

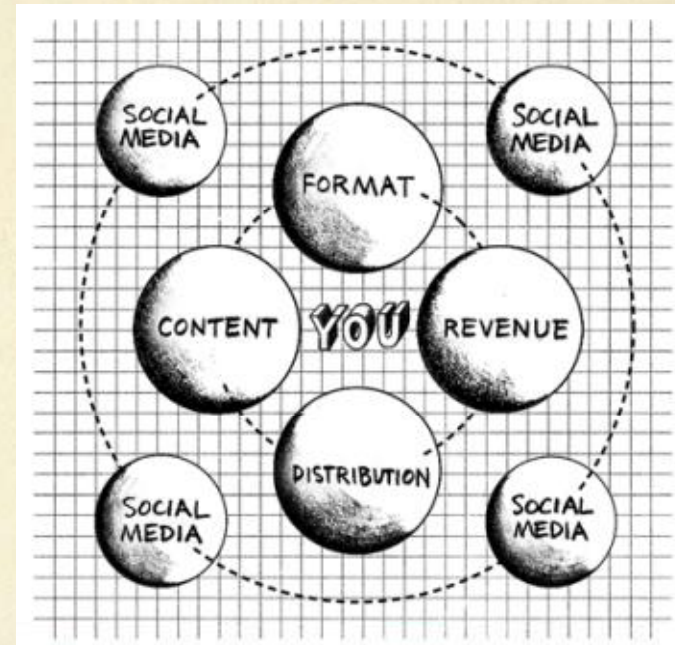


# Games across Media

Drew Davidson

# CrossMedia

- Transmedia
  - Henry Jenkins
- Fictional Universes
  - Storytelling
- Game Design
  - Interactivity



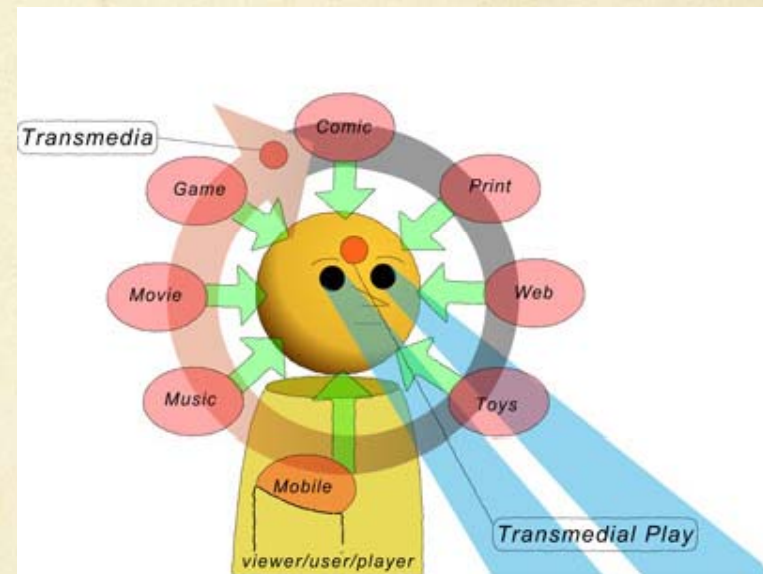
# Transmedia

- Storytelling across Multiple forms of Media
- Multimodal Representations
- Various Entry Points
- Social Authorship



# Across Media

- Books, Comics, Movies, TV, Web, Games, Mobile, Toys, Music, etc.
- Transparency, Ubiquity
- Ethics, Literacy
- Tentpoles



# Transparency | Ubiquity

- Fitting into our lives
- Distributed
- Easy to Use
- All around Us



# Ethics | Literacy

- Privacy & Freedom
- IP and CC
- Open Source
- Read/Write



# Tentpole

- Central Media Experience
- Supports all other Media



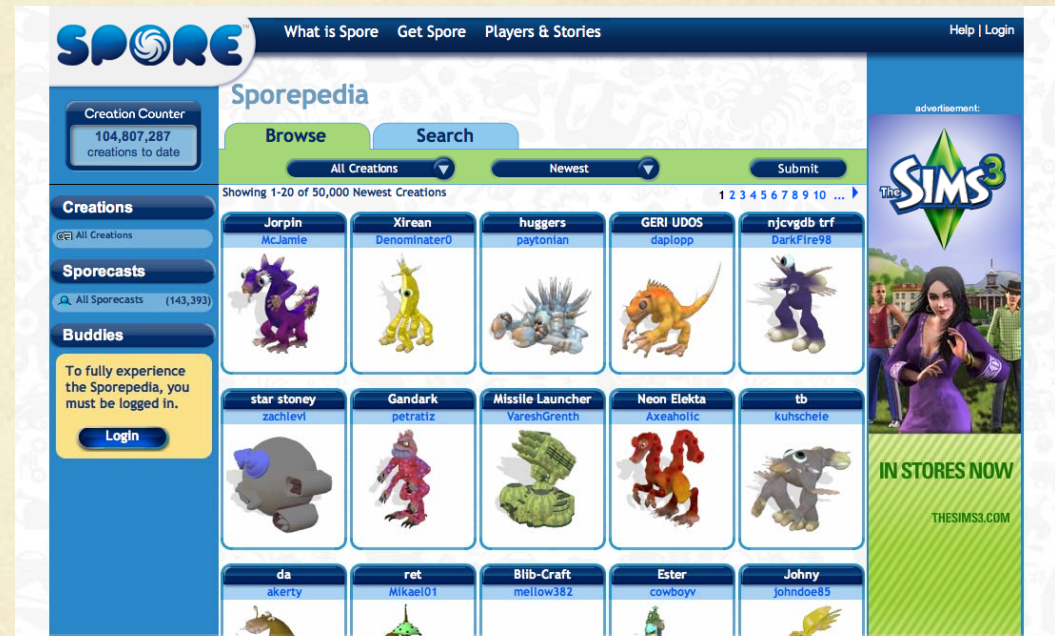
# Engagement

- Ownership
- Reading=Writing
- Spoilers
- FAQs



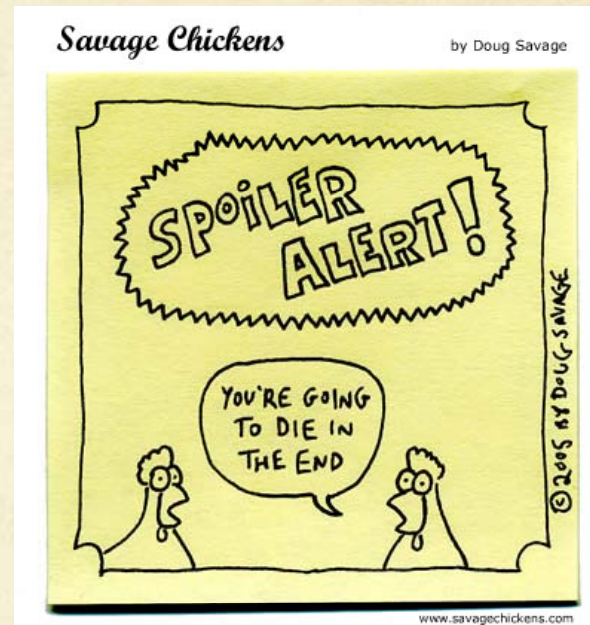
# Promises

- Ownership
- Read-Write
- Fan Fiction
- Avatars



# Problems

- Spoilers
- FAQs
- IP
- Messy



# Fictional Universes

- Star Wars
- Matrix
- Lost
- Buffy
- Myst
- One Life to Live



# Star Wars

## ○ Expanded Universe Databank

The screenshot displays the Star Wars Expanded Universe Databank interface. At the top, there are navigation tabs for "By Category" and "By Appearance". Below these are sub-tabs for "Characters", "Creatures", "Droids", "Locations", "Organizations", "Species", "Starships", "Technology", and "Vehicles". The "Characters" tab is selected, showing a list of characters on the left and a detailed view of "A'baht, General Etahn" on the right. The detailed view includes a character portrait, a description of his role as Commander of the New Republic's Fifth Fleet during the Yevethan crisis, and a "Read More >" link. A Rebel Alliance logo is visible at the bottom of the detailed view.

Databank:	By Category	By Appearance						
Characters	Creatures	Droids	Locations	Organizations	Species	Starships	Technology	Vehicles

**A'baht, General Etahn**

Aak, Ask

Aarrba the Hutt

Ab'Lon, Tereb

Abdl-Badawzl

Able-1707

Able-472

Accu, Paddy

Ackbar, Admiral

Ackmena

**A'baht, General Etahn**

Commander of the New Republic's Fifth Fleet during the Yevethan crisis.

[Read More >](#)

# Matrix



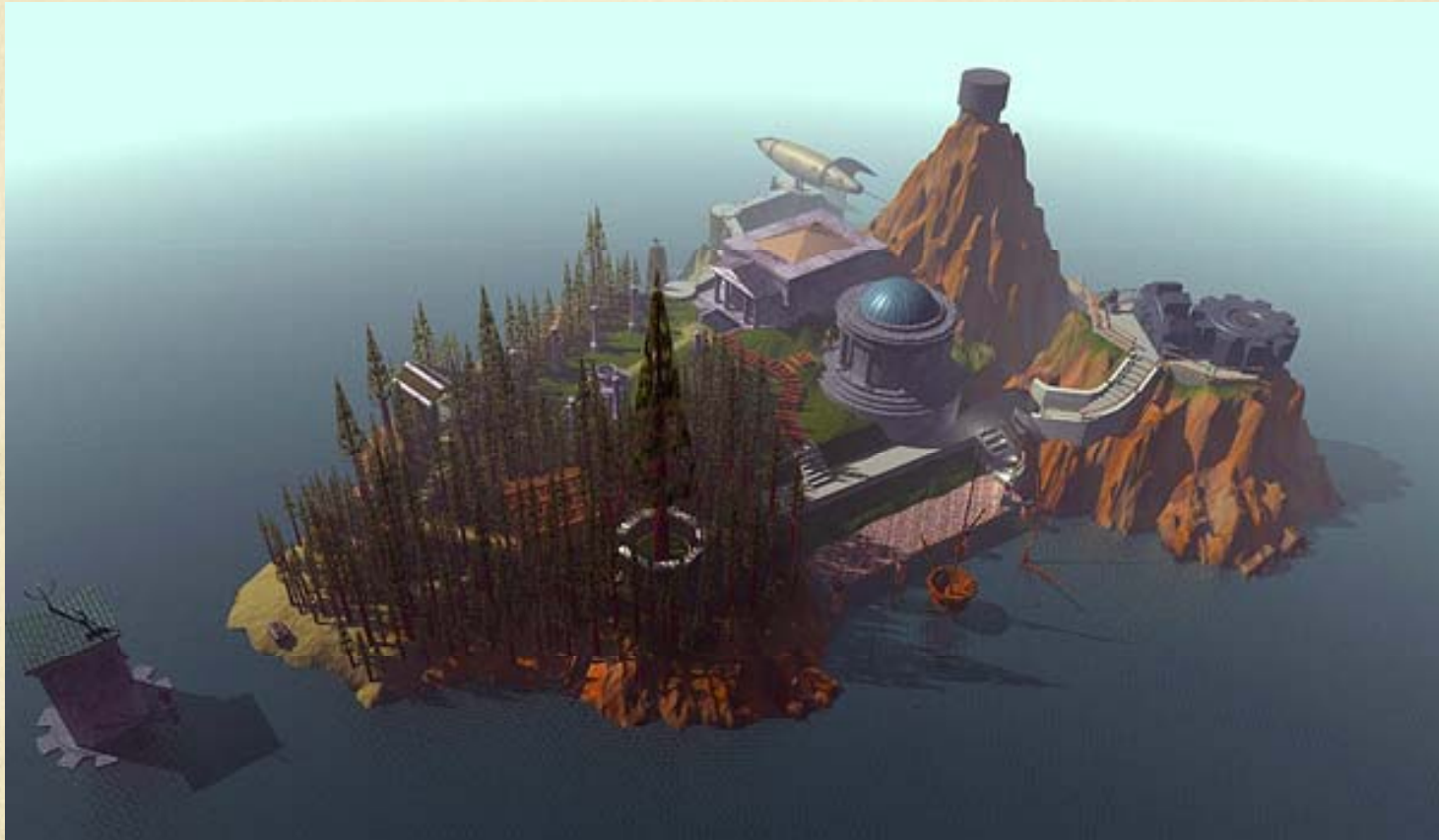
Lost



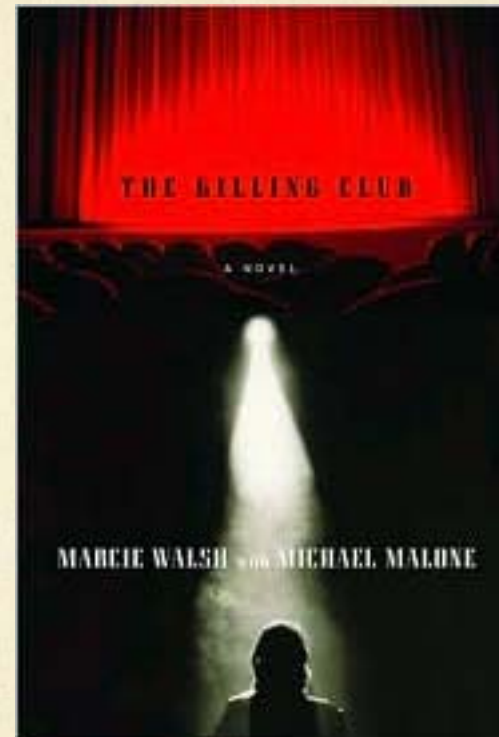
# Buffy



# Myst

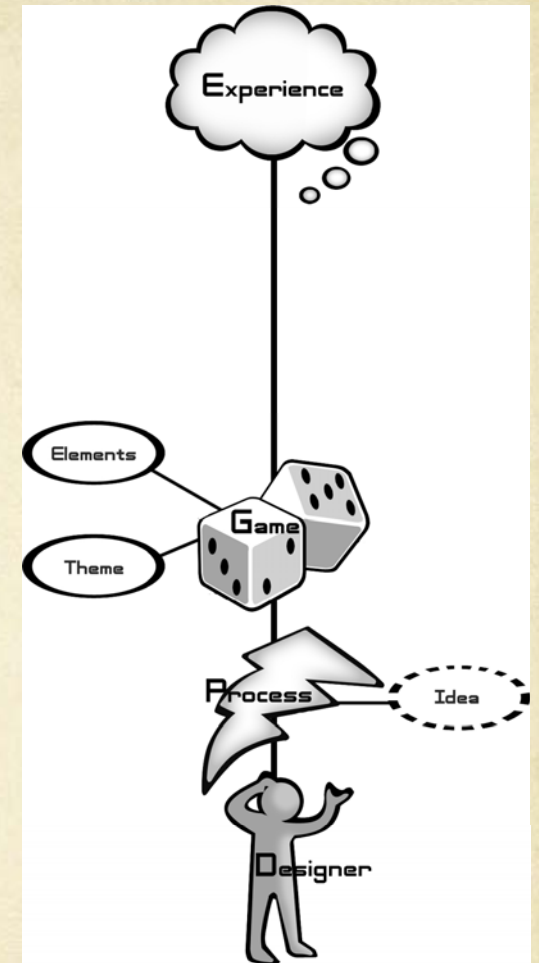


# One Life to Live



# Game Design

- Alternate Reality Games
- Active Interactivity, Narrative Agency
- Involvement, Immersion, Investment
- Goals and Glue



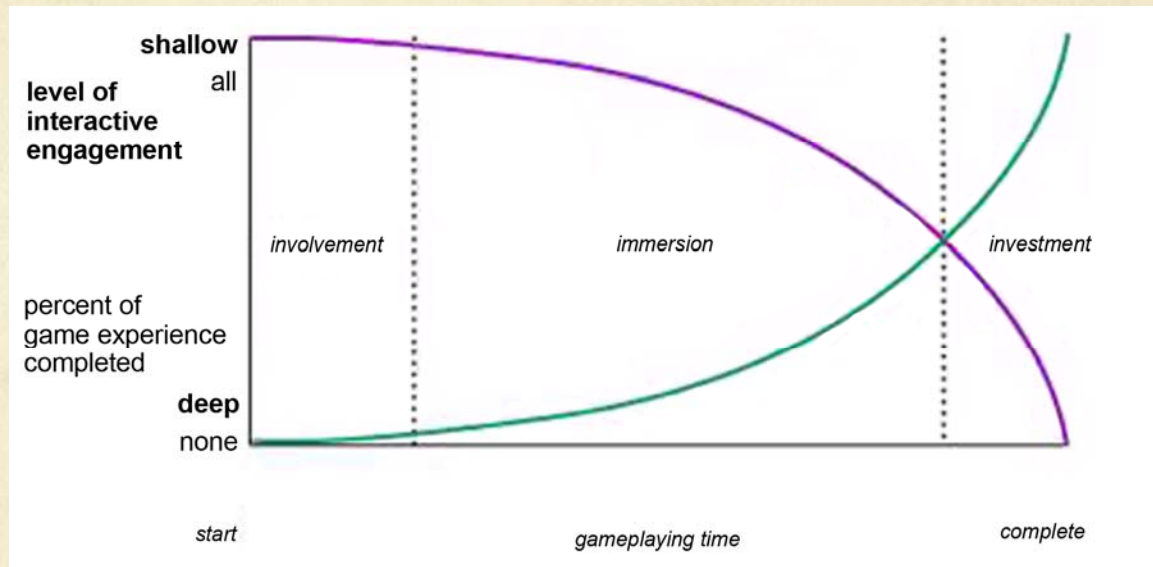
# ARGs

- Blur line between game/fiction and reality
- Explore world



# Interactivity

- Agency
- Involvement
- Immersion
- Investment

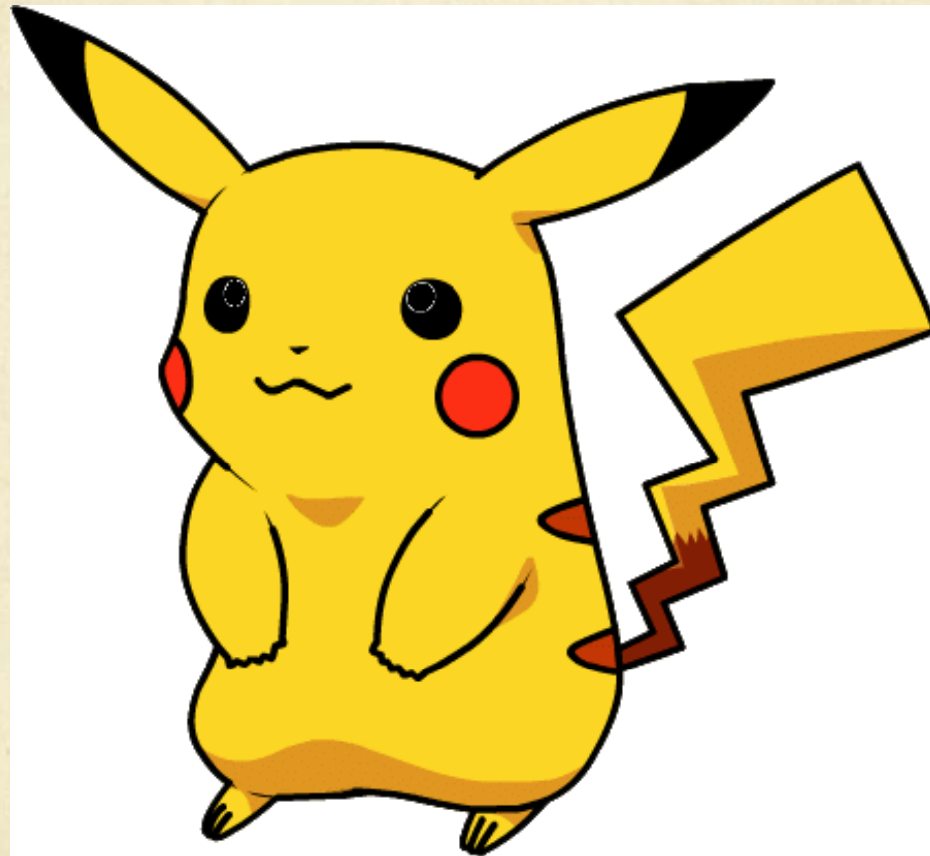


# Goals and Glue

- Threads across and between Media
- Connections
- Throughline
- Purposes for deeper Engagement



# Pokemon



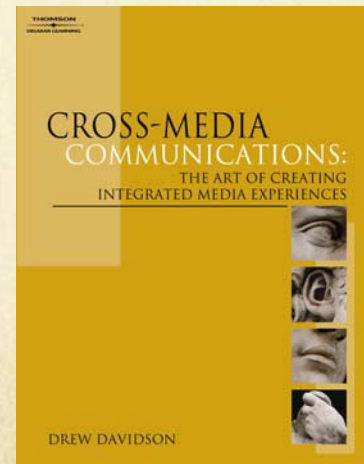
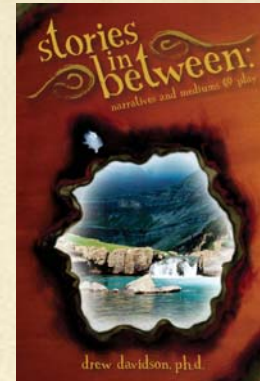
# Ludic Narrans

- Homo Ludens
  - +
- Homo Narrans
  - =
- Ludic Narrans
  - Playful Stories



# Cross Media

- stories in between
  - narratives and mediums @ play
  - [www.etc.cmu.edu/etcpres/storiesinbetween](http://www.etc.cmu.edu/etcpres/storiesinbetween)
- Cross-Media Communications
  - the Art of Creating Integrated Media Experiences
  - Forthcoming 2010



○ Questions?

