

LECTURE TWO

TRANSMEDIA INDIANA



Transmedia History & ARG

PROLOGUE

Making Transmedia



Discussion Question #1

- Describe the characteristics of a story from the perspective of your specialization (i.e., writing, design, photography, etc.)



Discussion Question #2

- Describe the characteristics of a game. What elements go into making a game?



Game Mechanics



- Game mechanics are constructs of rules intended to produce an enjoyable game or game play.

Game Mechanics

- Turns
- Action points
- Auction/bidding
- Cards
- Capture/eliminate
- Catch-up
- Movement
- Resource management
- Risk & reward
- Role playing
- Tile-laying
- Game modes

Game Mechanics/Victory Conditions

- Goals
- Loss avoidance
- Piece elimination
- Puzzle guessing
- Races
- Structure building
- Territory control
- Victory points
- Combinations



Discussion Question #3

- Was Electronic Arts' *Majestic* a story or a game? Game was played by phone, email, AOL Instant Messenger, fax, and by visiting special websites. Gameplay frequently involved the player receiving clues that they would use to solve puzzles and unravel the story.

Discussion Question #4

- What problems might arise from adding game elements to stories?



Discussion Question #5



- What does interactivity mean?

Discussion Question #6

- Does Sean Stewart's discussion of Story 4.0 (oral > theater > book > interactive) feel right to you?
- What do you think are the defining characteristics of each? How might they interact with the story?

LECTURE TWO
**TRANSMEDIA
INDIANA**



Discussion Question #7

- What are the ways that you might use transmedia/alternate reality games?

Discussion Question #1

```
West of House 8/8
ZORK I: The Great Underground Empire
Infocom interactive fiction - a fantasy
story
Copyright (c) 1981, 1982, 1983, 1984,
1985, 1986 Infocom, Inc.
All rights reserved.
ZORK is a registered trademark of
Infocom, Inc.
Release 52 / Serial number 871125 /
Interpreter 8 Version J
```

```
West of House
You are standing in an open field west
of a white house, with a boarded front
door.
There is a small mailbox here.
>_
```

- Why do you think text adventures and games of this nature are important to our understanding of transmedia stories?

Discussion Question #2

- What is the storytelling relationship between text adventures, interactive fiction, and alternate reality games?



Deconstruction

- Text usually has one way through
- Interactive fiction is non-linear with multiple endings and many ways to get there
- Alternate reality games have a beginning and end with loosely defined, and player-created, middles

LECTURE TWO
**TRANSMEDIA
INDIANA**

Discussion Question #3

- Describe an alternate reality game.



Discussion Question #4

- The tools of a writer are words. What are the tools of a transmedia storyteller?
- What structurally different skills/formats do you think you'll need to use in order to tell these stories?

Discussion Question #5

- What analogous stories/games have you played that resemble this?

Discussion Question #6



- What are ways these types of games might be deployed?

Chapter Two

Alternate Reality Games In the Read World



Discussion Question #1

- Why would anyone create an alternate reality game?
- Why would anyone play an alternate reality game?



Discussion Question #2

- What is the relationship of alternate reality games to transmedia narratives?

Discussion Question #3

- How are game mechanics used in ARG storytelling?

Discussion Question #3

- How are game mechanics used in ARG storytelling?

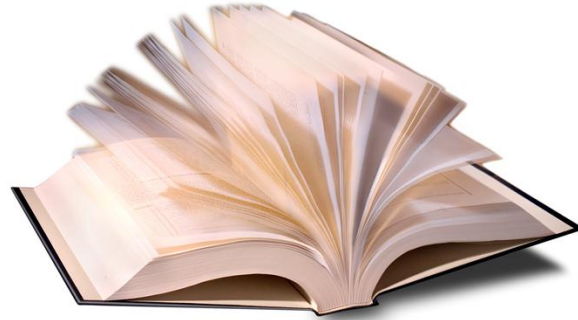


- Tent pole
- Rabbit hole
- Puppet Masters
- Cloudmakers



Discussion Question #4

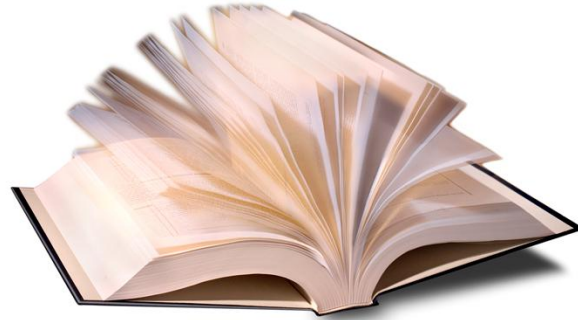
- What are some ethical implications to running Alternate Reality Games?



LECTURE TWO
TRANSMEDIA
INDIANA

Discussion Question #5

- If the tent pole to our story is a book (which it is), how might we use transmedia + ARG stories?



LECTURE TWO
**TRANSMEDIA
INDIANA**

Discussion Question #5

- If the tent pole to our story is a book (which it is), how might we use transmedia + ARG stories?
 - Back stories
 - Bridge stories

Discussion Question #6

- How might these transmedia + ARG narrative stories manifest?