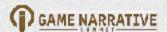


The Editor: A Writer's Secret Weapon

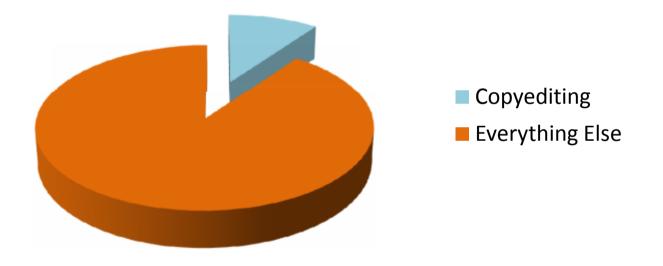
Melanie Henry Editor, Independent

Game Developers Conference® Online 2011 October 10-13, 2011 | Austin, TX www.GDCOnline.com

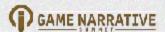




By way of a short introduction: What I do







When ideas strike!

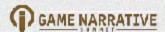








GDC Online



Background: Compliance review at a glance

- Review for:
 - Legal
 - Ratings
 - Geopolitical issues
- Advise on/route concerns about: privacy, online safety
- Backed up by:
 - Test
 - Subject-matter experts

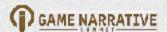




Illegal!







It's all about blood and cleavage









Compliance review timeline

- Preproduction
 - Meet with developer, work out process and tools
- Production to content complete
 - Do compliance reviews
 - Proactive: Dev/Design run possible issues by editor
 - Reactive: Editor/Test review builds ongoing
 - Work with the team to address any issues; rereview fixed material
- Around content complete
 - Wrap up reviews
 - Content review meeting
 - ESRB submission; video capture led, form written by editor
- After content complete
 - Address content bugs as needed





@#%\$6!





Profanity, overfiltered

We started by filtering too much, for example:

\$%^gratulations, \$%^gressman

- Con is not offensive in English
- The substring con is filtered inside words



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A certain amount of XML hand-editing later ...





Profanity, refiltered

- Necessarily, for a while in beta, we ended up filtering too little
 - (Use your imagination)
- Worked through beta on filtering just right!
- Into the wild
 - It's all about the iteration





Organic development







One million words?







What we did

- Scoped the work:
 - Figured out how much we could get loc'ed per week.
 - Figured out how many weeks we had. Luckily, these fit.
- Figured out a number for "churn" (change)
 - Pre-existing loc. tools could determine this by analyzing text
 - Developer agreed to hit no more than 10% churn per week
- Created a SQL back-end, web front-end editing tool
 - Used MS Office APIs to create word counts
 - Put out XML that the loc. tools could consume





Also ...

Created

 and
 maintained
 a strong
 style sheet

	General Style
7	Accentsdo not use accents, for example for elven names, as they eause difficulties for Localization.
	Adjectives, adverbsgyold everuse, for example:
	lashes out before its bloody body falls to the floor, forever silent
	reads as stronger than
8	
9	Active voiceprefer active voice for stronger phrasing, for example "A wave of flame strikes you." not "You are struck by a wave of flame."
	Beta-world-specific text should not be handed off for localization but should be marked with 2
20	in the first database. (deally this text should not be handed off for edit either.)
	Color-mote that coded colors (for example, <tbr></tbr> tbrown>) are an artifact in text and can be ignored.
21	Text color will be applied programmatically.
	Full sentences—for greatest consistency across many types of descriptions, use full sentences
	in display descriptions for adventuring forms and crafting actions, complications, remedies,
	and items. For example: This spell increases damage while reducing avoidance. This process
22	Increases progress significantly but adds little quality.
	Prefixesin general, close up prefixes to words, per Chicago Magual of Style, for example:
23	midair, multifaceted
	Use "who," not "that," in reference to all racesfor example, "Gobins are viewed as weakings
24	who can be bulled."
	"Skin" as a suffix—forms made with the suffix "skin" are closed up, in general, for example: bearskin,
25	wulfskin, deerskin, snakeskin.
27	Verbs:
28	It's considered good style not to use a commo between two verbs in a compound predicate, for example.
29	use "kinstigatorName" lashas kinstigatorPossessivePronoun" tall angrily and attacks kitargetName."
30	not "vinstigatorName" lashes vinstigatorPossessivePronount tail angrity and attacks stargetName."
,,	Also, simpler verbs are often best to introduce a guote, to avoid taking attention from the quote itself. F
31	example.
32	<instigatorname> says "You'll regret that."</instigatorname>
37	works better than
34	<instigatorname> threatens, "You'll regret that."</instigatorname>
35	
Mi	Case
27	Address, forms of, should be initial-capped and spelled out, such as "Master Harley." Exception: Mister
37	can be abbreviated as Nr.
	can be abbreviated as Mr. All caps—do not input text in all capital letters. The tool does not support all caps, and all caps.
	can be abbreviated as Mr. All caps—do not input text in all capital letters. The tool does not support all caps, and all caps is not standard budy-text capitalization. For example, use "You have wort," not "You have WON."
38	can be abbreviated as Mr. All caps—do not input text in all capital letters. The tool does not support all caps, and all caps is not standard body-text capitalization. For example, use "You have wor," not "You have WON." Class names take initial capitals when selected from U , for example: Rogue, Cleric In chat text
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38 39 40 11	can be abbreviated as Mr. All caps—do not input text in all capital letters. The tool does not support all caps, and all caps is not standard body-text capitalization. For example, use "You have work" not "You have WON." Class names take initial capitals when selected from Ui, for example: Rogue, Cleric In that text class names are lowercase. "Of course firm a trug!" Display names for adventuring forms and crafting actions, complications, and remodes take like capitalization. Faction names take initial capitals in all text, for example: Shadowighe Sandits. General terms—lowercase general terms is uch as animal names in chat, dialogue, and similar text, for example: "You see a small badger." not "You see a Small Badger."
38 39 40 11	can be abbreviated as Mr. All caps—do not input text in all capital letters. The letter tool does not support all caps, and all caps is not standard body-text capitalization. For example, use "You have wort," not "You have WON." Class names take initial capitals when selected from U, for example: Rogue, Cleric In chat text class names are lowercase. "Of course fin a trug!" Display names for adventuring forms and crafting actions, complications, and remedies take little capitalization. Faction names take initial capitals in all text, for example: Shadowighe Bandits. General terms—lowercase general ferms such as animal names in chat, dialogue, and similar text, for example: "You see a Small Badger." Cuid names are initial cap in all text and do not take a possessive, for example: Artisans Cuid.
13 13 13 13 13 13 13 13 13 13 13 13 13 1	can be abbreviated as Mr. All caps—do not input text in all capital letters. The light tool does not support all caps, and all caps is not standard body-text capitalism. For example use "You have wort," not "You have Wort." Class names take initial capitals when selected from U, for example: Rogue, Cleric In chat text class names are lowercase. "Of course final trug!" Display names for adverturing forms and crafting actions, complications, and remodical take little capitalization. Faction names take initial capitals in all text, for example: Shadowpine Bandte. General terms—lowercase general terms is uch as animal names in chat, dialogue, and similar text, for example: "You see a small Badger." not "You see a Small Badger." Guid names are initial cap in all text and do not take a possessarie for example: Artisans Guid. Place names—per Chicago, words denoting political divisions, for example city or village.
13 13 11 12	can be abbreviated as Mr. All caps—do not input text in all capital letters. The letter tool does not support all caps, and all caps is not standard body-text capitalization. For example, use "You have wort," not "You have WON." Class names take initial capitals when selected from U, for example: Rogue, Cleric In chat text class names are lowercase. "Of course fin a trug!" Display names for adventuring forms and crafting actions, complications, and remedies take little capitalization. Faction names take initial capitals in all text, for example: Shadowighe Bandits. General terms—lowercase general ferms such as animal names in chat, dialogue, and similar text, for example: "You see a Small Badger." Cuid names are initial cap in all text and do not take a possessive, for example: Artisans Cuid.
38 39 40 11 12 43	can be abbreviated as Mr. All caps—do not input text in all capital letters. The light tool does not support all caps, and all caps is not standard body-text capitalism. For example use "You have wort," not "You have WON." Class names take initial capitals when selected from U, for example: Rogue, Cleric In chat text class names are lowercase. "Of course fin a trug!" Display names for adverturing forms and crafting actions, complications, and remodice take little capitalization. Faction names take initial capitals in all text, for example: Shadowpine Bandits. General terms—lowercase general terms is uch as animal names in chat, dialogue, and similar text, for example: "You see a small badger," not "You see a Small Badger," not "You see a Small Badger." Of the names—per Chicago, words denoting political divisions, for example: thy or village are capitalized when they follow a name and are used as an accepted part of the name.
38 39 40 11 12 43	can be abbreviated as Mr. All caps—do not input text in all capital letters. The light tool does not support all caps, and all caps is not standard body-text capitalization. For example, use "You have word" not "You have WON." Class names take initial capitals when selected from U, for example: Rogue, Cleric In chat text class names are lowercase. "Of course firm a trug!" Display names for advertiring forms and crafting actions, complications, and remedies take little capitalization. Faction names take initial capitals in all text, for example: Shadowigne Bandits. General terms—lowercase general terms is uch as animal names in chat, dialogue, and similar text, for example: "You see a small badger." not "You see a Small Badger." Cuid names—per Chicago, words denoting political divisions, for example city or village, are capitalized when they follow a name and are used as an accepted part of the name for example: Tursh Village.
38 39 40 11 12 43	can be abbreviated as Mr. All caps—do not input text in all capital letters. The process not support all caps, and all caps is not standard body-text capitalization. For example, use "You have word," not "You have WON." Class names take initial capitals when selected from U, for example: Regue, Cleric In chat text class names are towercase. "Of course fin a thoug!" Display names for adventuring forms and crafting actions, complications, and remodes take fille capitalization. Faction names take initial capitals in all text, for example: Shadowpine Bandits. General herms—lowercase general terms is uch as animal names in chat, dialogue, and similar text, for example: "You see a Small Badger." not "You see a Small Badger." Guid names are initial cap in all text and do not take a possessive for example: Artisans Guid. Piace names—per Chicago, words denoting political divisions, for example thy or village are capitalized when they follow a name and are used as an accepted part of the name for example: Tursin Village. Race names are lowercase in all text, for example: human, dwarf, koboid.
38 39 40 11 12 43	can be abbreviated as Mr. All caps—do not input text in all capital letters. The light tool does not support all caps, and all caps is not standard body-text capitalization. For example use "You have wort," not "You have W/ON." Class names take initial capitals when selected from U, for example: Rogue, Cleric In chat text class names are lowercase. "Of course firm a thing!" Display names for advertiging forms and crafting actions, compleations, and remedies take little capitalization. Faction names take initial capitals in all text, for example: Shadowigne Bandts. General terms—lowercase general terms is uch as animal names in chat, dialogue, and similar text, for example: "You see a small badger," not "You see a Small Badger." Cuid names are initial capital all text and do not take a possessive for example: Artisans Cuild. Place names—per Chicago, words denoting political divisions, for example city or village are capitalized when they follow a name and are used as an accepted part of the name for example: Tursh Village. Race names are lowercase in all text, for example: human, dwarf, koboid. Yellow text should be sentence case, contractions are okey for informal tone—for example kyellows key should extra sendes a rumorl kips. Boingt cut extra sendes in this text.
38 39 40 11 12 43 44 15	can be abbreviated as Mr. All caps—do not input text in all capital letters. The light tool does not support all caps, and all caps is not standard body-text capitalization. For example use "You have wort," not "You have Wort." Class names take initial capitals when selected from U, for example: Rogue, Cleric In chat text class names are lowercase. "Of course fin a trug" Display names for adventuring forms and crafting actions complications, and remedies take little capitalization. Faction names take initial capitals in all text, for example: Shadowigns Bandts. General terms—lowercase general terms is uch as animal names in chat, dialogue, and similar text, for example: "You see a Small Badger." Curdinames are initial cap in all text and do not take a possessarie for example: Artisans Curd. Piace names—per Chicago, words denoting political divisions, for example thy or village are capitalized when they follow a name and are used as an accepted part of the name for example: Tursh Village. Race names are lowercase in all text, for example: human, dwarf, koboid. Yellow text should be sentence case, contractions are okey for informal fone—for example. «yellows You've heard a rumorl «/p>
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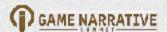




More organic development







You can't make any more changes ...



Okay, you made another change. What are we going to do about that?

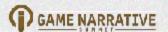




What we did

- Placed editor in VO session to take changes
- Kept lines of communication open
- Planned for/performed many hours of postrecording cleanup
- Continued diffing the source tree for changes up to release for certification





Do you realize what that means in Greece?





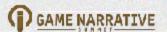


No comment





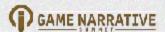




What's wrong here?







Questions?



