



**GAME NARRATIVE**  
SUMMIT

# **THE NEW WORLD: CASE STUDIES IN TRANSMEDIA NARRATIVE DESIGN**

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Game Developers Conference® Online 2011  
**October 10-13, 2011 | Austin, TX**  
[www.GDCOnline.com](http://www.GDCOnline.com)

**GDC**  
Online

“A transmedia story unfolds across multiple media platforms with each new text making a distinctive and valuable contribution to the whole.”

– Henry Jenkins, *Convergence Culture*

## **The future is awesome.**

Audiences are changing the way they consume and relate to the content they love.

- New devices and media platforms
- An insatiable, interconnected audience

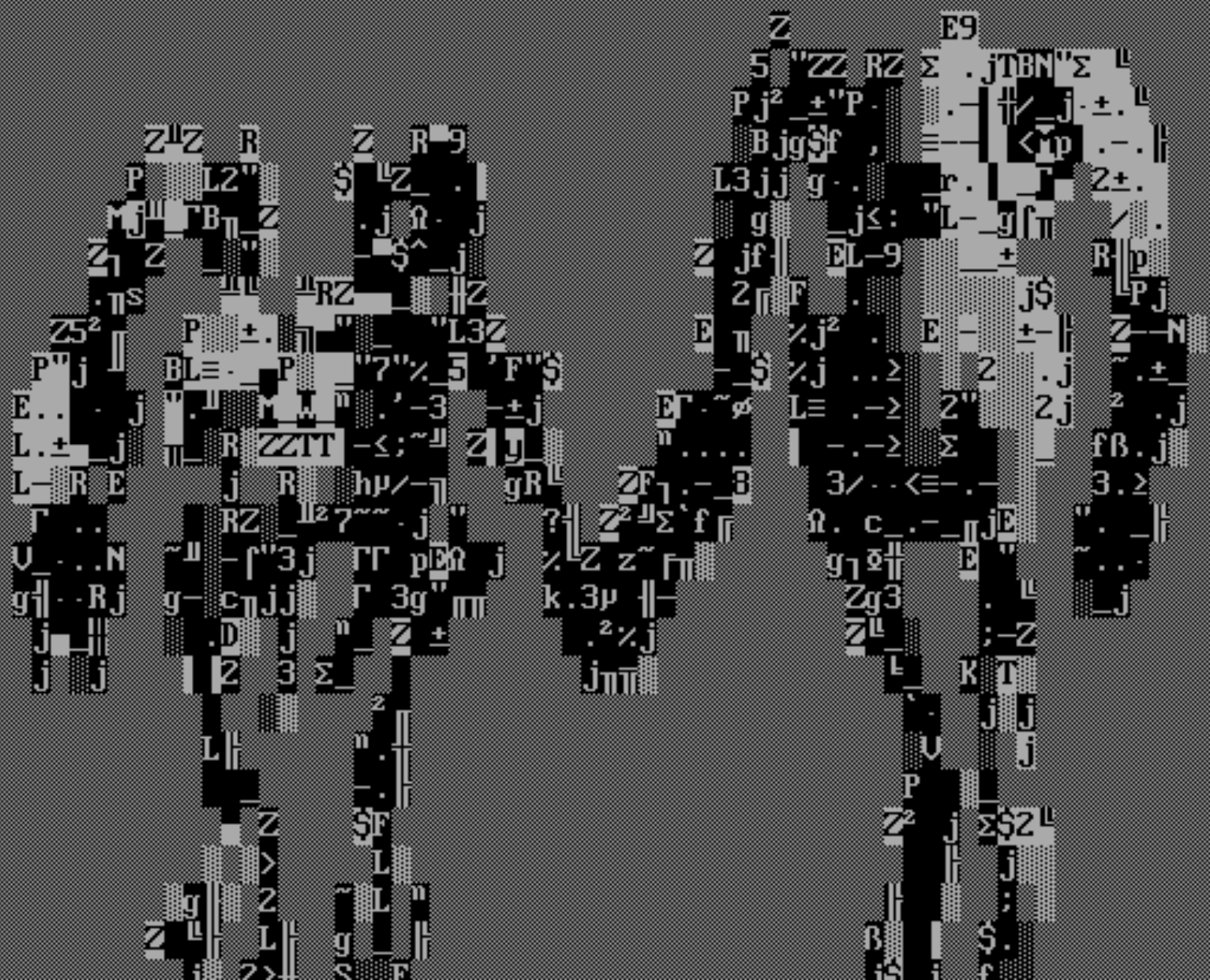
**...And so is the present.**

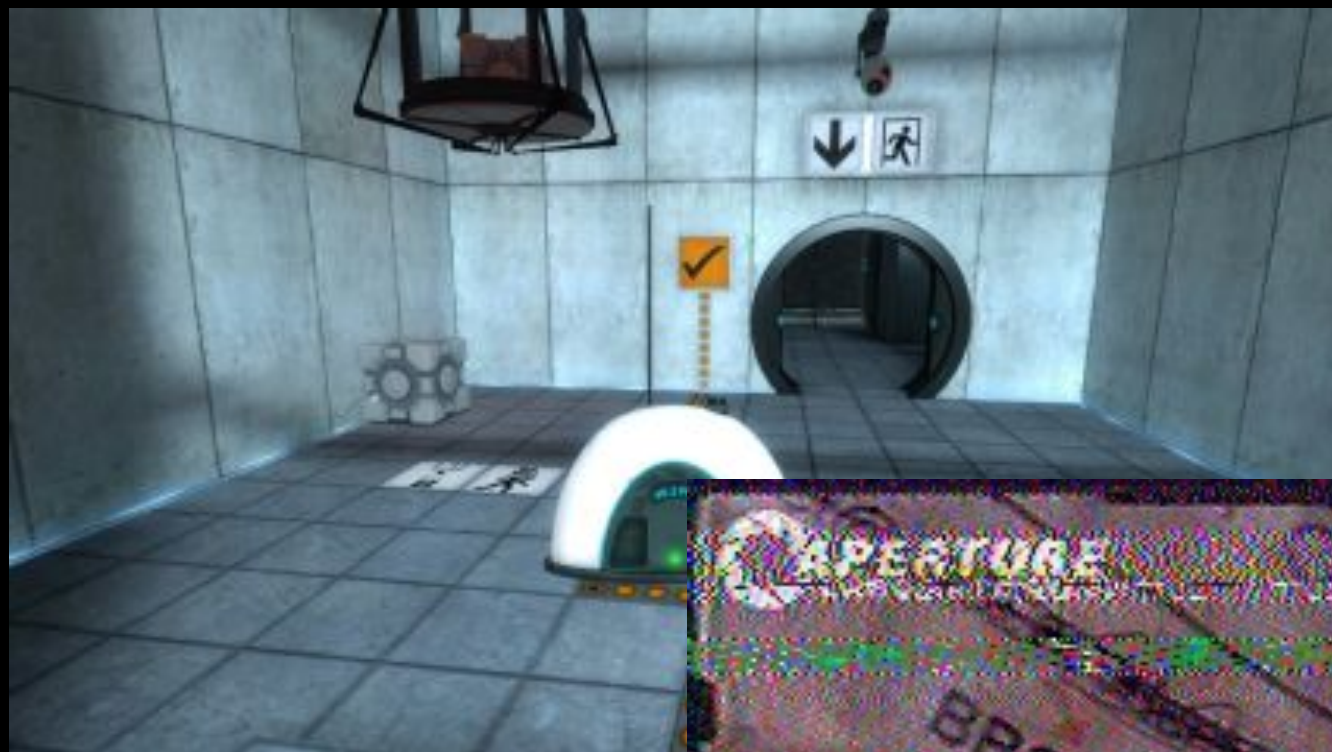
We communicate with audiences all the time, through a variety of channels – all of which can be used to expand and explore your narrative.



## Why go beyond the game with our in-development narrative frameworks?

- Opportunities to explore a broader story in a variety of different ways and enrich core experience
  - Context, subtext, and revelation
  - Negative space!
- Engage audiences deeply with your franchise, and each other
- Develop inroads to future titles, transmedia efforts, and revenue streams





----- BEGIN RECORD 'C:\02622005.965\06615262.757' (863 BYTES) -----

MEMORANDUMS: Filed under CJohnson: 1085839-G

This one's important, folks, so no skimmin'. Cave Johnson here, your boss and founder of Aperture Science?the best damn applied sciences company on Earth. How good is the science here? Get a load a? this: as of this morning, I am dead!

Now, yer probably askin? yourself, "Cave, come on now, how is this possible? Are you some manner of Dracula? Or Frankenstein? Or dependin? on yer cultural heritage, a Blackula or Latin Frankenstein?"gh632jj3

ksjdo sir! It's science. Thanks to our diligent Aperture engineers, I am writin' memos to you today, literally, from beyond the grave! Furthermore I'd l#ke t5o inf))))m 34verybody wePPPPPing a blue shi%:\$rt today th32232t y\*u @##re f)\*# TF FFs0&^t ##f gd fghDFRt 665 ^ \$%& 4%^\$\$. ZSFGS D FGsd5 E\$ 5^57&w\$% &6&778\*\$ 4^77 r6ty u\$65#####3

----- RECORD ENDS -----





STAR WARS  
ESB

Star Wars

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at an

COVENANT CARRIER  
COVENANT DESTROYER

APT LAUNCH OF NUKE

GRAZER DESTROYER

TRAILING TORPEDOES

NUKE TRAILING

1. IROQUOIS BYPASSES FRIGATES.  
2. IROQUOIS GRAZES PROW OF DESTROYER DAMAGING ITS SHIELDS.

10. CARRIER DISENGAGES FROM COMBAT.  
11. IROQUOIS INITIATES GRAVITATIONAL SLINGSHOT AROUND SO-N.  
12. TRAILING NUKE DETONATES NEAR FRIGATES.

13. IROQUOIS EMERGES FROM SLINGSHOT.  
14. MAC ROUNDS AND ARCHER MISSILES FINISH FRIGATES.

7. COVENANT TORPEDO HITS(2) DESTROYER AND DISABLES SHIELDS.  
8. SECOND COVENANT TORPEDO GUTS DESTROYER.  
9. IROQUOIS LAUNCHES ARCHER MISSILES TO FINISH DESTROYER.

MEDIAN SPECIMEN 2.100m

ACCORDANCE  
SPECIFICATION E-4A  
X16-69914-01



**Identify opportunities for exploration.**



ACHIEVEMENT UNLOCKED  
SotC Reference in GDC Talk



**Go beyond the game and tell the story  
of your universe.**

**(Your Game Here)**



## Execute!

- Gather resources: What/whom do you need to get this done?
- Emphasize quality and add value

If you're looking to **break in**, this is a great way to do it.

- Become the expert of your universe
- Evaluate, brainstorm, execute
- **Do the heavy lifting!**



As of September 20, I am a credited songwriter.

In *Gears of War 3*. (what)





# Questions?

Or, feel free to:

**Contact me** by email ([aaron.linde@gmail.com](mailto:aaron.linde@gmail.com)).

**Follow me** on Twitter (@aaronlinde).

**Flag me down** at the Ginger Man for rowdy, inebriated banter about games.

*(Ladder Harp photos and awesome music courtesy of Lance Hayes, [www.djdm.com](http://www.djdm.com).)*