



GAME NARRATIVE
SUMMIT

Thinking and Writing in Different Languages

Mikko Rautalahti | Narrative Lead, Remedy Entertainment

Ralf Adam | Executive Producer, Flaregames

Pawel Miechowski | Senior Writer, 11 bit Studios

Arthur Protasio | Creative Director, Fableware

Jonas Wæver | Creative Director, Logic Artists

Fasih Sayin | Narrative Designer, Crytek



GAME DEVELOPERS CONFERENCE

March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16



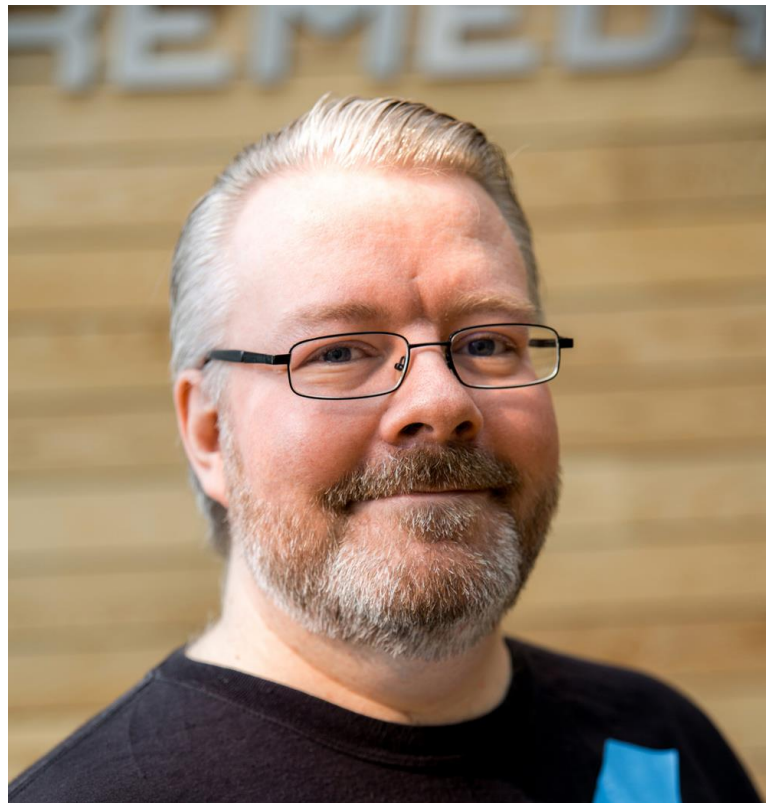


MIKKO RAUTALAHTI

**Narrative Lead
(unannounced project)**

Remedy Entertainment

Helsinki, Finland





Remedy Entertainment

- Founded in 1995
- Located in Espoo, Finland
- Finnish company with an international staff, and an international audience
- Key titles: Max Payne, Alan Wake, Quantum Break



Information is Affected By Language

English:

"A happy adventurer scores a critical hit."

Finnish:

"Onnellinen seikkailija saa kriittisen osuman."

"Seikkailija onnellinen kriittisen osuman saa."

"Kriittisen osuman saa onnellinen seikkailija."

"Osuman kriittisen saa seikkailija onnellinen."



Choice of Language Affects Style

English:

- Punchy, dramatic, definite
- Great for speeches, threats and snappy dialogue

Finnish:

- Allusive, lyrical, verbose
- Great for complex nuance, introspection and symbolism



Language vs. Culture

- Language issues are easier to solve than cultural issues
- Mistaking stereotypes for reality:
Freedom fries, Donald Trump, everybody has a Bible that's also a hamburger gun
- You don't know what you don't know

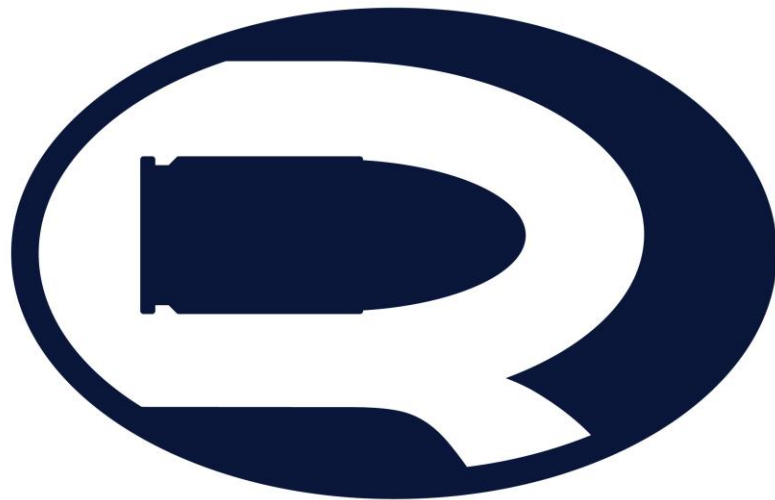




Thank you!

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REMEDY



RALF C. ADAM

**Full Spectrum Producer
Firefighter, Game Designer**

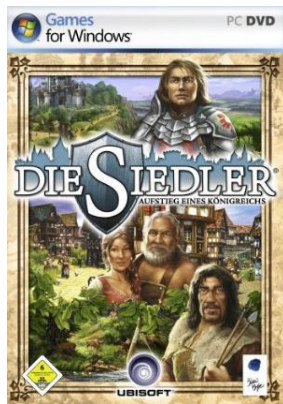
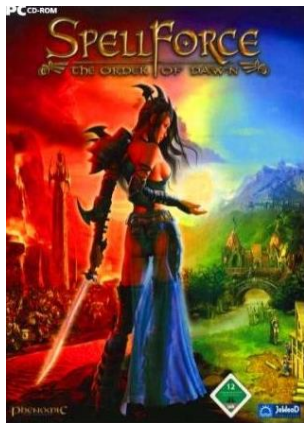
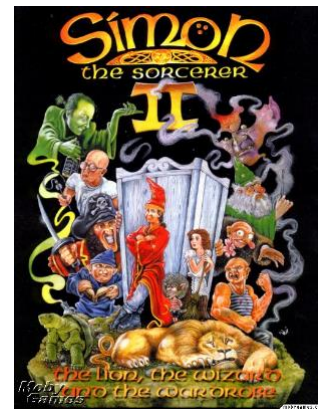
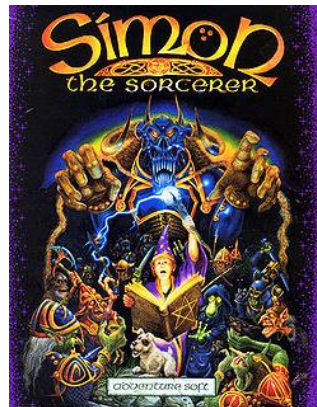
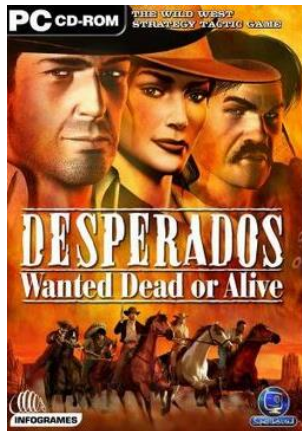
Tiger Team Productions

Frankfurt, Germany





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GERMANY -> EVERYTHING GETS DUBBED

1. Different to all other European countries (exception maybe: France)
2. No German knows the English voice of Bruce Willis or Johnny Depp
3. Allows on the other hand to have Hollywood All-Star-Team in German version of a game





WORDS THAT ONLY EXIST IN GERMAN

Zungenbrecher Gretchenfrage Schweinehund
Wanderlust Fernweh
Wunderkind Gemütlichkeit
Weltanschauung Pumpernickel
Leitmotiv Bratwurst Lebensmüde
Innerer Umlaut Schattenparker Waldsterben
Leberwurst Dachshund Dreikäsehoch Ohrwurm
Gestalt Lebensraum Kuddelmuddel
Fremdschämen Angst Weltschmerz Schadenfreude
Hinterland Realpolitik Kummerspeck Purzelbaum
Sitzfleisch Poltergeist Zugzwang Kaffeeklatsch
Wanderjahr Treppenwitz Weichei Bildungsroman
Erklärungsnot



COMPOUND WORDS

Abstimmungsbekanntmachung

Rechtsschutzversicherungsgesellschaften

Siebentausendzweihundertvierundfünfzig

Bezirksschornsteinfegermeister

Rindfleischetikettierungsüberwachungsaufgabenübertragungsgesetz

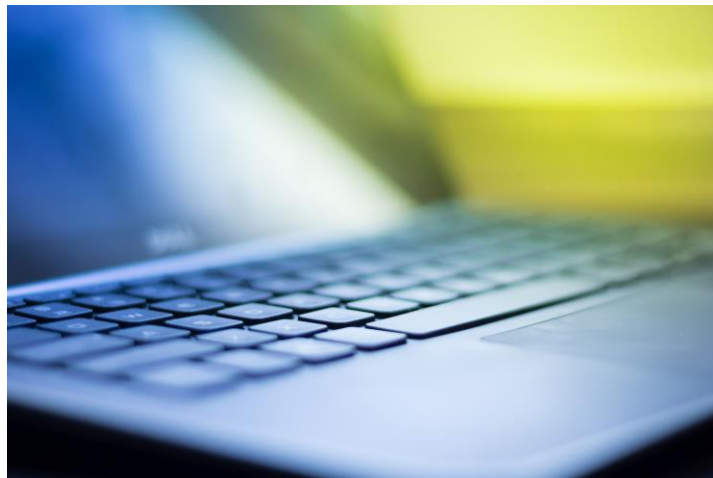
*"Some German words are so long that
they have perspective."*

-MARK TWAIN



FOR ME IT'S EASIER TO WRITE IN GERMAN

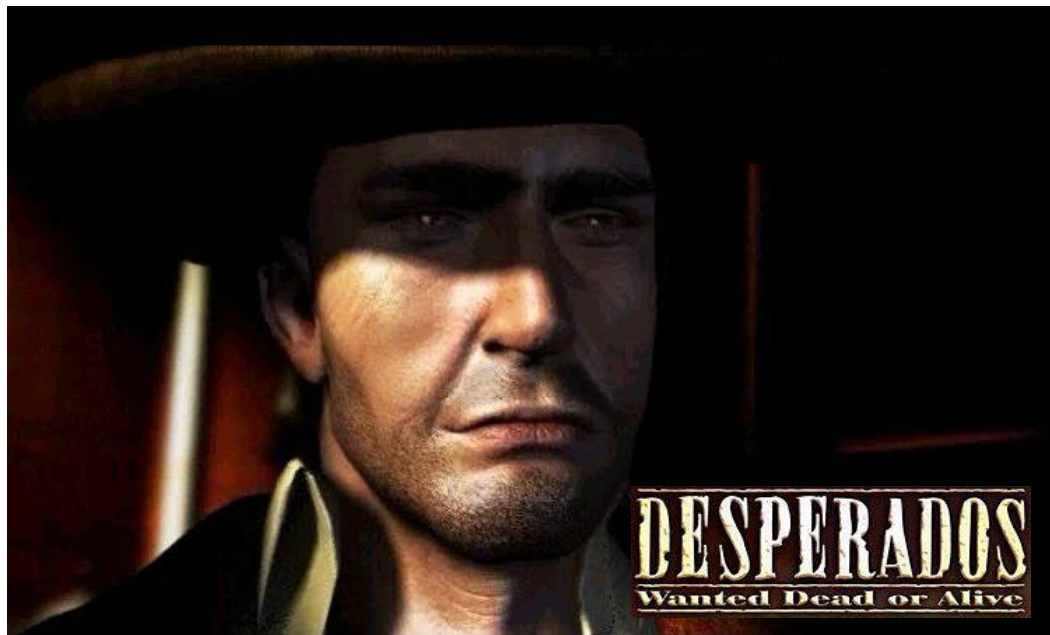
1. I can write my dialogues directly for actors (aka their German voices)
2. I have a wider variety of words to express myself
3. When it gets to the important fine nuances I feel more secure
4. I'm simply faster





THINGS THAT CAN GO WRONG THOUGH...

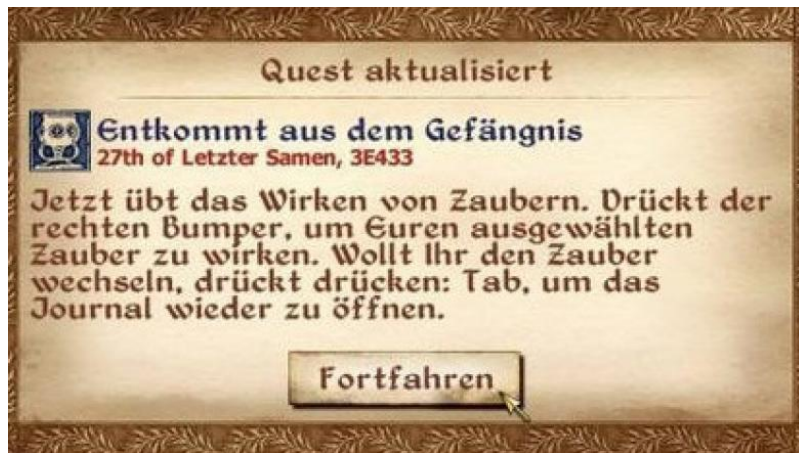
*“Ja nun,
erstens
würden Sie
ihn momen-
tan sowieso
nicht an-
treffen...”*



*“In the first
place he ain’t
even here...”*



LOST IN TRANSLATION





BTW – WHAT GERMANS REALLY HATE...



**Stereotypical German
bad guys ...**



**...speaking terribly wrong
& meaningless gibberish**



RALF C. ADAM

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WHO IS PAWEL MIECHOWSKI?

Senior writer
@ 11 bit studios

from Warsaw, Poland!





WE ARE THE GUYS BEHIND:





THINKING IN POLISH



WRITING IN ENGLISH



(AT LEAST TRYING!)



OK. HERE'S SOME **DOS AND DON'TS**

THAT PROBABLY SHOULD WORK

NO MATTER WHAT IS YOUR NATIVE LANGUAGE



AND THE MOST IMPORTANT THING I LEARNT IS:

COHESION

BE COHERENT!



WELL, AT LEAST THAT'S ONE THING

THE OTHER GUYS DIDN'T MENTION

...SO FAR :)



WHO IS ARTHUR PROTASIO?

Creative Director
@ Fableware Narrative Design

Rio de Janeiro, Brazil





Storytelling studio specialized in
writing screenplays and developing content
for diverse platforms and transmedia projects



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Fableware

NARRATIVE

DESIGN

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WHY IS THIS RELEVANT?

- Brazil speaks Portuguese
- LatAm speaks Spanish
- Game Industry speaks English





THE WRITER'S CHALLENGE

To communicate concepts and give data a soul.

However, writing is always subject to the language barrier and not as universal or accessible as images.

We live in an age of ANIMATED GIFS!





THE BRAZILIAN WRITER'S DILEMMA



Cater to the national industry, but miss out on reaching a worldwide audience and market

Vs.

Cater to a worldwide audience and adopt an international approach, but leave brazilians feeling left out



VERSATILITY AS A SOLUTION

Offering services/products in different languages and industries:

- In English to the Game Industry;
- In Portuguese to TV, film, animation, theme parks etc.

Or both!





FOREIGN WRITER'S CONS



1. **Competing against native idiom proficiency**
2. **Facing the native cultural gap**
3. **Less networking opportunities**



FOREIGN WRITER'S PROS

1. **Language test validates content that stands on its own**
2. **Competitive bang for buck**
3. **Media versatility and fluency**
4. **Creative and cultural innovation both inside and outside Brazil**





BOTTOM LINE

Foreign writers need to be...

- Multilingual
- Multicultural
- Multidisciplinary

Which is recommended for any writer!





Fableware

NARRATIVE

DESIGN

ARTHUR PROTASIO

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fablewaredesign.com



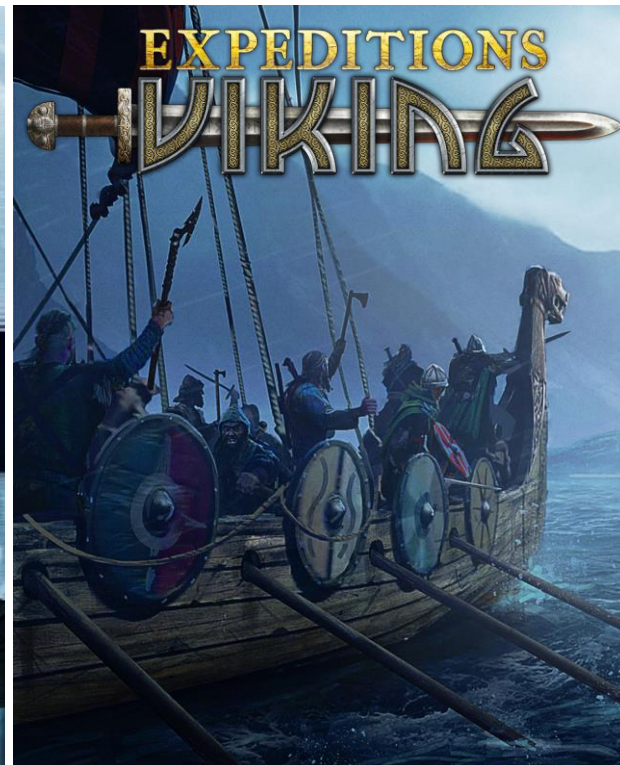
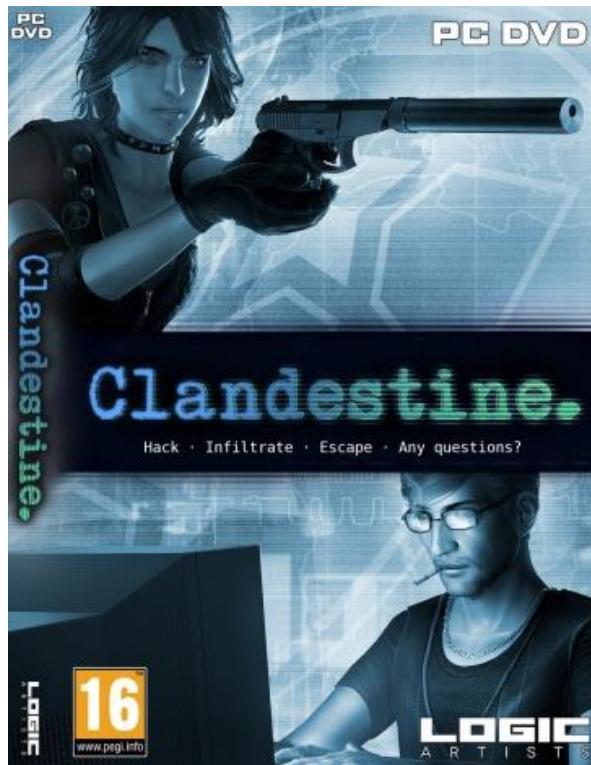
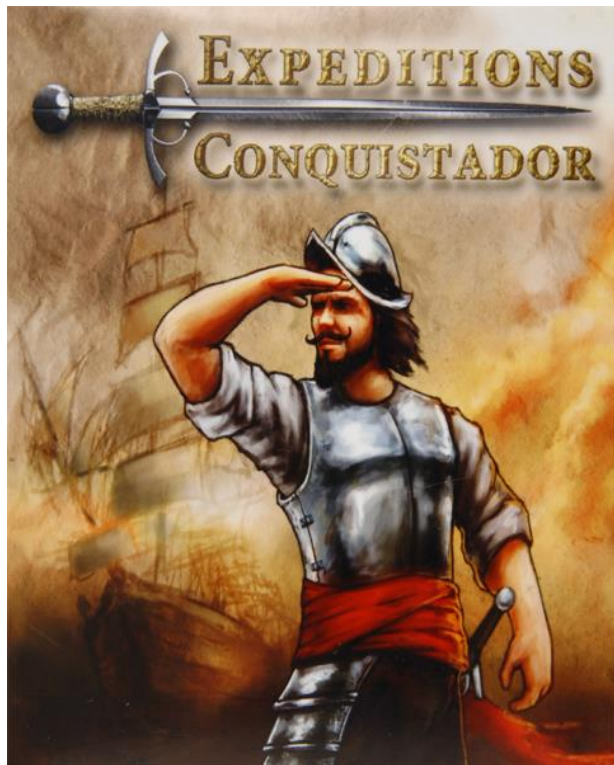
JONAS WÆVER

Creative Director

Logic Artists

Copenhagen, Denmark







Skule 8
6
5
5
5

Skule Skullcleaver is the Jarl of Jelling, which borders your area. Jelling is a large territory, and Skule is one of the most powerful chieftains in Jutland. Jelling has prospered under his rule.

Skule pushes himself away from the table with his foot, the chair making a grinding sound across the wooden floor. His face shows earnest sympathy.

Skule Thorgeirr my boy, so sorry about your father. If there's anything the people of Jelling can do to aid you in these trying times, don't hesitate to ask.

Thorgeirr That's very kind of you, Jarl Skule.

Skule Of course. We must all stand together against the Frankish threat.

Skule leans towards you, resting his elbow on the table.

Skule Tell me, what are your plans for this place? How will you lead your clan?

Thorgeirr That is my business, Skule.

Skule leans back into his seat and waves a hand dismissively in your direction.

Skule As you wish, dear boy. I shouldn't poke my nose in your affairs!

Skule lets out a deep sigh and leans back into his seat.

Skule I'm sure you know I fought with your father many years ago. We were very much of a similar inclination, he and I.

Skule That man had a real taste for battle - not like his brothers. Mark my words, Thorgeirr: true bonds are forged in battle, not bound in blood.

Skule releases a deep sigh.

Skule He came to me for advice before he mounted his last journey - on account of my ties to Kaupang. I should have warned him better about what he was getting himself into.

Thorgeirr What does Kaupang have to do with it?

Skule Vikings out of Kaupang have been to the isles across the sea - I've heard many stories about it, since I often go there to trade. Your father wanted to hear if the stories were true.

1. Continue.



Why not to write in Danish

- Tiny domestic market
- Every gamer understands English
- You shouldn't write in any language that you wouldn't localize into



Danish is a silly language





- One advantage of writing in another language: Character voices are easier



- One disadvantage: It's difficult for others to trust your work



JONAS WÆVER
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DR. FASIH SAYIN

**Narrative / Game Designer
VR Research & Development**

Crytek GmbH

Frankfurt am Main, Germany

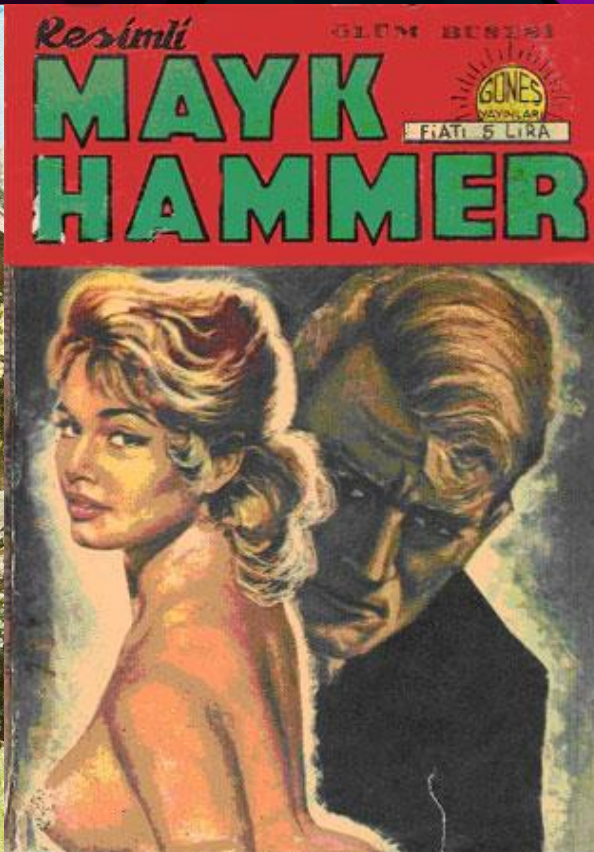




35 Different Nationalities



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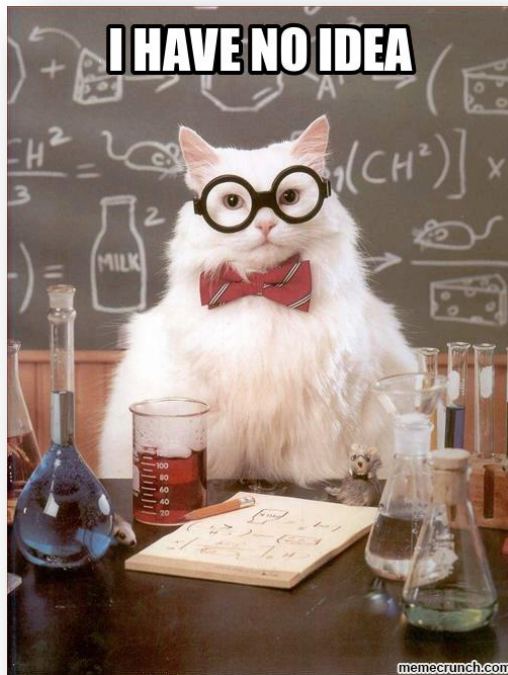
The Noble Knight?

Crusading for a Cause?





HOW DO I BECOME A WRITER?





Dr. FASIH SAYIN



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