

# Stop & Think

Teaching Players About Media Manipulation in Headliner

Jakub Kasztalski

*Founder & Creative Director*

*Unbound Creations LLC*

@UnboundCreation or @Koobazaur

*<https://discord.gg/Zz3eD5Q>*

*This line exists for symmetry*



Games = Interaction

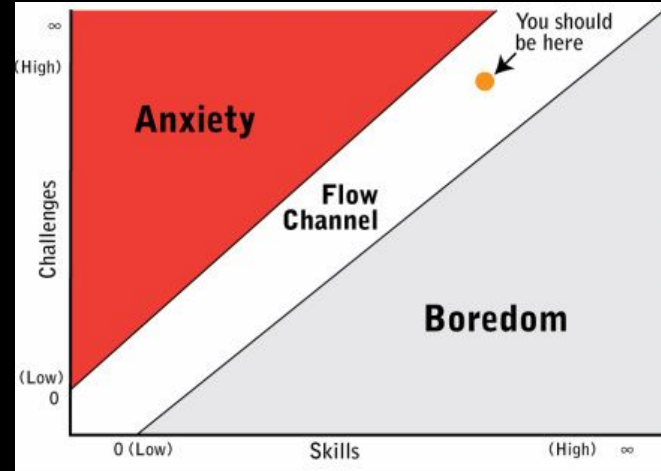
The background is a solid dark blue. In the top right corner, there is a decorative pattern of overlapping triangles in various shades of blue, including a lighter blue and a very dark blue.

Books can tell you something...

Movies can show you something...

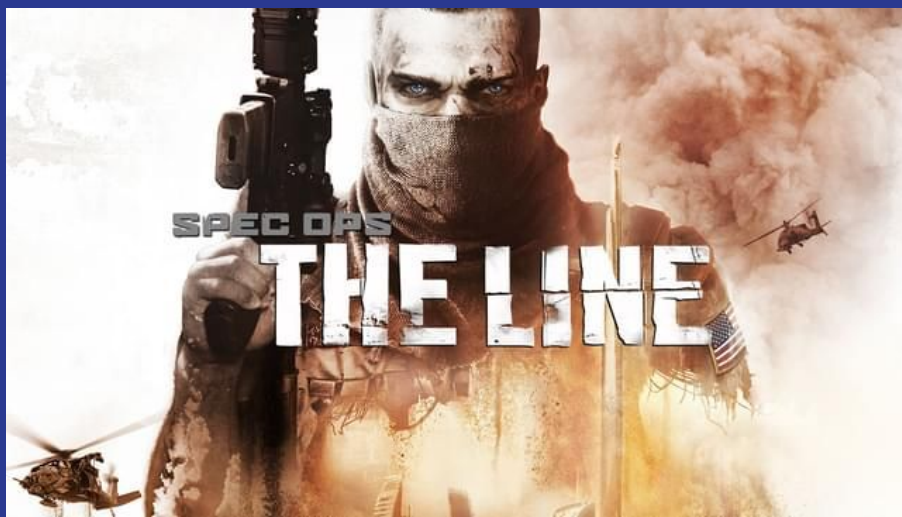
Poems can make you feel something...

Games can make you do something...



Keep playing

Stop & Introspect



# VAMPIRE

THE MASQUERADE

## BLOODLINES™



# Our game









Charles W. 1 day ago

This is the most realistic simulation of American Mainstream Media I've ever seen!!!



47



REPLY

# Goal

We wanted to make a game that helps players understand how (and why) media is manipulated, and question their own biases. Spoiler: it's a lot more complicated than “evil journalists”







**History is written by the victors  
The present is written by the media**

What are you willing to do to get what you want?





FITforgaming ✓

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Followers 29,759

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Evie

Anyways, I have a lot to think through...

G: 5049  
R: 4200  
H: 14575  
S: 8400

Recent Follow: koobazaur

recent sub: koobazaur

Top Tip: Raydar: \$83.06

Recent Tip: Raydar: \$13.37



Trying out a new game !housecup !pat !discord #ad

Category: Headliner: NoviNews • Team: Types of Dudes

English Adventure Game Indie Game

24 764,174 Share

Cheer now to be #1!

- Valimar0: nope
- 24fanlover: i am checking in
- Valimar0: @24fanlover
- SnowingFire: @24fanlover
- Humblethepoet: Snape?
- Valimar0: !rupee add hufflepuff 200
- FlexxBot: Valimar0 --> Successfully given hufflepuff 200 Rupees
- Humblethepoet:
- Valimar0: for 24
- Valimar0: nope
- 24fanlover: @Valimar0 and @SnowingFire
- Valimar0: Hint: This person wears dark clothing
- 24fanlover: how are you today Jess
- GuppySharkADL: It's a false dichotomy, we have public and private hospitals here in AU
- Humblethepoet: Universal healthcare costs would be paid by taxes, in which our taxes will be higher
- GuppySharkADL: How much do you folks pay on gofundmes
- Humblethepoet: I wouldn't mind
- Valimar0: I just got the min healthcare plan, 90% of that is covered and we only pay a fraction of that.
- Humblethepoet: Jake from StateFarm?

# Real World Impact

- Used to a class on media Literacy at Pacific Buddhist Academy in Hawaii (and others)
- Mentioned in GeekWire, LA Times and in Philip DeFranco show
- Case study for a talk organized by IGDA, Foundry10, Seattle Ed Tech and Seattle Indies
- Has 95% positive Steam user ratings
- Silver Award at Serious Play Conference, Best Indie Game of Tokyo Game Show, IndieCade Nominee, IndieMegaboost at PAX Official Selection twice
- Made affordable in the Philippines and Brazil, which struggled with media issues
- Featured at the Australian Centre for the Moving Image



Pacific Buddhist Academy  
*High school in a whole new light.*





# Development

# Design Pillars and Constraints

- Important and Relevant Issues
- No Agenda
- Fictional Setting as Buffer
- Humanizing the Issues (Through Believable and Relatable Character)
- No Good or Bad Outcomes, Only Trade Offs
- Replayability
- Teaching by Doing (Systems Literacy in Media)
- Put a Game in Your Game



# Important and Relevant Issues

## But why?

Makes the game timely and allows players to draw connections to things they care about

Exclude | Create New

Locations

Everyone in this location

United States

United States

Include

Type to add more locations

Browse

Add Bulk Locations...

Age

20

-

35

Gender

All

Men

Women

Languages

English (All)

Enter a language...

Detailed Targeting

INCLUDE people who match at least ONE of the following

Interests > Entertainment > Games

Video games

Add demographics, interests or behaviors

Suggestions

Browse

and MUST ALSO match at least ONE of the following

Interests > Additional Interests

Activism

Add demographics, interests or behaviors

Suggestions

Browse

and MUST ALSO match at least ONE of the following

Interests > Additional Interests

Environmental science

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People or Narrow Further



Your audience selection is fairly broad.

Potential Reach: 46,000 people

### Estimated Daily Results

#### Reach

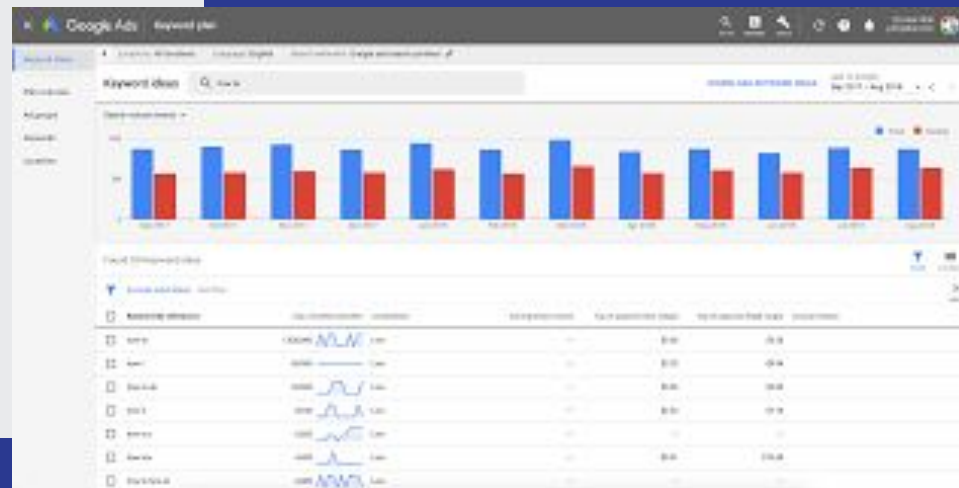
1,300 - 3,400 (of 43,000)

#### Link Clicks

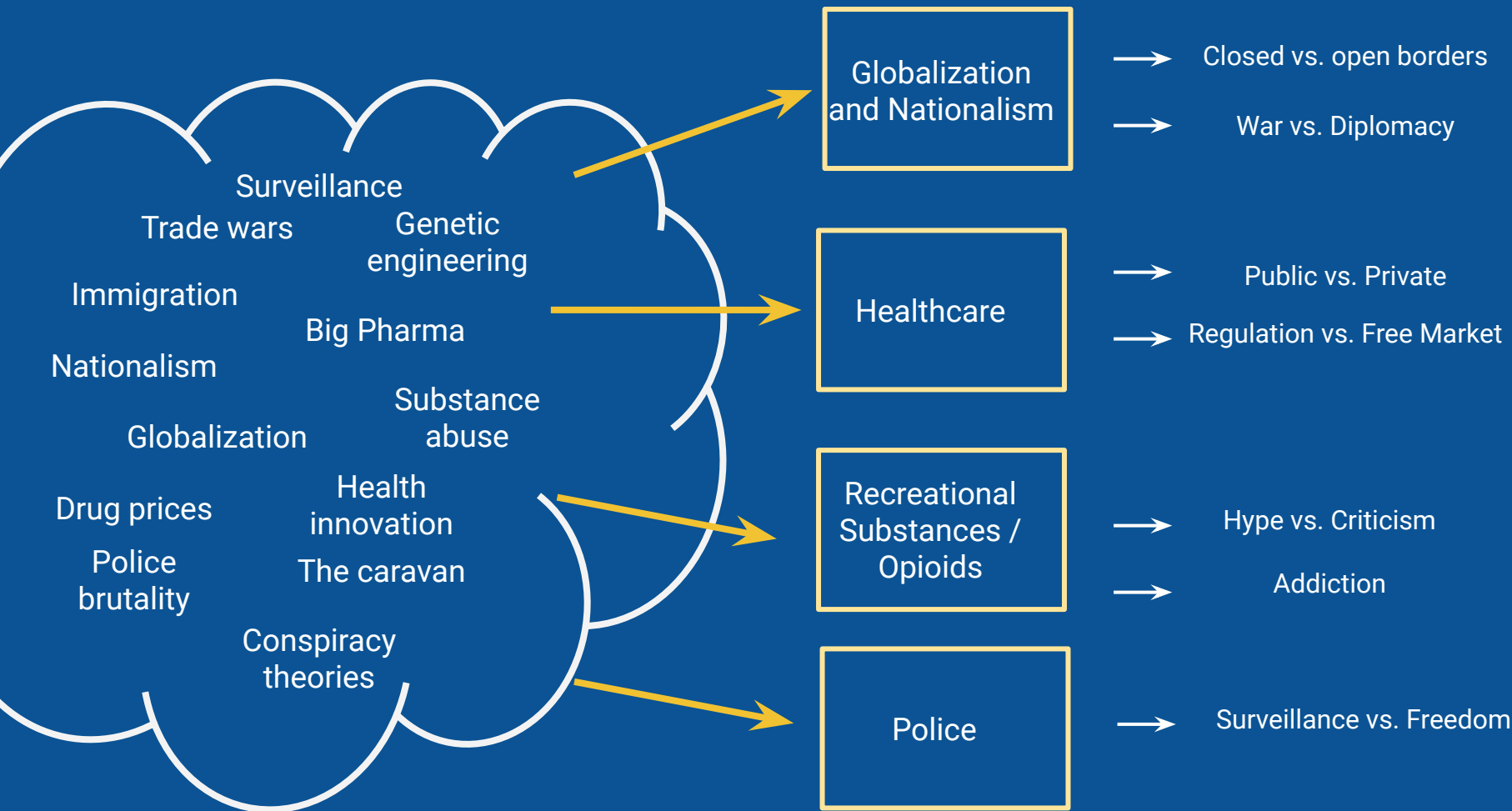
16 - 72 (of 580)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?









**Make it believable**



World » Africa | Americas | Asia | Australia | China | Europe | Middle East | India | UK

Live TV • U.S. Edition + 🔍 ☰

# Maria Ressa, journalist and Duterte critic, arrested in Philippines

By [Joshua Berlinger](#) and

🕒 Updated 11:28 AM ET,

**HUFFPOST**

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**WORLD NEWS** 06/14/2019 03:25 pm ET

## Sudan Military Ac Against Protester

Over 100 people were reportedly killed in a sweeping crackdown last week.

**AP** | Bassam Hatoum and Nona Elhennawy



KHARTOUM, Sudan (AP) — Sudan's ruling milita

The Washington Post  
*Democracy Dies in Darkness*

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The Post's View • Opinion

## Marriage equality in Taiwan is a landmark move for the rest of the world



An LGBT rights supporter attends a mass wedding ceremony for same-sex couples in Taipei, Taiwan, on May 25. (Ritchie B Tongco/EPA-EFE/SEK/Shutterstock)



# Examples



## Should Purists Have the Right to Marriage?

All Gary Golden wanted was to wed his sweetheart, Jeanette Voerman. But a local minister refused on the basis of Gary's unmodified status. How can the modified majority deny basic human rights to already marginalized purists?



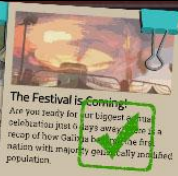
Nines Rodriguez  
Staff Writer



### Unrest At Our Doorsteps

Local vigilante groups are protesting the arrival of a new group of immigrants at the border. "We will not accept this," stated President Gale. "The majority of our citizens cannot stand a foreigner who is not a citizen."

Terrance McKee  
Chief Editor



### The Festival is Coming!

Are you ready for our biggest celebration just a few days away? It's the first time we've had a festival in our city. The first time we've had a festival in our city. The first time we've had a festival in our city.

Timothy McGee  
Chief Editor

Approve or reject as you see fit!

who votes up playing the instrument...

# Design Pillars and Constraints

- Important and Relevant Issues



## **No Agenda**

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No Agenda

## But why?

If we want to teach players about media manipulation, we don't want to push them away by seeming like we're pushing an agenda they disagree with (especially bad with how polarized many of the issues are)

Lure players into feeling like they're following their beliefs, and then show them the unintended consequences and far-reaching implications



World » Africa | Americas | Asia | Australia | China | Europe | Middle East | India | UK

Live TV U.S. Edition +

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Updated 11:28 AM ET,

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AP | Bassam Hatoum and Nona Elhennawy



KHARTOUM, Sudan (AP) — Sudan's ruling milita

The Washington Post  
Democracy Dies in Darkness

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The Post's View • Opinion

## Marriage equality in Taiwan is a landmark move for the rest of the world



An LGBT rights supporter attends a mass wedding ceremony for same-sex couples in Taipei, Taiwan, on May 25. (Ritchie B Tongio/EPA-EFE/SEK/Shutterstock)

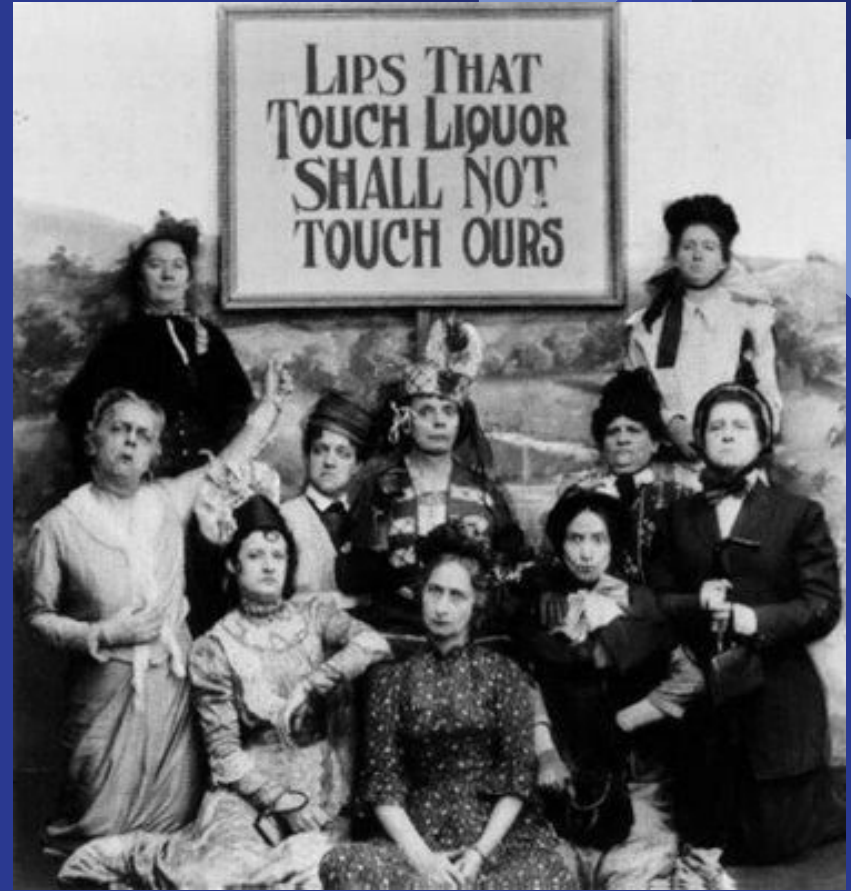




Justin Sullivan/Getty



Chicago Tribune



Women of the 1920's | Sutori

## COMMUNITY DETAILS



r/The\_Donald

778k

Patriots

7.3k

Winners Online

Jun 27, 2015

Cake Day

⚠ Quarantined

The\_Donald is a never-ending rally dedicated to the 45th President of the United States, Donald J. Trump.

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COMMUNITY OPTIONS



Resist The Kakistocracy

October 16 at 6:43 AM · 🌐

Accusing tribes of destroying our way of life...

The gull and bad faith bullshit is strong with this privileged spoiled daughter of a war criminal.



NATIVEONLINE.NET

Rep. Cheney Accuses Tribes of “Destroying our Western Way of Life” Over Sacred Grizzly Protections

👍👎👤 67

6 Comments 14 Shares

👍 Like

💬 Comment

➦ Share



Most Relevant ▾



Write a comment...



Liz Martinetti-Harrington Liz Cheney, the rotten apple doesn't fall far from the tree.

Like · Reply · 3d



3

Most Relevant is selected, so some comments may have been filtered out.

## Example: Nationalized Healthcare

- What are the arguments FOR it?
- What are the arguments AGAINST it?
- Not, that what YOU think - what people who stand for that side actually think.
- Can you find other news sources or scientific journals defending either position?
- Makes it believable and genuine
- Show these effects directly:
  - I.e. your brother gets access to therapy, refers to actual CBT
  - I.e. your coworker is stuck waiting at the hospital, doesn't get treatment in time



BRACUBI ✓

Videos 107

Clips

Events

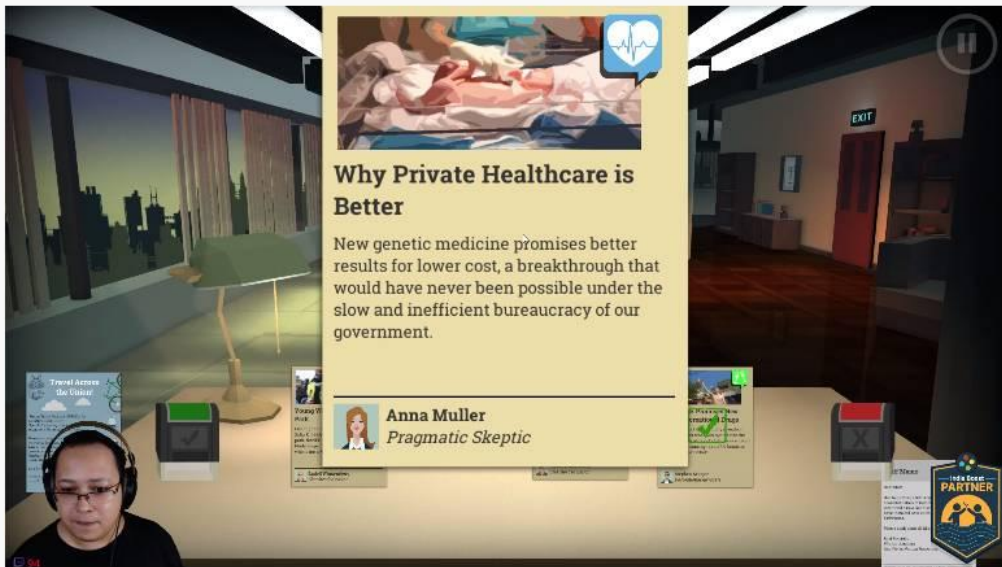


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Headliner: NoviNews! [Sponsored]

Category: Headliner: NoviNews • Team: Skilled Drunks Network

Portuguese

Adventure Game

Indie Game

107

1,570,201

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Premium Sponsor:

Anonymous Totaling more than \$ 4,000 in cash and parts.  
17-7700

LuisDasAntigas

1,500

Lestaf 387

Crowleoff 100

Rafixlemon: care of wolff

oroTV: hahahahaha

Otauiomacolt: this one is complicated ...

Rafixlemon: approve

dany\_tnt\_: the guy's daughter had to use this @BRACUBI?

dany\_tnt\_: he was still paying

yaminineen: no brasil sim

yaminonigen: now there in the NA public health is decent

dany\_tnt\_: no BR is the same

dany\_tnt\_: scrapped

dany\_tnt\_: USA not, England has SUS

Rafixlemon: @BRACUBI in Japan nor has public hospital logico q is better

dany\_tnt\_: ein complex

: I come sleep with you bracubi, good night

clovisone\_: Ta is loooooonge. Health has to be public.

Send a message



Chat

# Design Pillars and Constraints

- Important and Relevant Issues
- No Agenda



## **Fictional Setting as Buffer**

- Humanizing the Issues (Through Believable and Relatable Character)
- No Good or Bad Outcomes, Only Trade Offs
- Replayability
- Teaching by Doing (Systems Literacy in Media)
- Put a Game in Your Game



# Fictional Setting

## But why?

Acts as a “buffer” between the real world and the game and lets players lose themselves in the game world and buy into the fantasy of being a media mogul.

If we based it on real world examples, we might get more media coverage, but we would likely alienate a lot of the people who we wanted to educate about these issues



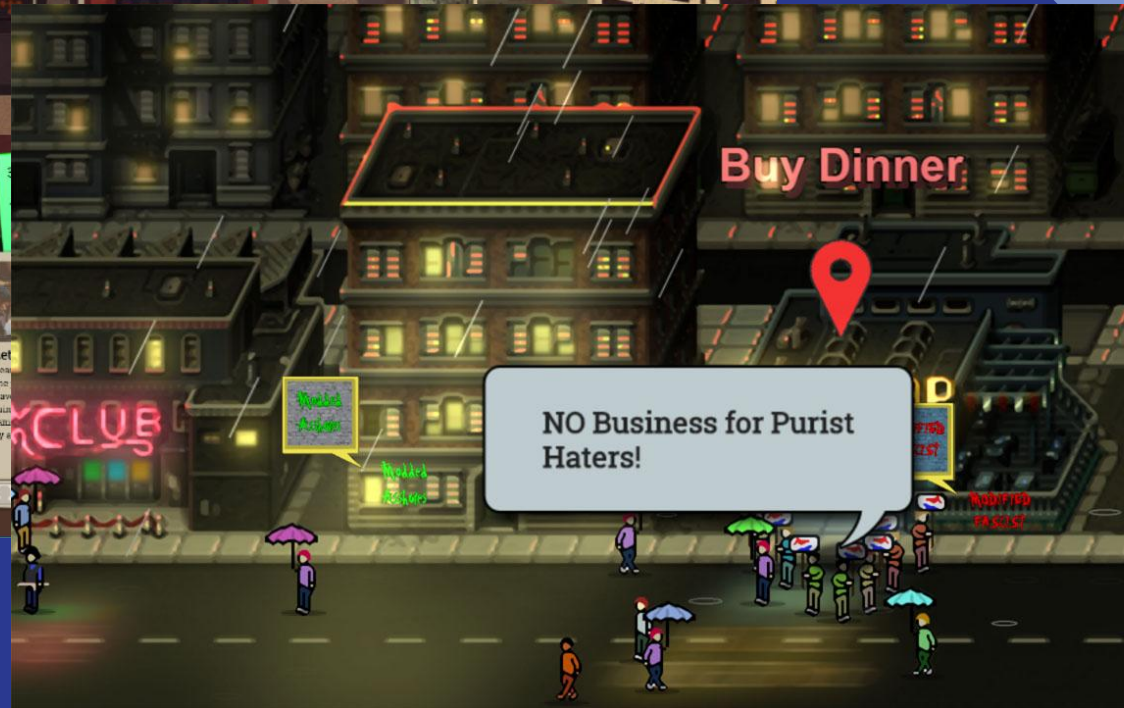
### Boycott Modified Sandwiches!


Joe's Slap House introduces the Mod-a-Which, strictly offered to modified consumers. "Diligently crafted," explains CEO Parks, "designed to easily digest by the modified gut flora." Dietary concern? Sounds more like excuse for purist discrimination.

Amy Schuler  
Staff Writer

Refugee Crisis Threatens Stability

As dozens of Leastis purists try to coast the border, we must stop and think before we let them in. Galois already struggles with overpopulation and our hospitals are not equipped to treat so many immigrants. We cannot help others at the cost of our people.





Great ratings so far. It's drawing a lot of comments from our subscribers.

Blue = info  
Red = opEd  
Yellow = report



#### Call for Curfew

Denizen Watchdog go Home urges Gellixian increase city security suggest over upcoming publication Shirley Watt our streets safe at night policing

Emma Gelston  
State Water



#### Foodlingus: Have You Made a Reservation?

With the Festival just four days away, most restaurants are already booked up! Here's a few tips how to get some back door seats.

Timothy McGrane  
Nutrition Advocado



Science stronger: agla" explosion odorous, but we making additional

Even so, some players still said “too soon” or “I don’t want to think about that when I play games”



Stop ruining Novistan!

We must take **DECISIVE**  
action against Learis!

Impeach, Imp  
Impeach

# Design Pillars and Constraints

- Important and Relevant Issues
- No Agenda
- Fictional Setting as Buffer

## **Humanizing the Issues (Through Believable and Relatable Character)**

- No Good or Bad Outcomes, Only Trade Offs
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# Humanize the Issues

## But why?

It's not effective if a game simply tells you moral lessons...

...it's better if a character you care about tells you about them...

...and even better if it happens to them.

“I’m going to publish this  
because I have to feed my dog.”



04

Justin

Hey sis. Anxiety's been hitting me hard, lately. Doc is pushing me to start taking MoodEx, those new genetic drugs but... I don't know. Your news makes it sound really risky.



You have no one to blame but yourself?  
People don't see you as sick enough?  
There aren't enough resources to get help?



02

Rudy

Have you ever flew any drones? My girl is obsessed with them! The second she picked up the controller, it was all natural to her.



02



**Boss**

Our news ratings are shit! You better step up your game if you want to keep your job, Headliner!





# Design Pillars and Constraints

- Important and Relevant Issues
- No Agenda
- Fictional Setting as Buffer
- Humanizing the Issues (Through Believable and Relatable Character)



## **No Good or Bad Outcomes, Only Trade Offs**

- Replayability
- Teaching by Doing (Systems Literacy in Media)
- Put a Game in Your Game



# No Good or Bad Outcomes Only Trade Offs

## But why?

We don't want the player to feel the game has a clear win or lose conditions. It's NOT about what's "right" or "wrong." That's for you to figure out!

Follow your biases and see the consequences...



# Career vs. Family vs. Society

You can only choose 2

For every action, there's an equal and  
opposite reaction.

Aka "No good deed goes unpunished"

## Player Choice





Globalization



Healthcare



Substances



You CAN get what you want, but how far will you go to get it? What are you willing to sacrifice in the process? What effects might this have that you haven't considered?



## Word of caution

Psychologically, we perceive negative effects more strongly than positive ones. We actually had to re-balance and re-write parts of the story, as initially players were overwhelmed by the negative consequences and disregarded the fact they actually achieved their goals. There's a difference between feeling "you can't win" and "you always loose."

# Design Pillars and Constraints

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## **Replayability**

- Teaching by Doing (Systems Literacy in Media)
- Put a Game in Your Game

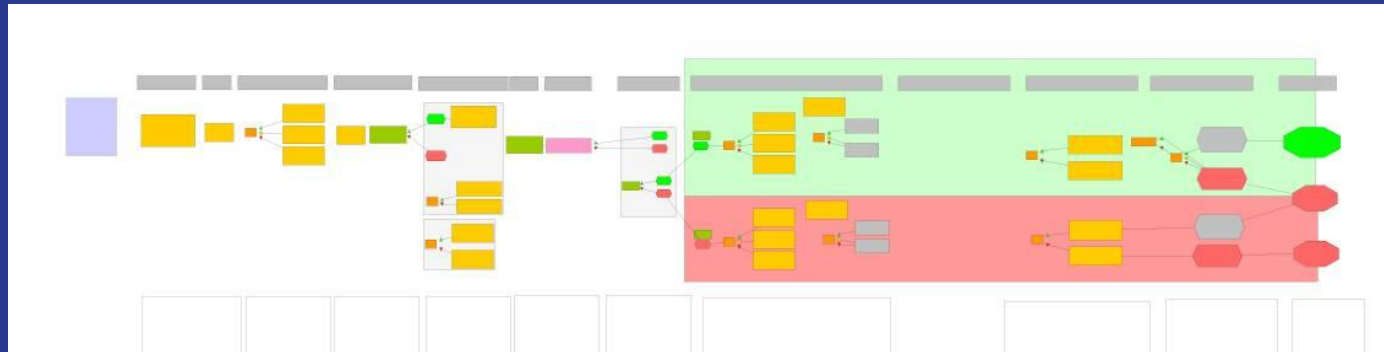


# Replayability

## But why?

The full message can be seen by playing the game multiple times and seeing different sides of the story. It also helps reinforce that your choices were truly meaningful.

- Deliberately short
- Multiple parallel branches (each character has 3-5 different endings)
- New content on subsequent playthrough, a little 4th wall breaking
- Get “insider knowledge” that can help you on subsequent playthroughs (i.e. Justin imprisonment)
- Kill your NPCs
- “Share your Ending” feature





**Scott Fedor** @fistfightking1 · Nov 24

I just beat Headliner: NoviNews...

I started a revolution  
Internment camps gained a comedian  
I fell in love with a coworker  
I promoted BetterBuzz to become a household name  
I cost people jobs

#IamHeadliner2



**Lex Méndez** @Alejand72955458 · Nov 23

I just beat Headliner: NoviNews...

I started a war  
I was there for my brother when he needed me  
I fought for domestic worker rights  
I laughed while a mega corporation burned  
Money just piled up

#IamHeadliner2



Oh and also I DEPORTED A WOMAN THAT FELL IN LOVE WITH ME! THAT'S EVIL



**Lex Méndez** @Alejand72955458 · Nov 23

I just beat Headliner: NoviNews...

I helped oust an usurper  
I was there for my brother when he needed me  
My coworker became gravely ill  
I watched as local shopkeeper learned a valuable lesson  
I cost people jobs

#IamHeadliner2



**joseph cake** @JozephCake · Nov 22

I just beat Headliner: NoviNews...

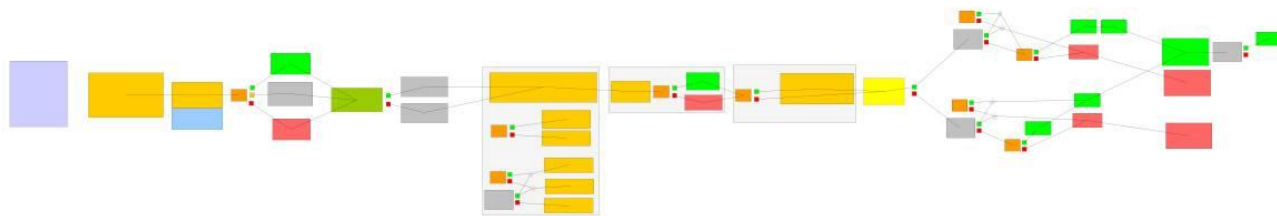
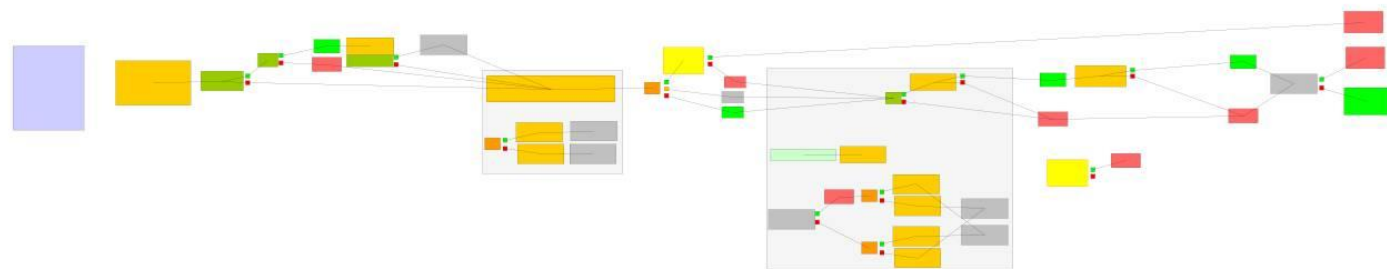
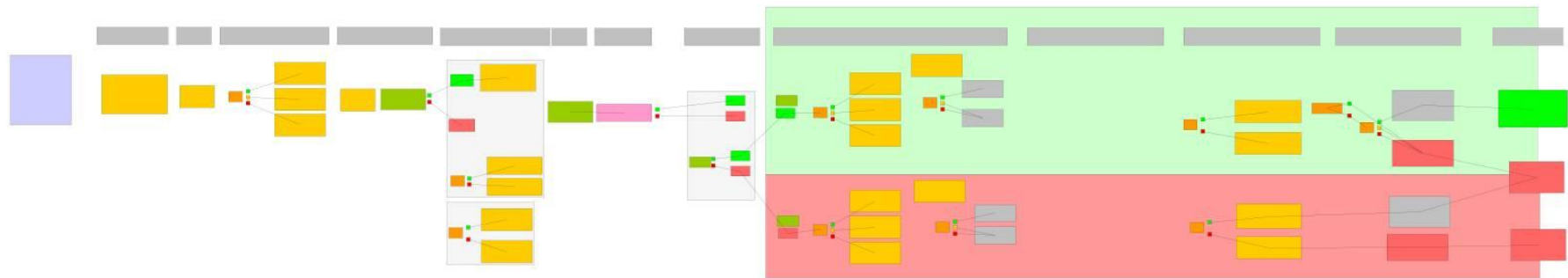
I started a revolution  
I watched my brother struggle with anxiety  
My coworker managed her illness  
I laughed while a mega corporation burned

# ADLINER NOVINEWS



The Last Headliner...

I started a revolution  
I watched my brother struggle with anxiety  
I helped my coworker cure her illness  
I helped a shopkeeper find new venture  
My boss was taken away  
- FalingDutchman, Sat Nov 30



## Some stats

Over half of the players who beat the game once, played and beat it again.

7% beat it 5 times.

28% shared their ending.

85% of players adopted the doggo.

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## **Teaching by Doing (Systems Literacy in Media)**

- Put a Game in Your Game



# Teach by Doing

## But why?

Being a “creator” is more impactful than being a “recipient”

If we want the players to understand media manipulation, we have to make them manipulate some media!

# Statistical manipulation



## Purist Workers Benefit Businesses

New research by the Small Business Alliance shows that Purist workers perform a mere 16% worse than modified—a small price to pay for increased diversity and fewer medical expenses related to modified-only ailments.



Amy Schuler



## Purist Workers Hurt Businesses

The Small Business Alliance has revealed that Purist laborers perform 16% worse than their modified counterparts. That means one in five lost tips and returned merchandise, not to mention exponentially spread disease due to unclean bathrooms. Can struggling businesses afford such a hit?



Erik Katz

# Profiling



## Man Shot on Capitol Square

Young man was killed late last night on Capitol Square, marking worrying trend in gun violence. Numerous witnesses reported the assailant as "foreign-looking."



**Rudolf Wunnenberg**  
*Clearheaded Editor*



## Young Woman Found Dead in Park

Last night, the Police found the body of Sofia K. hidden in the bushes of a nearby park. NoviPD issued no statement, but likely suspect is her boyfriend Hermann P., who is not a Novistan native.



**Rudolf Wunnenberg**  
*Clearheaded Editor*

The image shows a 3D rendered scene of a modern office or control room. The room features a dark, polished floor, white walls, and a large, curved desk. In the background, there are several computer monitors and a person standing near a desk. A red door is visible on the right wall, with a green 'EXIT' sign above it. A small icon of a notepad and pencil is in the top right corner. Below the main image, there are three smaller images: a newspaper clipping about 'Parties of Innovation in Poland', a security camera icon with the text 'High Numbers of Domestic Troops 'Covertly' Monitoring', and a small red 'X' icon.

**Parties of Innovation in Poland**

Poland's new government has a plan to create a new party of innovation, which would be a coalition of the country's main political parties. The new party would be a coalition of the country's main political parties, including the Law and Justice party, the Civic Platform, and the Polish People's Party. The new party would be a coalition of the country's main political parties, including the Law and Justice party, the Civic Platform, and the Polish People's Party.

**High Numbers of Domestic Troops 'Covertly' Monitoring**

According to a report by the Polish government, the number of domestic troops monitoring the country's borders has increased significantly. The report states that the number of troops monitoring the country's borders has increased significantly, and that the government is taking steps to ensure that the troops are properly trained and equipped.

**Anna Sidor**  
Polish Journalist



**Erik Katz**  
*The Gene Specialist*



The following information will be made available  
to the public upon request:  
Name, address, telephone number, and e-mail  
address of each person who has been interviewed  
for the purpose of this report.



The Future of Incarceration in  
Newistan

[illegible]

### High Numbers of Domestic Troops 'Concerning'

Hudson's Hope announced this month that he leads the "high number of babies" and called fellow members "I cannot think of M!" as a typical person. Hudson's hope is to lead his



Annex 1  
Prepared by

# Scapegoating



# Packaging / Bundling / Hidden Agendas

## Florida passed this year's weirdest ballot initiative: a ban on vaping and offshore drilling

The unlikely combination of drilling and vaping was bundled into one amendment.

By Julia Belluz | @juliaoftoronto | julia.belluz@voxmedia.com | Updated Nov 6, 2018, 9:40pm EST

f   SHARE



### **MOST READ**

Mexico releases the full text of Trump's immigration "deal"

7 winners and 8 losers of the 2020 Democratic

## Government / Financial Pressure



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 **Put a Game in Your Game**



# Put a Game in Your Game

## But why?

At the end of the day, it's still a game and has to be engaging (or interesting)

We want players to stop and think, but also to go back to playing after!

Something that is still often missing from purely social impact or educational games

## Attractive art style and compelling story



Effects are accelerated and exaggerated



## Little nuggets of joy

80u



# Law of Unintended Consequences






Things that didn't work out...

# The Spouse You Hate



Novistan whistleblowers are warning that 83% of all tainted mods came from Learis. Well, duh! Two-thirds of all of Novistan's mods come from Learis. It's only logical the ratio would be skewed.



**Lars Funke**  
*National Correspondent*



# Randomization



# It's hard to keep up with reality...



**LikeTheRogue** Today at 12:24 PM

<https://twitter.com/atrupar/status/1044597810501505026>



**Aaron Rupar (@atrupar)**

WOW! The UN audience laughs at Trump after he claims, "my administration has accomplished more than almost any administration in the history of our country."

<https://t.co/tXg50ejQqy>

Retweets

9067

Likes

17061



Twitter



**Koobazaur** Today at 1:21 PM

Mother [redacted] I have a line in Headliner where the "Union is laughing at us" as a satire, and now I will have to change it



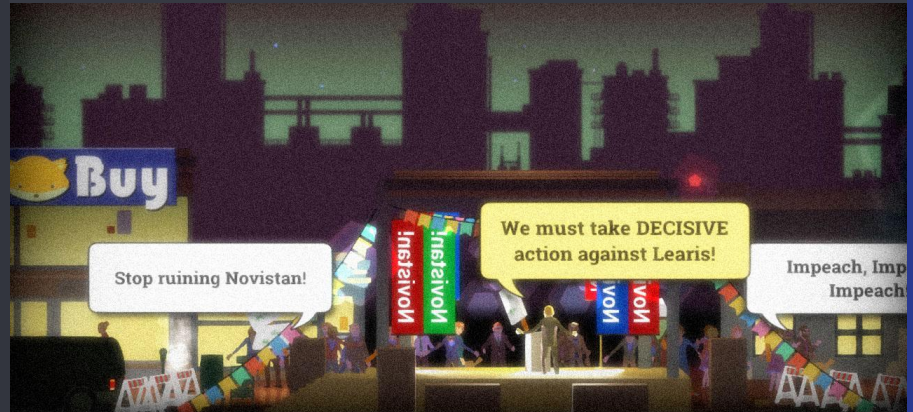
AGAIN

><

Stop

Trump

omg





Source: CNN

Photos reveal migrant children sleeping on ground 02:50

(CNN) — The photos, obtained by CNN, could have been taken at a refugee camp in the Third World. Children sleep in the dirt, some covered only by Mylar blankets. A woman and child sit on rocks, huddled against a building. People mill about outside makeshift tents.



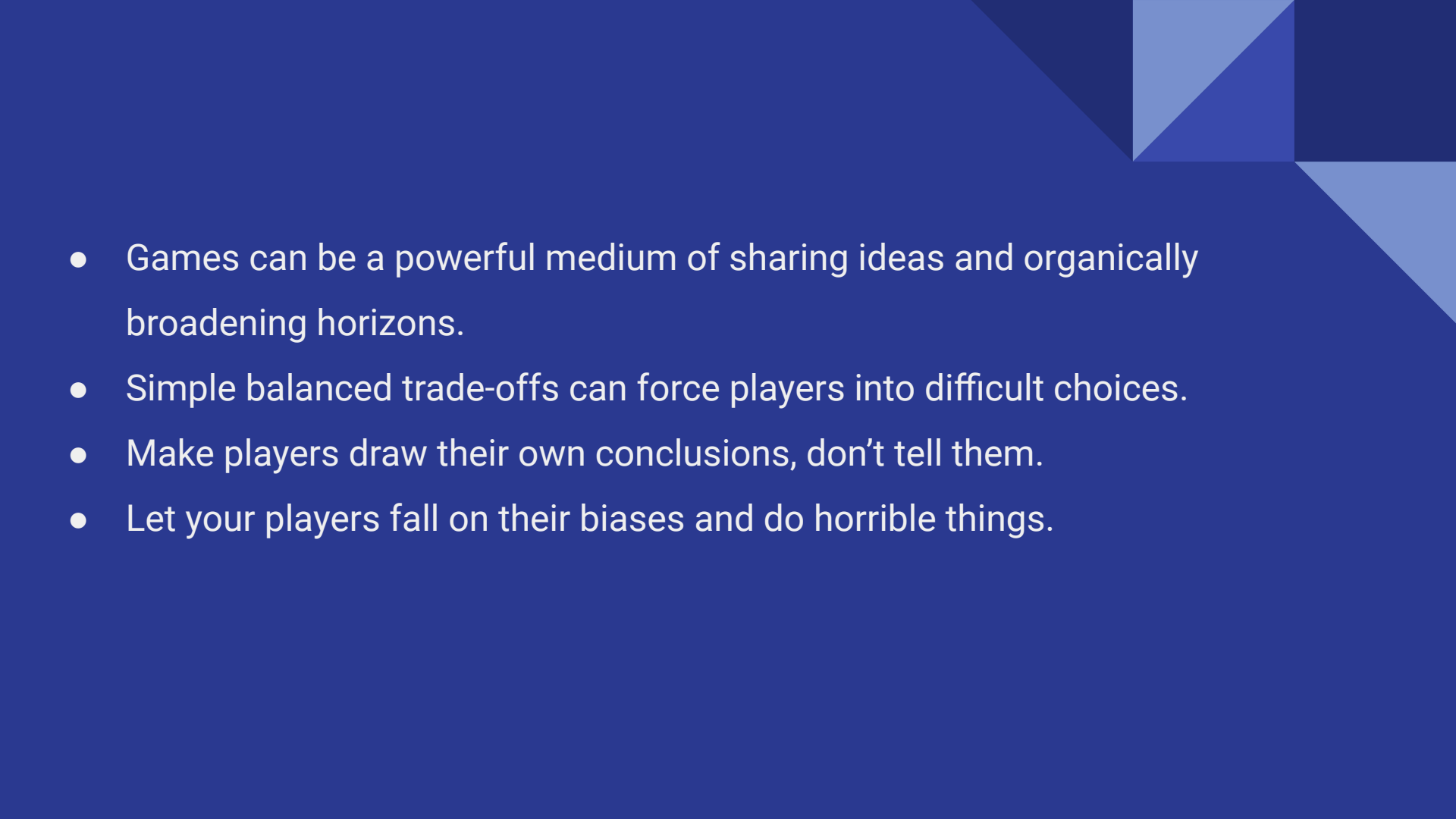
### Fox News gets exclusive access to one of nation's largest ICE detention facilities

Correspondent Griff Jenkins gets a tour of the ICE processing center in Adelanto, California.

A law library. Access to 24-hour health care and mental care. Outdoor soccer fields.



In Sum...

- 
- Games can be a powerful medium of sharing ideas and organically broadening horizons.
  - Simple balanced trade-offs can force players into difficult choices.
  - Make players draw their own conclusions, don't tell them.
  - Let your players fall on their biases and do horrible things.

“Oh my god... what have I done?”

Stop and Introspect

# This model could be applied to many other topics...

- Amazon Warehouse Working conditions [sorry, taken!]
- Deforestation/Pollution (short-term profit vs. long-term effect)
- Automation effect on jobs
- Healthcare costs
- Anti-government protests/riots
- Trade wars
- Stock market bubbles and crashes
- Online Privacy and tracking
- Propagation of (mis)information on social networks (working on this!)
- Addictiveness of games
- Addictiveness of social media
- Online harassment/trolling/doxxing



**Such talk. Very slides. So educated.**

# Let's talk social impact games - Connect with me!



Photo by @QuetzalliAle

Jakub Kasztalski

*Founder & Creative Director*

*Unbound Creations LLC*

@UnboundCreation or @Koobazaur

Discord: <https://discord.gg/Zz3eD5Q>

Studio Page: [www.UnboundCreations.com](http://www.UnboundCreations.com)

Blog: [www.koobazaur.com](http://www.koobazaur.com)



# Credits

- Boy playing wii game - [https://commons.wikimedia.org/wiki/File:Boy\\_playing\\_wii\\_game.jpg](https://commons.wikimedia.org/wiki/File:Boy_playing_wii_game.jpg)
- Gary's Video Game Engagement Session -  
<http://www.photobombpodcast.com/garys-video-game-engagement-session/>
- Flow Chart - <https://thinking.philosophie.is/engineering-the-flow-state-6b2317c0be07>
- What's shaping the future of mobile gaming? -  
<http://www.theleader.info/2018/02/02/whats-shaping-future-mobile-gaming/>
- Snowstorm painting: A Very Gallant Gentleman (John Charles Dollman)
- Jan Matejko-Astronomer Copernicus-Conversation with God
- Ship with Squid - Martin Davey Illustration
- Victorian Social - Molières L'Avare
- Balance Painting by Ellen Beauregard
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