

# 80,000 Lines: Three Lessons Learned

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We learned a lot about voice on Saints Row: The Third.

**Talk-o!**



## ***Lesson #1***

***Scope voice content based on what's meaningful to the player.***



## Lesson #2

*Staff your voice team by considering every last detail of the work.*



***Lesson #3***  
***Voice is complicated. Don't oversimplify it.***



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Voice isn't cheap.



**Voice work is filled with costly traps.**



*Good news! You can avoid the traps.*



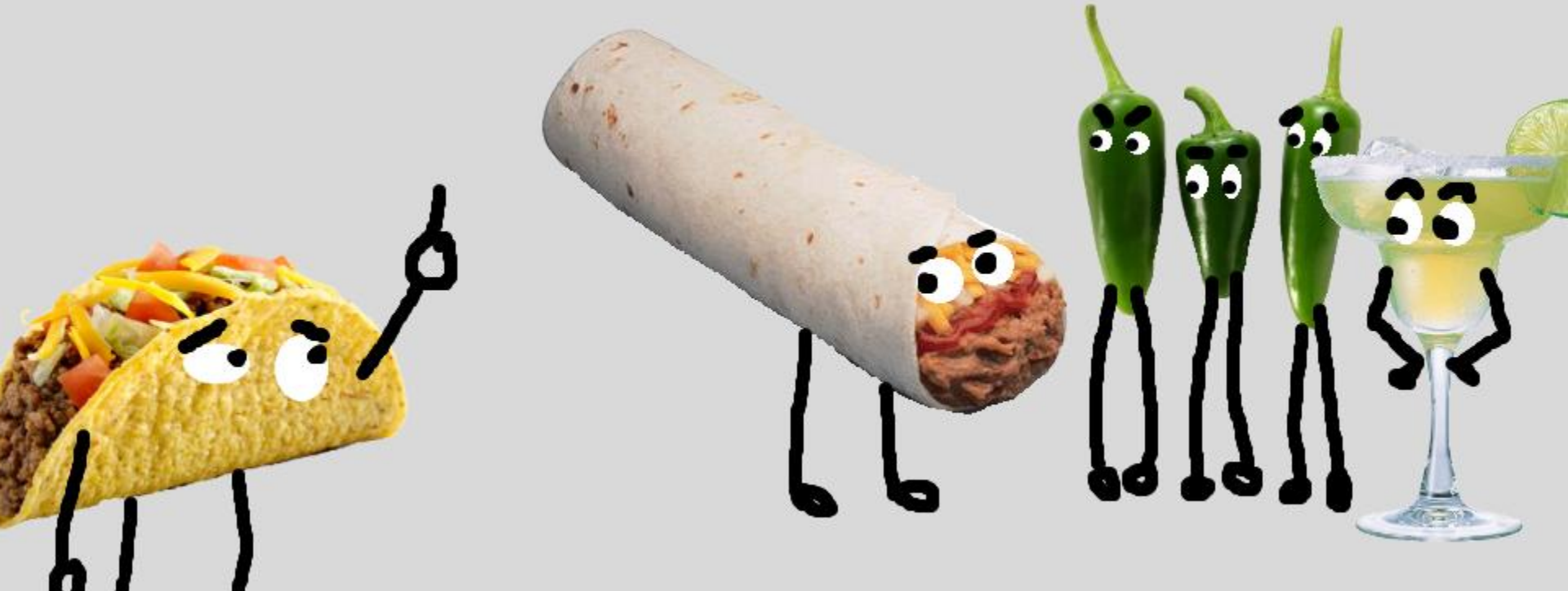


## ***Lesson #1***

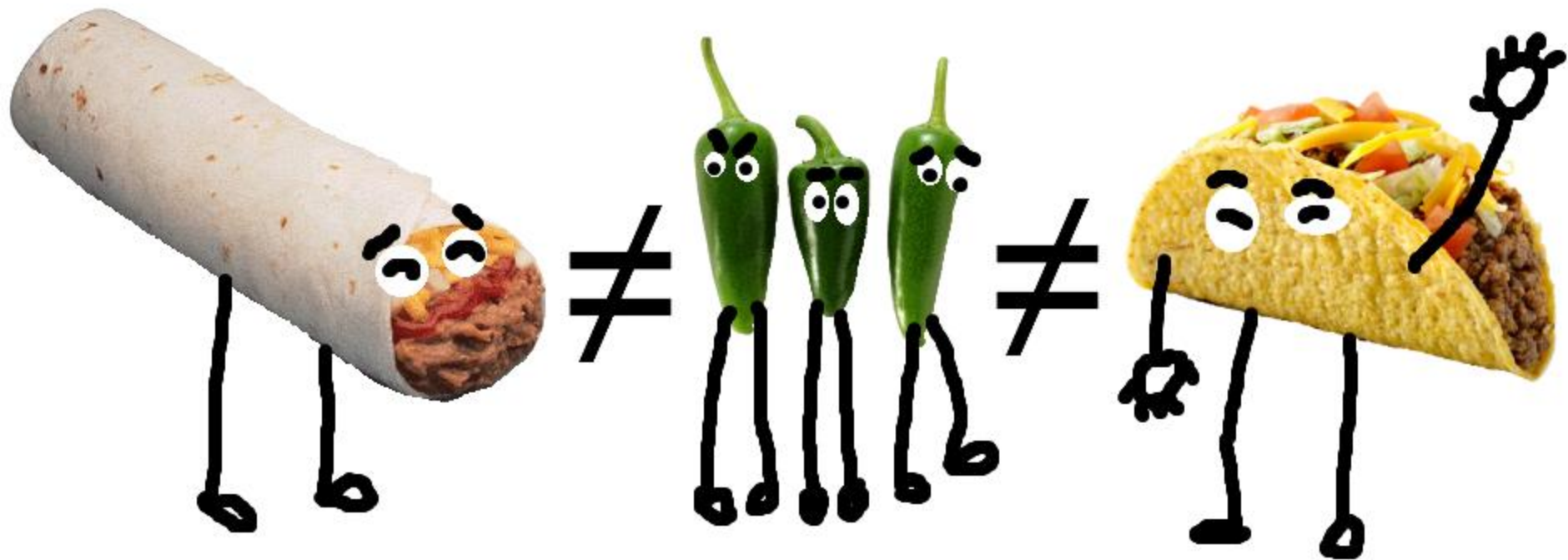
***Scope voice content based on what's meaningful to the player.***



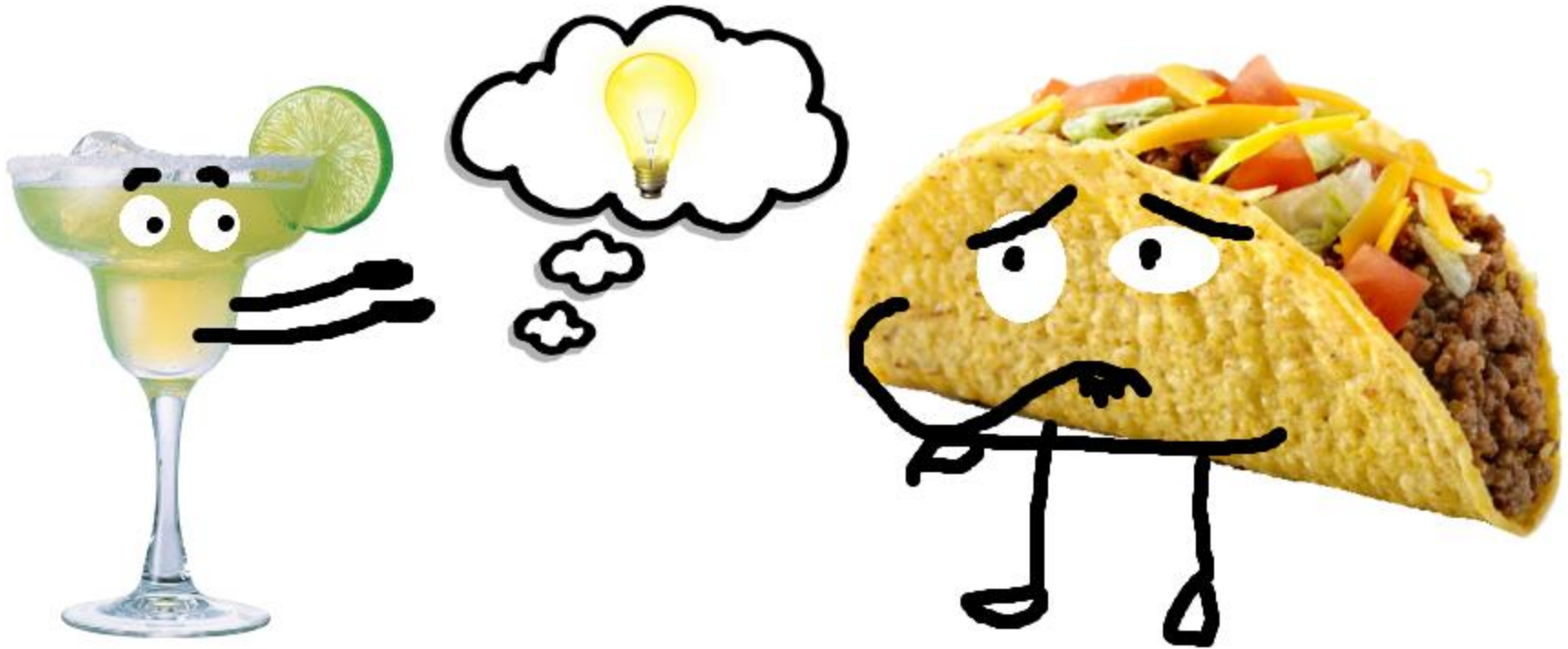
**Involve yourself in voice planning early.**



**We all have unique perspectives to offer.**



**Gut checks on voice scope can be done in real time.**





# Most Important Slide





Prioritize your voice content.

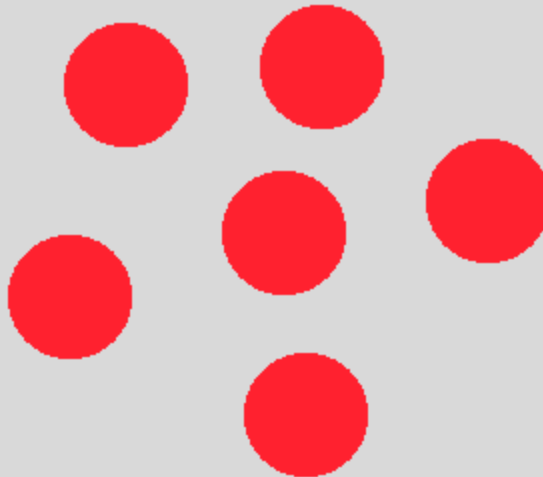
**Line**

**"Bon appetit, wimp!"**



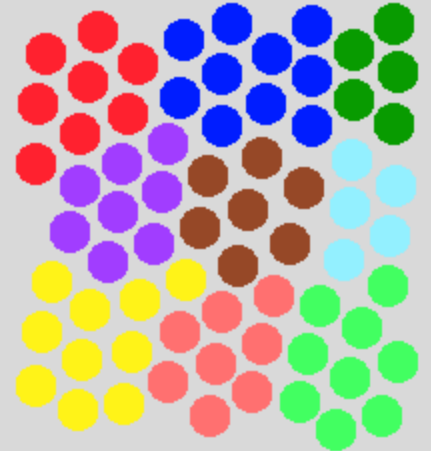
**Situation**

**combat - taco attack**



**Persona**

**Taco Monstur**



How important is this persona to the player?



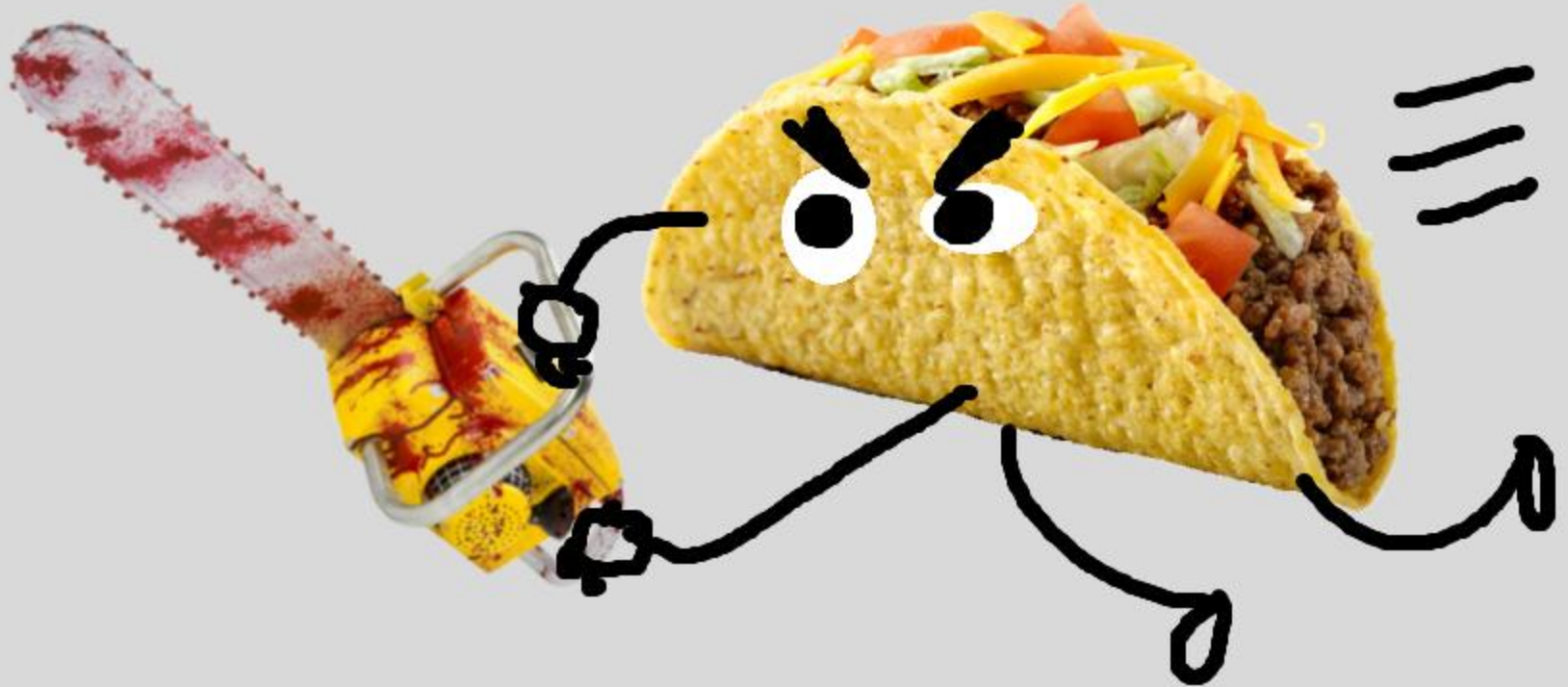
**How important is this situation to the player?**



How important is this line to the player?

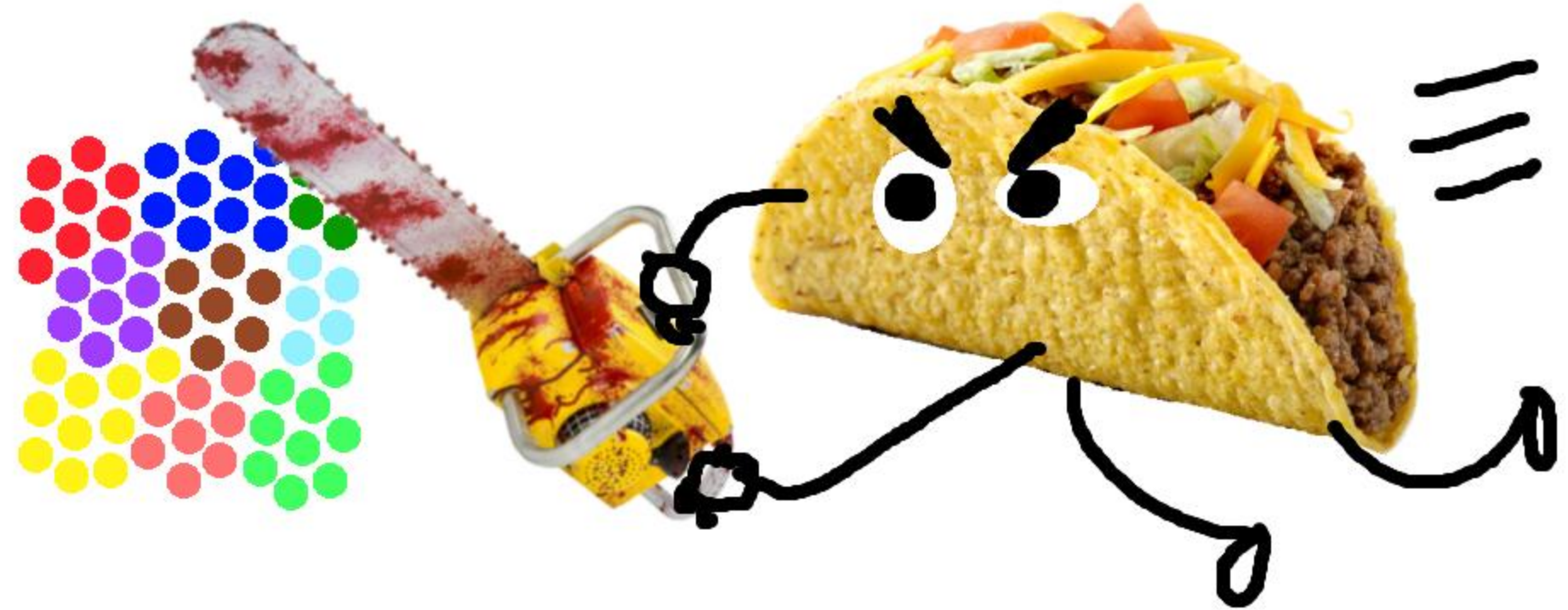


**Use your prioritized list to advocate for cuts to voice content.**

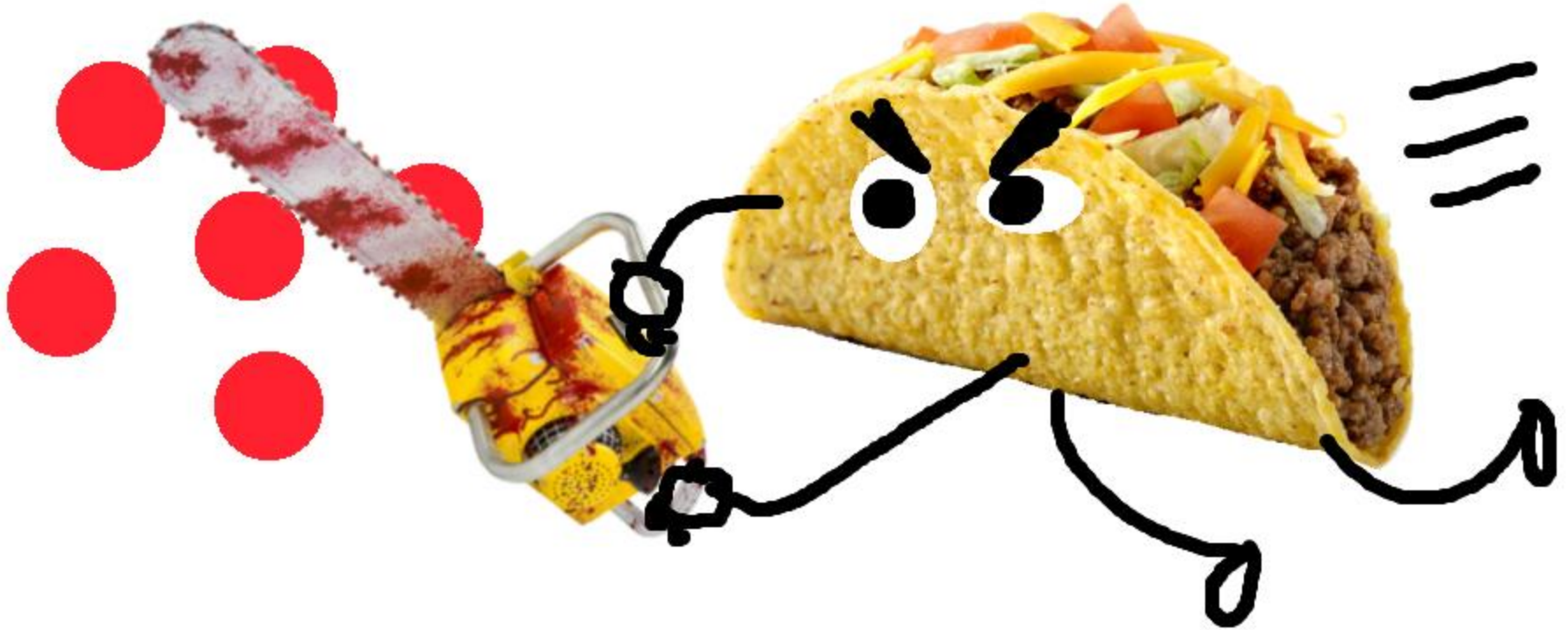




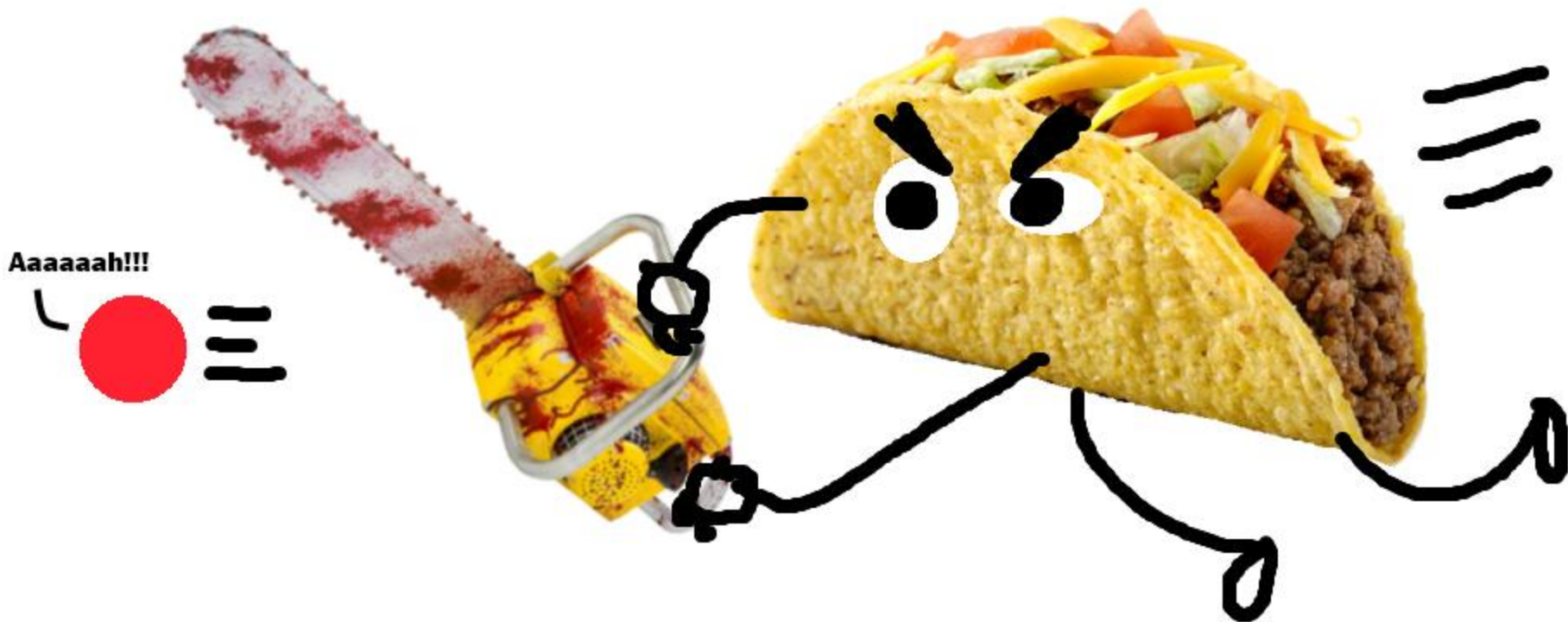
**Cuts at the persona level affect character diversity more than line diversity.**



**Cuts at the situation and line level can provide big savings.**



Remember that the player doesn't know what they're missing.



## ***Lesson #2***

***Staff your voice team by considering every last detail of the work.***





Ideally someone will own voice from top to bottom (e.g. a voice producer).

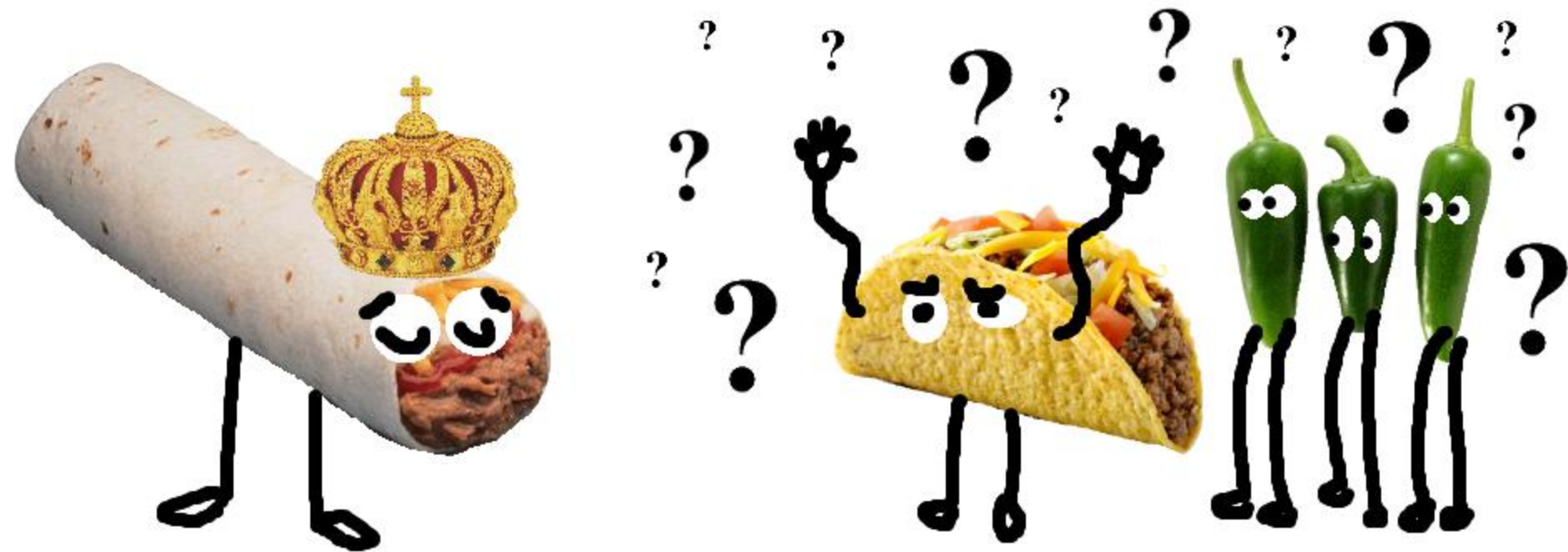




**The voice producer knows the voice production plan from beginning to end.**



The voice producer is the go-to person for all voice questions.



**The voice producer should not have work that competes in priority with voice work.**



**Temporary assistants can help with the implementation.**



Temporary help frees up others to do what they're best at.







**Consider dedicating at least one QA tester to voice.**



**QA can test more thoroughly than you can.**



**Make sure that there are tools available for your voice testers.**





***Lesson #3***  
***Voice is complicated. Don't oversimplify it.***



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**Think backwards about how you will be working with voice.**



**Start at the end: How will you be mixing your voice?**



**Then consider the middle: How will you be implementing your voice?**





**Then end at the beginning: How will you manage the raw assets?**

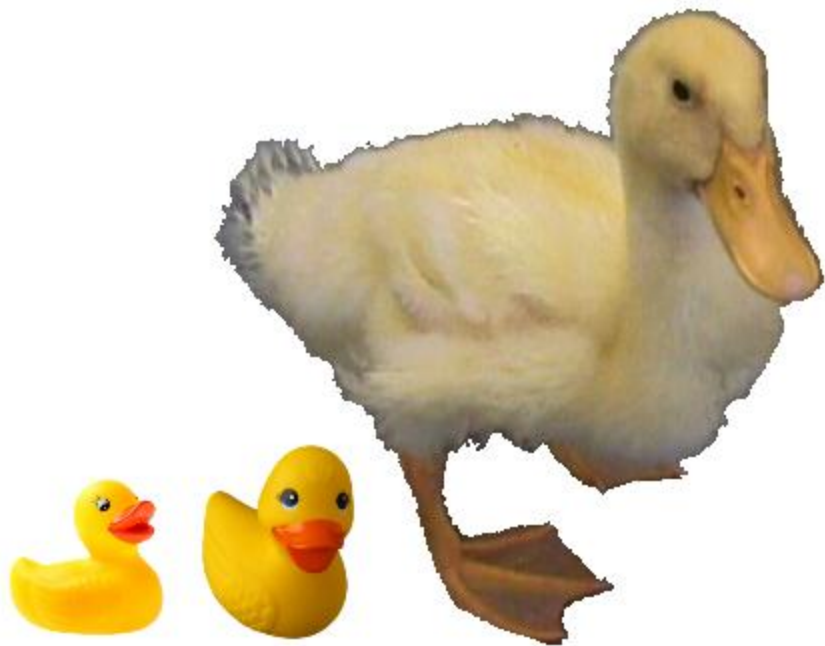


Plot out the variables that affect your voice.



Variables!  
- Ducking  
- Positional  
- Other stuff

**First and foremost, plan for ducking.**

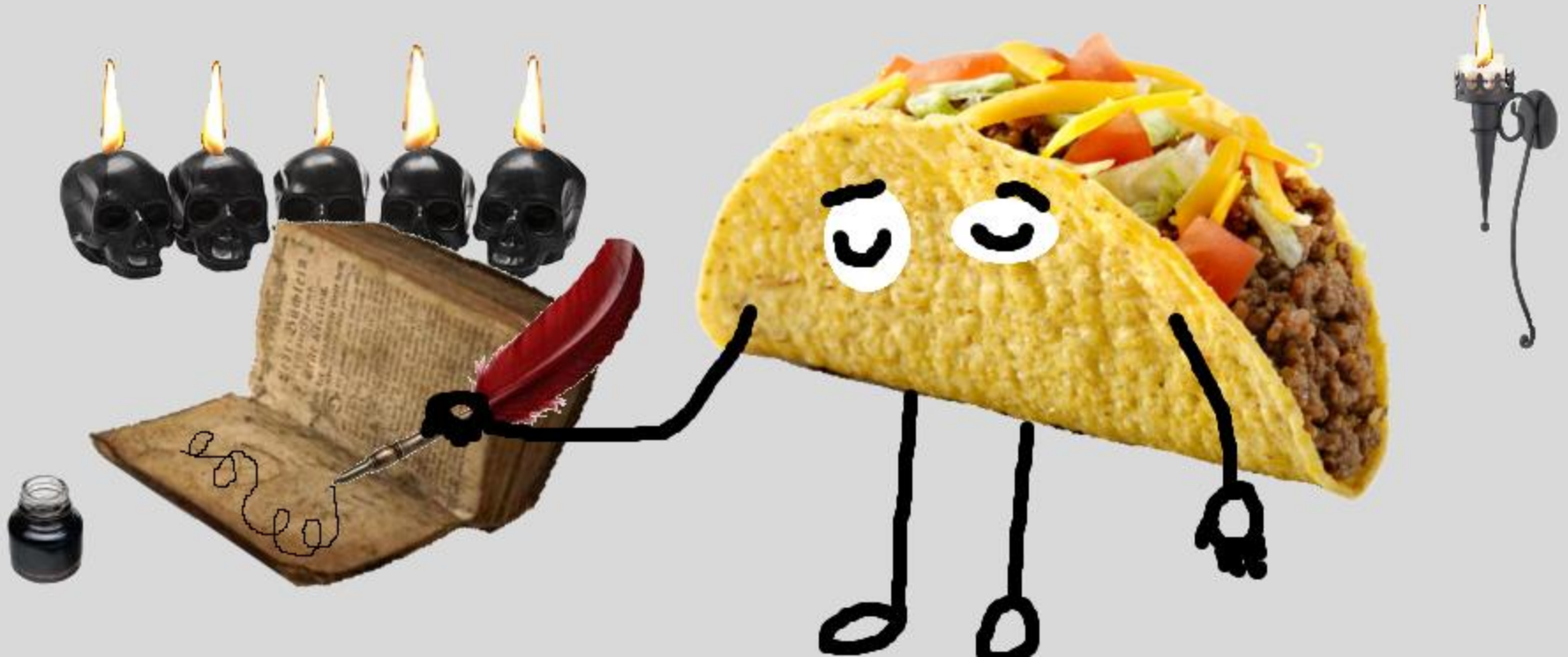


**Plan for positional properties (e.g. 2D vs. 3D).**

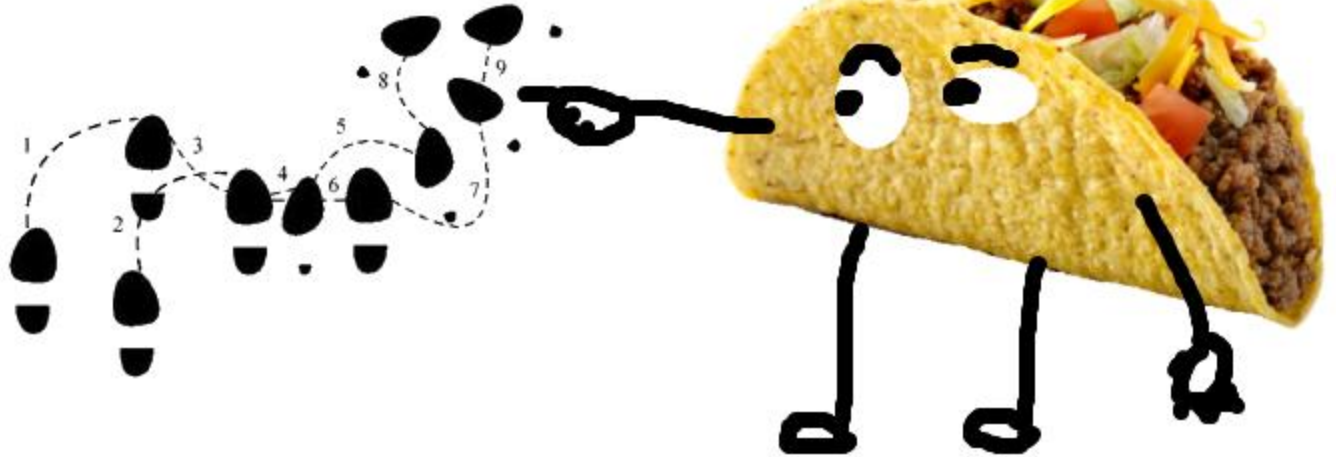




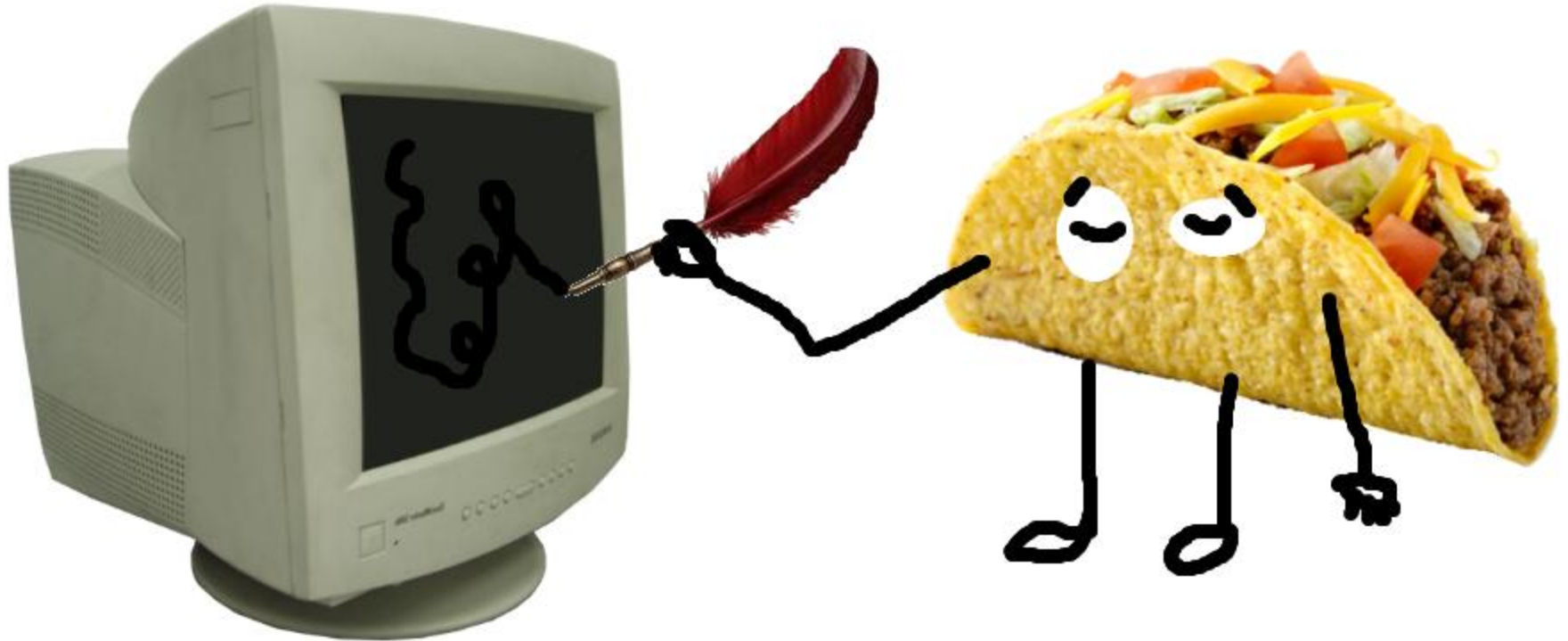
**Document your voice process.**



Create a step-by-step voice implementation guide.



**Make notes directly in your tools about how you've grouped lines.**



**Maintain your documentation.**





## Three lessons learned!

1. Scope your voice based on what's meaningful to the player.
2. Staff your voice team based on every last detail of the work.
3. Voice is complicated. Don't oversimplify it.

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