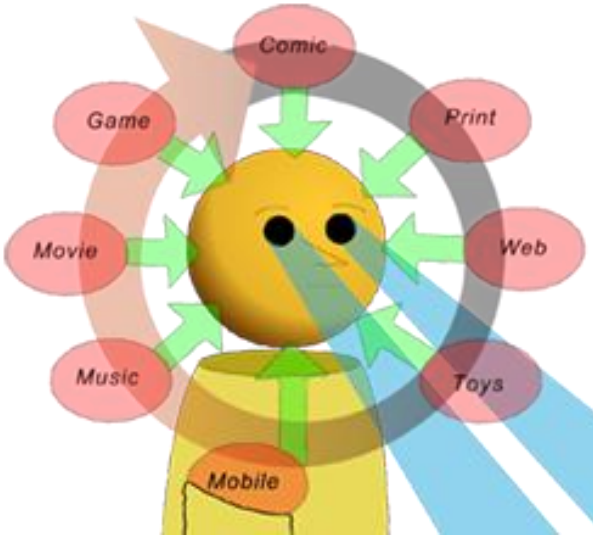
KINGDOMS OF AMALUR
RECKONING

John Johnson

http://smokingguninc.com/

SMOKING GUN INTERACTIVE

- Creative Director @ Smoking Gun Interactive
- Driving vision on “Exoriare”, a transmedia strategy game experience
- Previously producer on the award winning “Company of Heroes” franchise



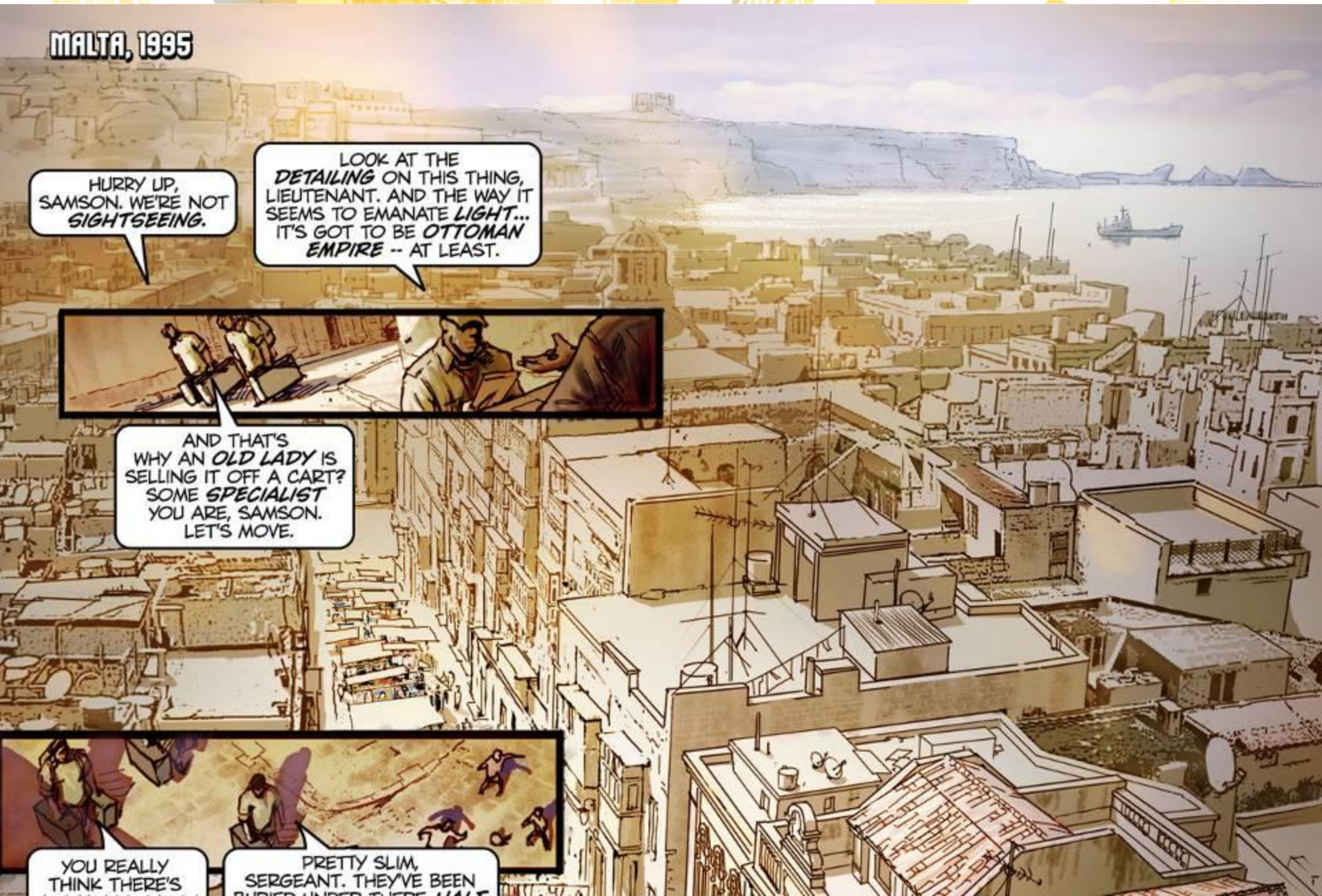
GRAPHIC NOVEL ORDERING

This site contains language that may not be suitable for minors. User discretion is advised.

The contents of this website include flickering images, and may cause seizures in persons suffering from photosensitive epilepsy. Please use caution.

©2009, Smoking Gun Interactive Inc. All rights reserved. No copyright is claimed on non-original or licensed material.
The Smoking Gun Interactive is a trademark or registered trademark of Smoking Gun Interactive Inc.

Terms of Service Privacy Policy Credits


MALTA, 1995
HURRY UP, SAMSON. WE'RE NOT *SIGHTSEEING.*
LOOK AT THE *DETAILING* ON THIS THING, LIEUTENANT. AND THE WAY IT SEEMS TO EMANATE *LIGHT*... IT'S GOT TO BE *OTTOMAN EMPIRE* -- AT LEAST.
AND THAT'S WHY AN *OLD LADY* IS SELLING IT OFF A CART? SOME *SPECIALIST* YOU ARE, SAMSON. LET'S MOVE.
YOU REALLY THINK THERE'S
PRETTY SLIM, SERGEANT. THEY'VE BEEN

INTERRUPTING SOMETHING...
TOO DISTRACTED...
PEOPLE NEED TO KNOW.
WHAT? WHAT'S GOING ON?
THINGS ARE HAPPENING. NASA'S ALREADY IN COMPLETE LOCKDOWN. PEOPLE ARE FINDING MORE THINGS THAN THEY CAN HIDE.
EXORIARE
SMOKING GUN
INTERACTIVE

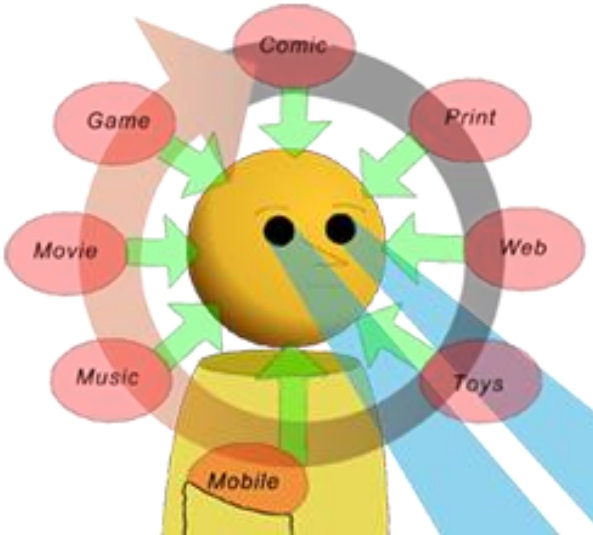
1 XP
1 XP
1 XP
10

NAV: ONBOARD

James Waugh

http://blizzard.com

- Senior Story Developer @ Blizzard
- Driving transmedia storytelling as a mode of development for Blizzard's rich story worlds
- Has written for various major entertainment media



developer Blizzard Entertainment publisher Blizzard Entertainment
© GameWallpapers.com hosted by J

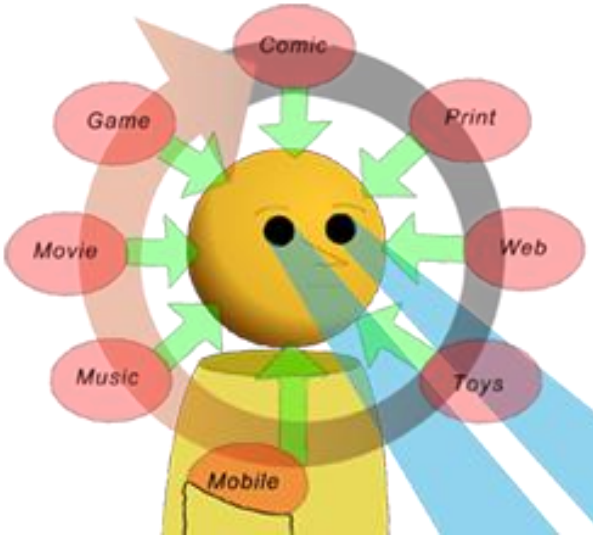
StarCraft II
BLIZZARD ENTERTAINMENT

Stephen Dinehart

http://narrware.com

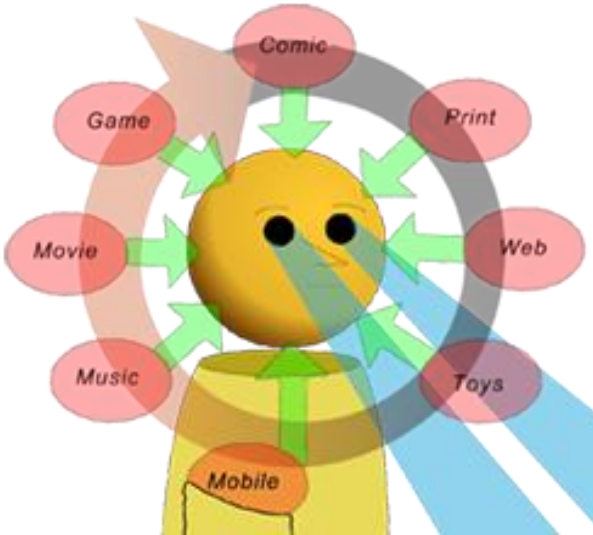
NARRWARE™
A Transmedia Story Studio

- Founder & Director @ NarrWare
- Interactive Narrative Design Evangelist
- Game Design Department Chair @ Brown College



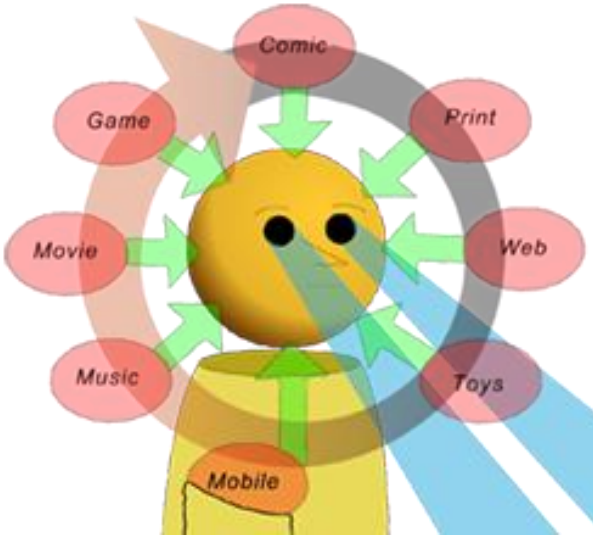
Creators of Transmedia Stories

OBJECTIVES...



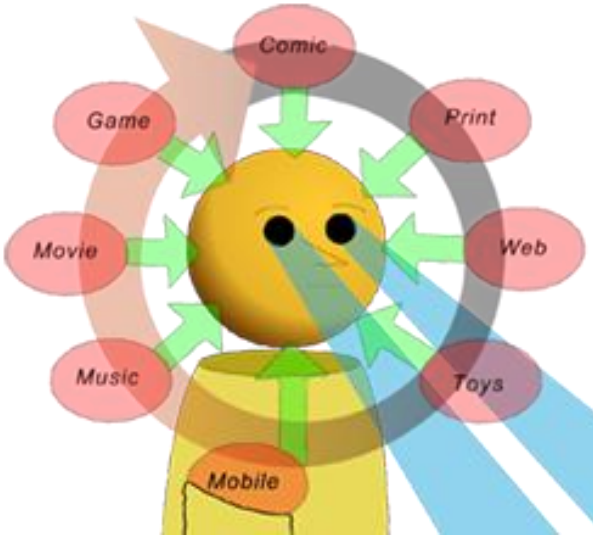
OBJECTIVES…

- A definition of transmedia storytelling
- Its purpose for game makers & players
- How it affects AAA game development
- Current trends & methods
- Near-future vision
- Q&A



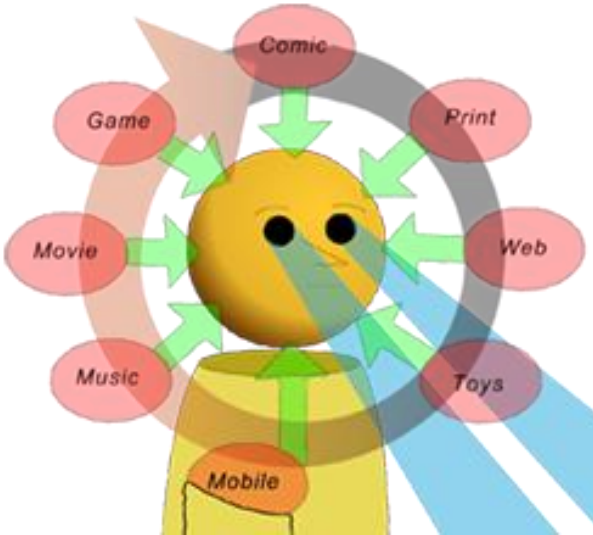
Creators of Transmedia Stories

DEFINITIONS...



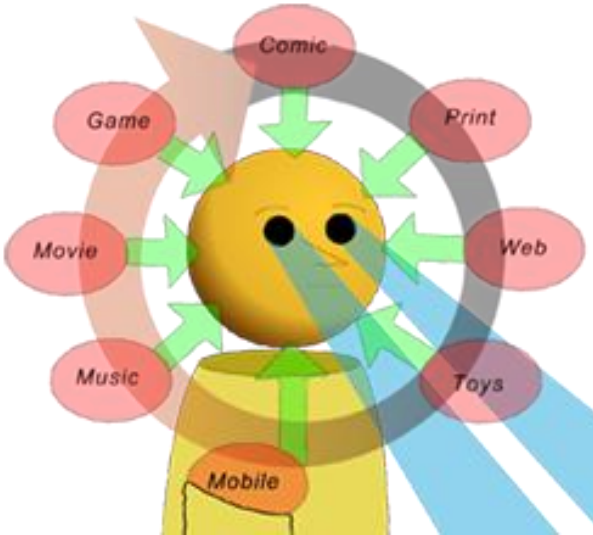
Transmedia Storytelling is:

- A new paradigm in storytelling that enables the **imagination** via story-driven extensions into a world within which a player seeks to be further **immersed**.



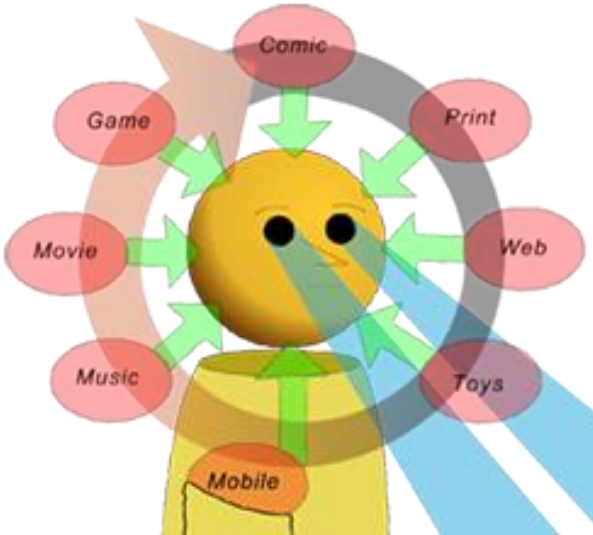
Transmedia Storytelling is not:

- **Marketing and merchandising** based **extensions** into an existing franchise which is being further exploited.



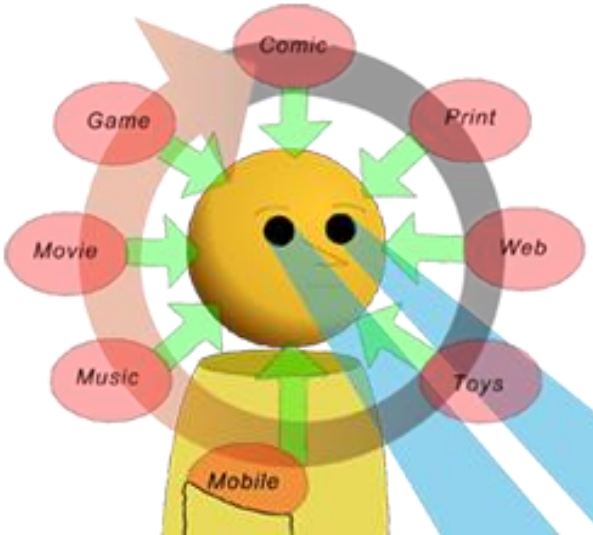
Transmedia Storytelling is…

- A **narrative framework** of media elements that **invites** the player into the world and allows for **co-creation**.
- **Enabling** the player 'to be' rather than 'seem to be' in an authored interactive world.



Creators of Transmedia Stories

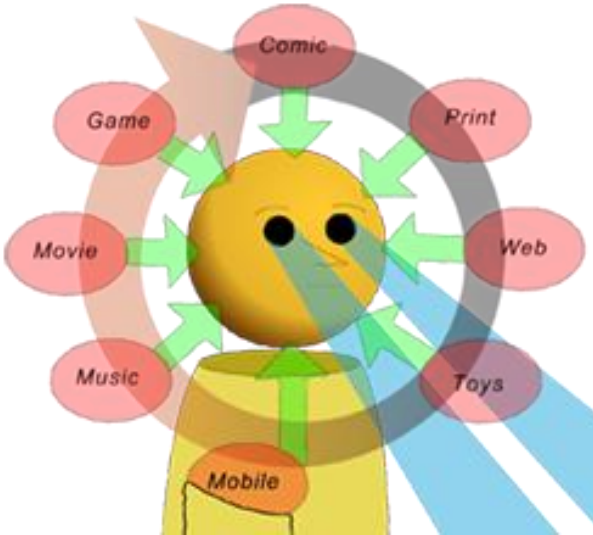
QUESTIONS...



Creators of Transmedia Stories

PANEL QUESTIONS

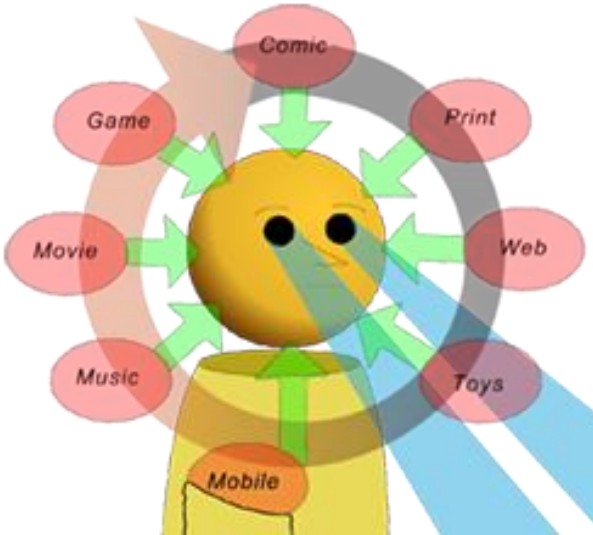
What is your definition of transmedia story?



Creators of Transmedia Stories

PANEL QUESTIONS

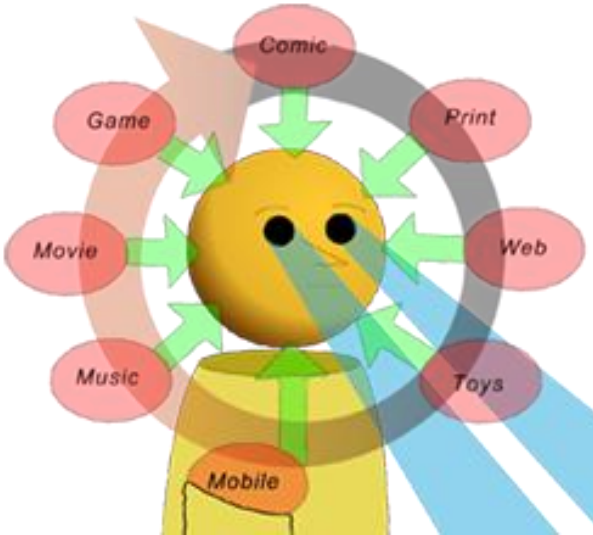
What does this new paradigm of storytelling mean for video games?



Creators of Transmedia Stories

PANEL QUESTIONS

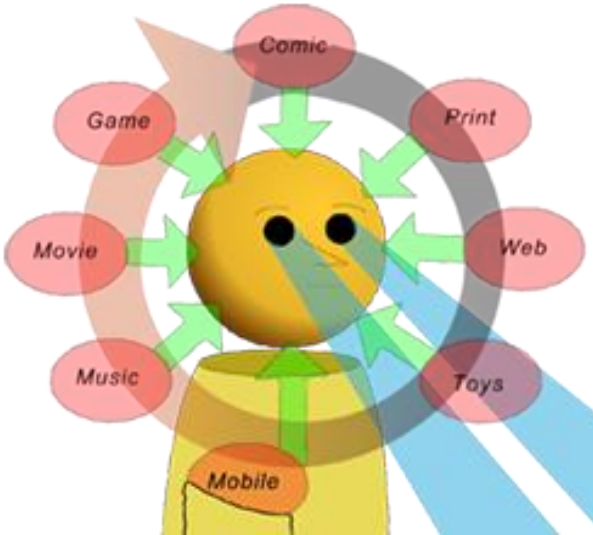
What draws you to push this adoption of this new paradigm?



Creators of Transmedia Stories

PANEL QUESTIONS

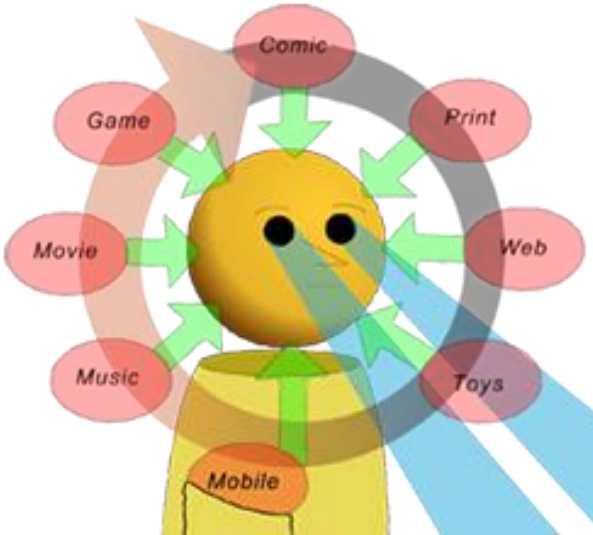
How is it being embraced on a studio level?



Creators of Transmedia Stories

PANEL QUESTIONS

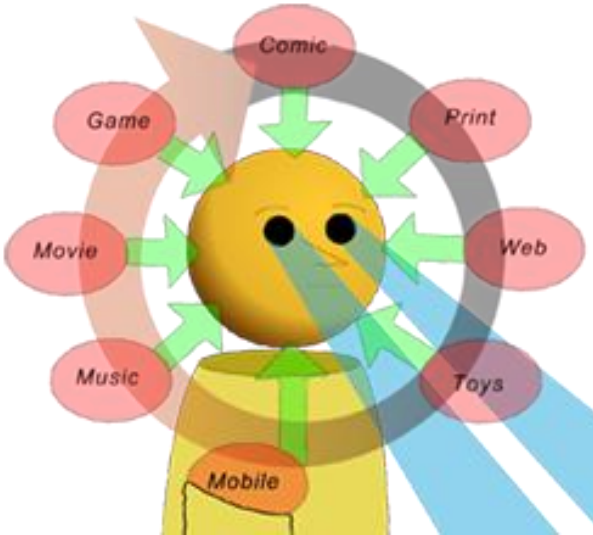
How is it affecting the way you make a game?



Creators of Transmedia Stories

PANEL QUESTIONS

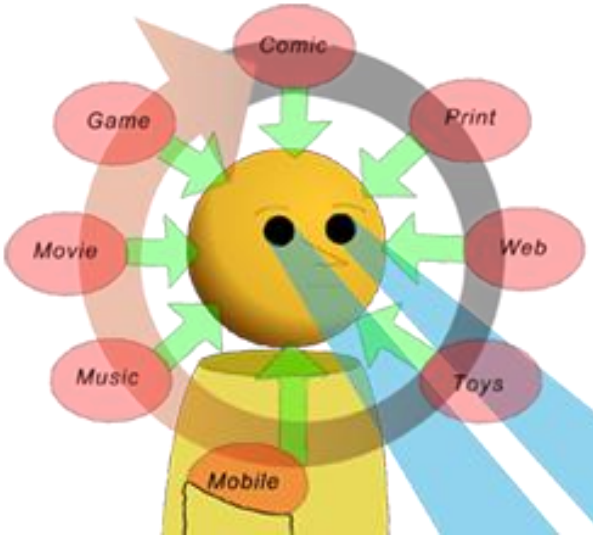
What are the building blocks for a transmedia story world?



Creators of Transmedia Stories

PANEL QUESTIONS

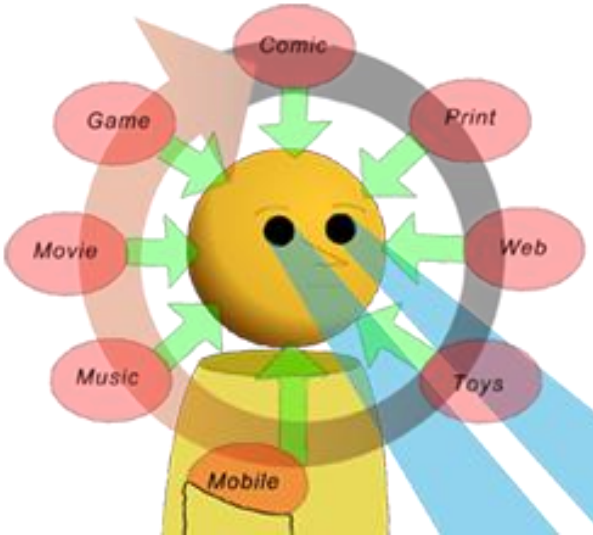
Does authorship have a place in this new paradigm?



Creators of Transmedia Stories

PANEL QUESTIONS

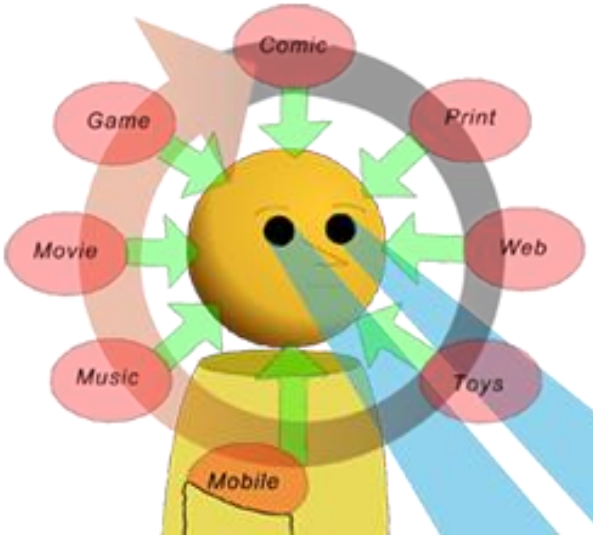
How do players drive the story?



Creators of Transmedia Stories

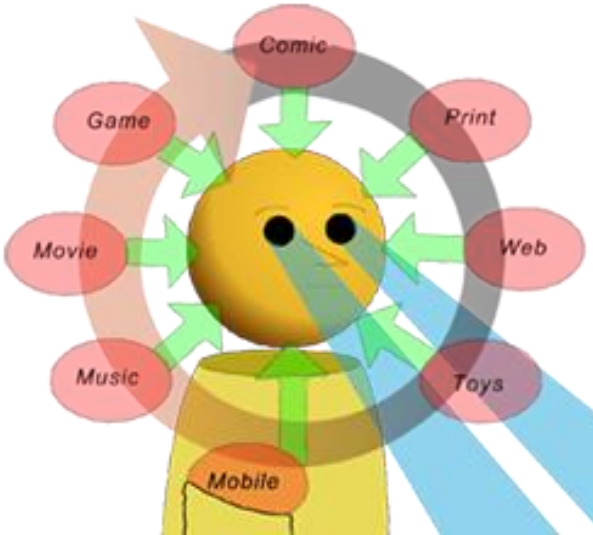
PANEL QUESTIONS

What do you see for the future of transmedia storytelling?



Creators of Transmedia Stories

OPEN Q&A



GAME NARRATIVE SUMMIT

Creators of Transmedia Stories

Thanks and Enjoy!

GDC Online

Game Developers Conference® Online October 5-8, 2010 | Austin, TX