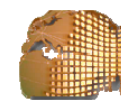




About

Sebastian Grünwald (M.A.)

- 05/2008 - today: Braingame Publishing GmbH (R&D)
- 04/2002 - today: Editor at Adventure-Treff.de
- Lecturer at institute for media and educational technology, Augsburg („Interactive Storytelling in educational contexts“)
- Author of four books about interaction, learning and narration
- former employers:
 - Ghostthinker GmbH
 - Mediapool
 - Fusionsphere Systems
 - University of Augsburg

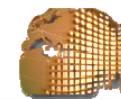
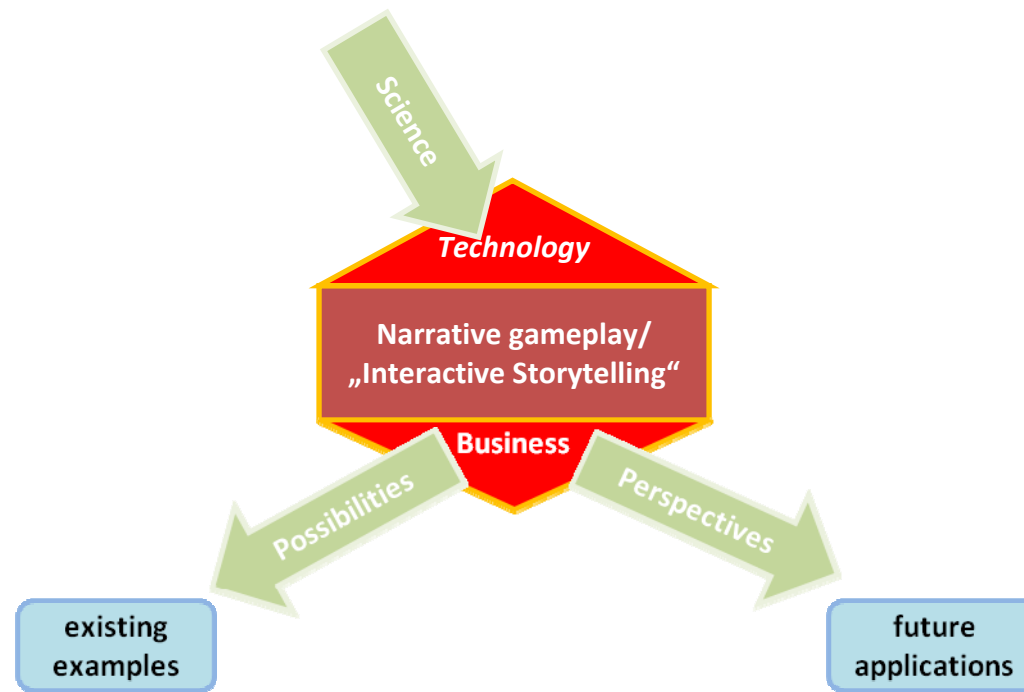


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Your Technology Horizon



BrainGame

Universal approach

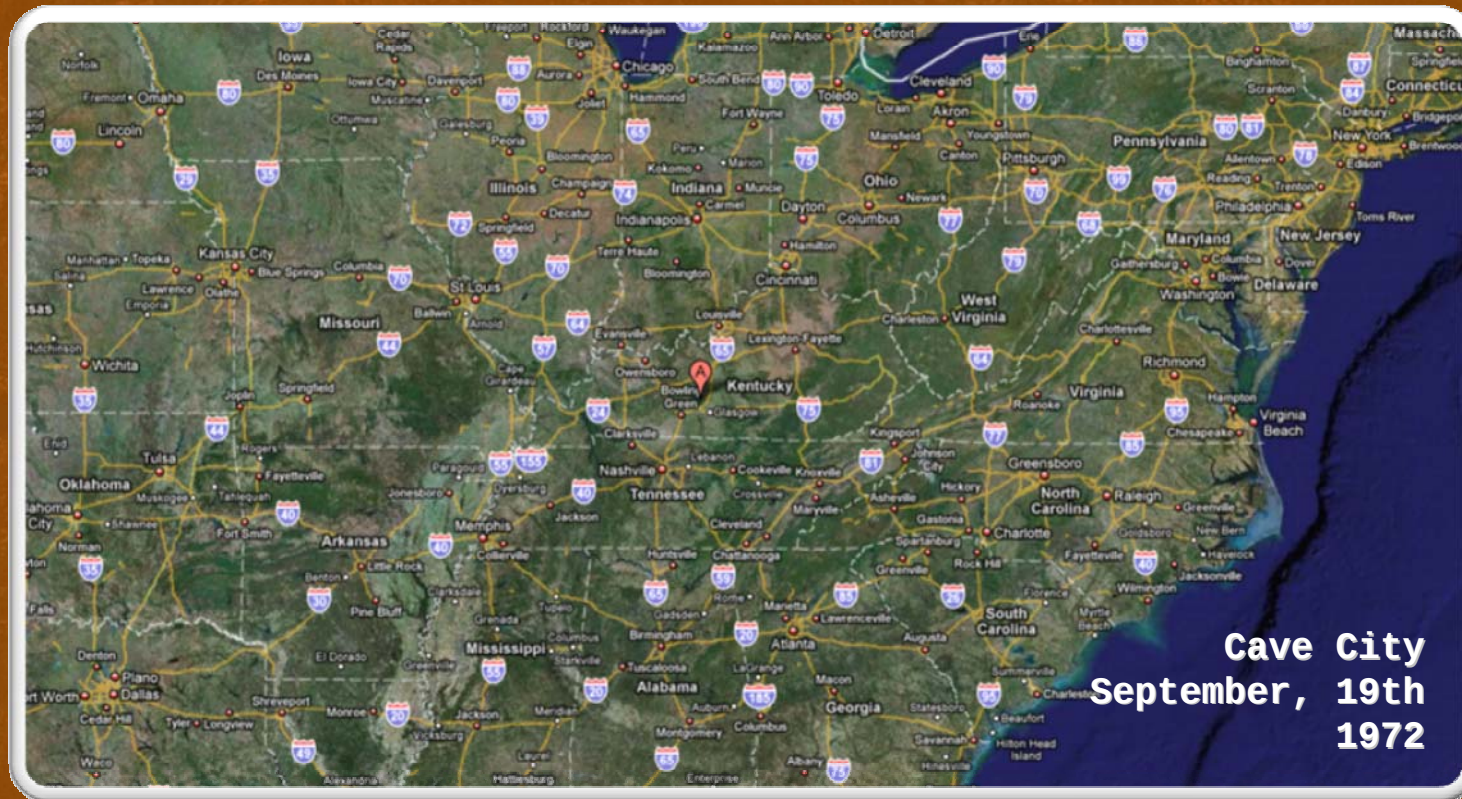


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BrainGame

Storytelling



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BrainGame

Storytelling

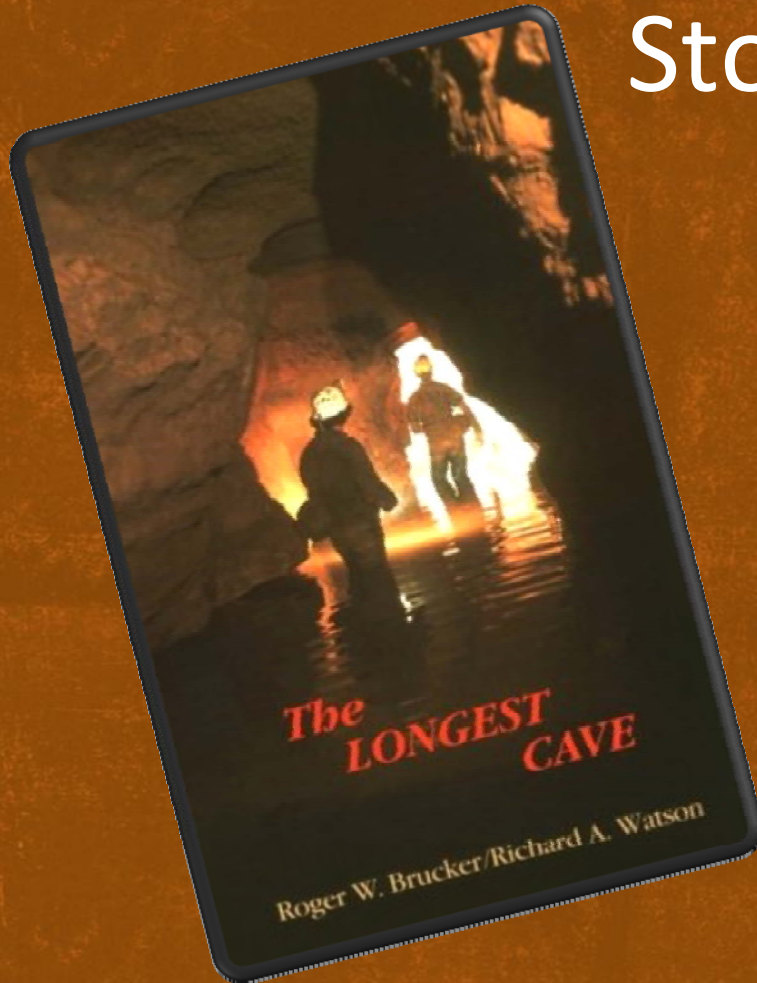


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BrainGame

Storytelling



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Storytelling



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Storytelling

In the meantime...



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Storytelling



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BrainGame

Storytelling



Colossal Cave Adventure



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BrainGame

Adventure



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BrainGame

Adventure

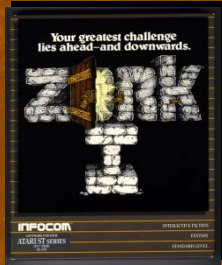


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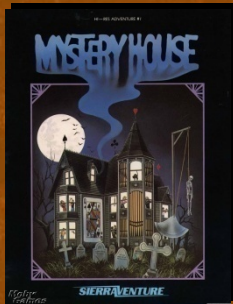
Adventure



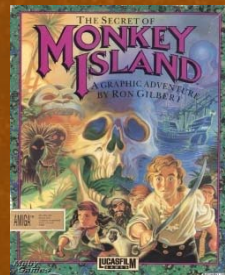
1975-1979
Idea



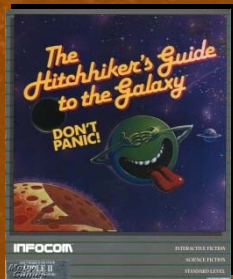
1987
Point'n'Click



1980
1st Graphic-Adventure



1990
Interactive narration by chapter



1984
Bookstore-Marketing



1993
CD-ROM breakthrough

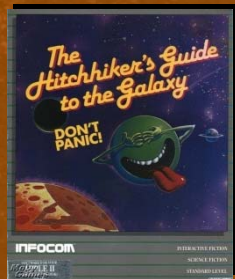
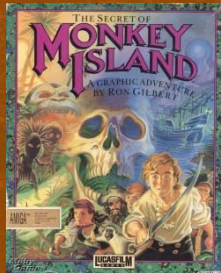
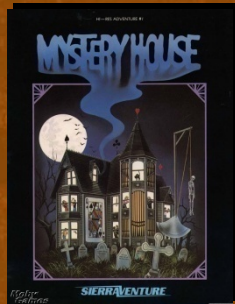
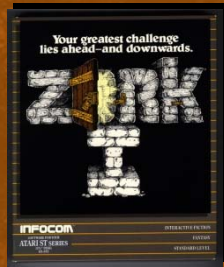


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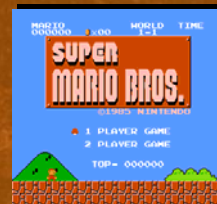
Parallel evolution



1972
Frist successful
videogame



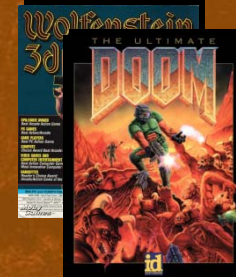
1979
Home
computer
videogames



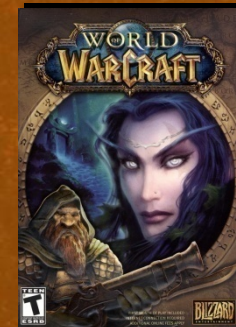
1985
Game console
marketing



1980f
Creation of
competitive-
related genres

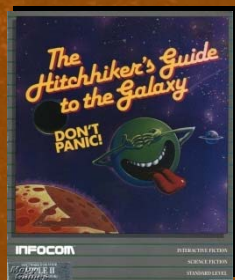
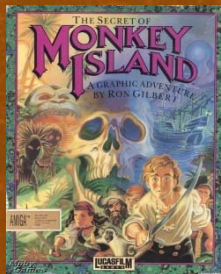
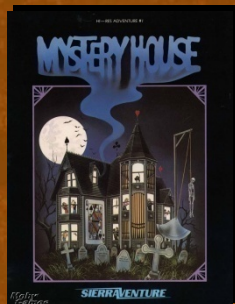
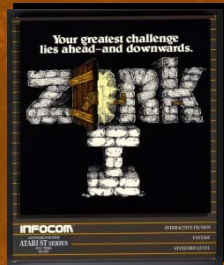


1992
Realtime 3-D
breakthrough

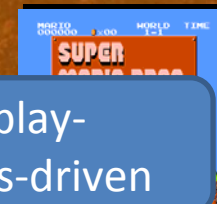


2004
Online-Gaming
breakthrough

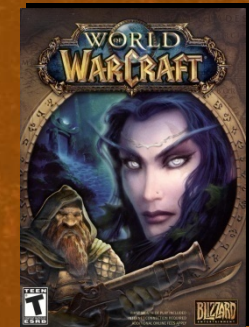
Parallel evolution



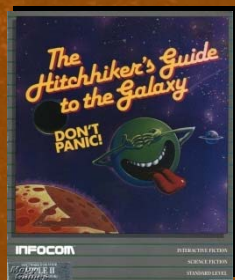
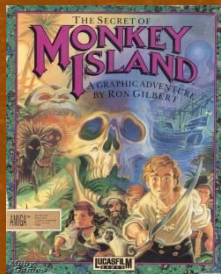
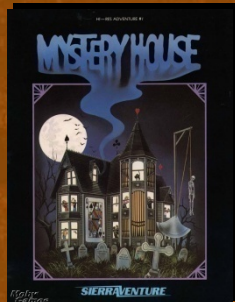
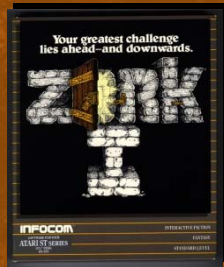
Narrative-driven



Gameplay-mechanics-driven



Parallel evolution



Script-oriented

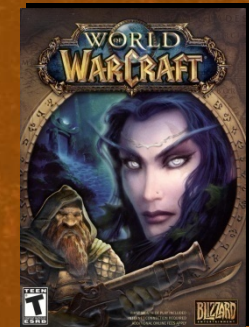
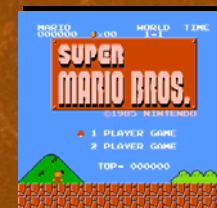
Degree of freedom

Dramaturgy-oriented

Character-driven

Beginning $\Leftrightarrow$ Finish

Prior knowledge

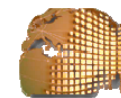


A citation

« Interactive Fiction is the most extreme example I can think of in art...

Here process is all; there is no fixed product or text, just the reader's activity as producer as well as receiver. »

- Linda Hutcheon



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BrainGame

A citation

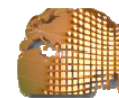
Intrigant

« The claim that adventure games consist of nothing but 'the reader's activity' is clearly false! »

Author

- Prof. Espen J. Aarseth

Teacher



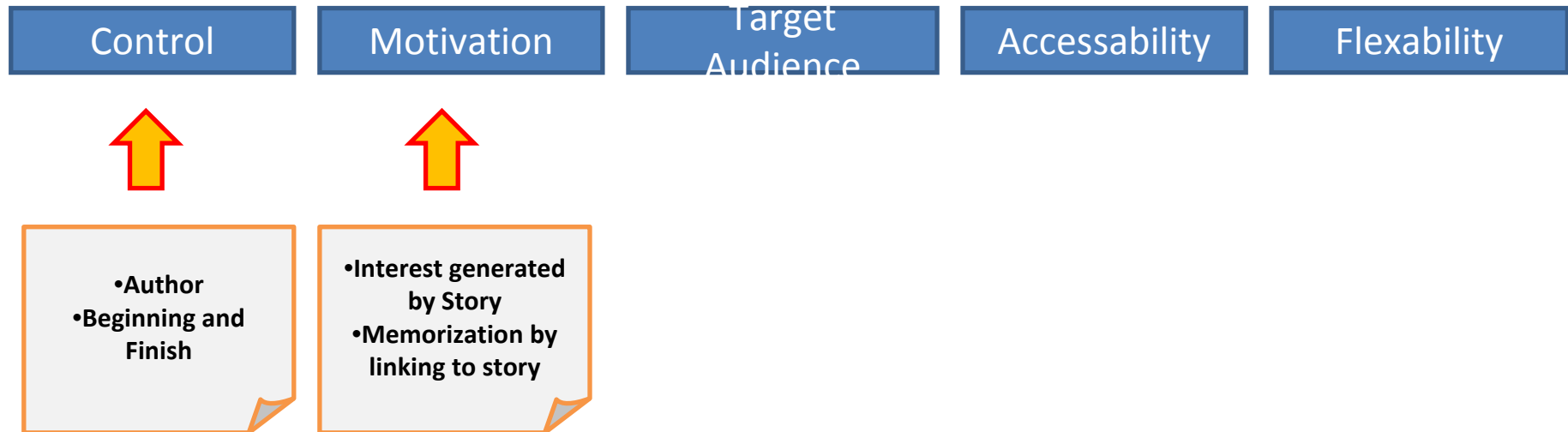
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BrainGame

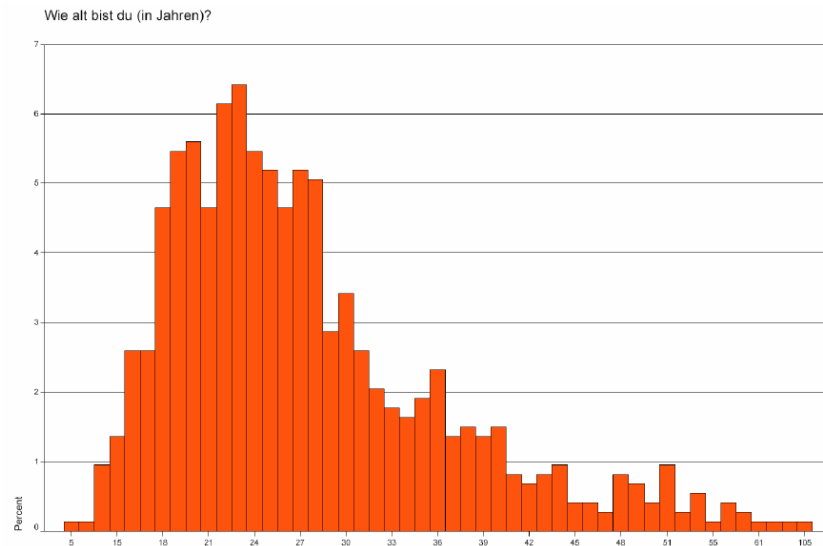
Application

Objective: Educational Game

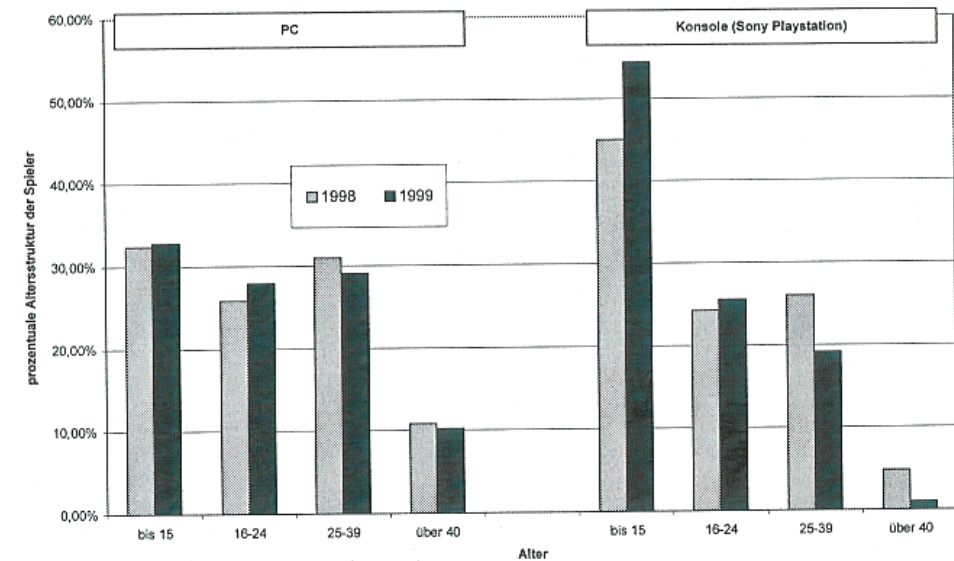


Application

Objective: Educational Game



adventure gamers - source: own study (2004)

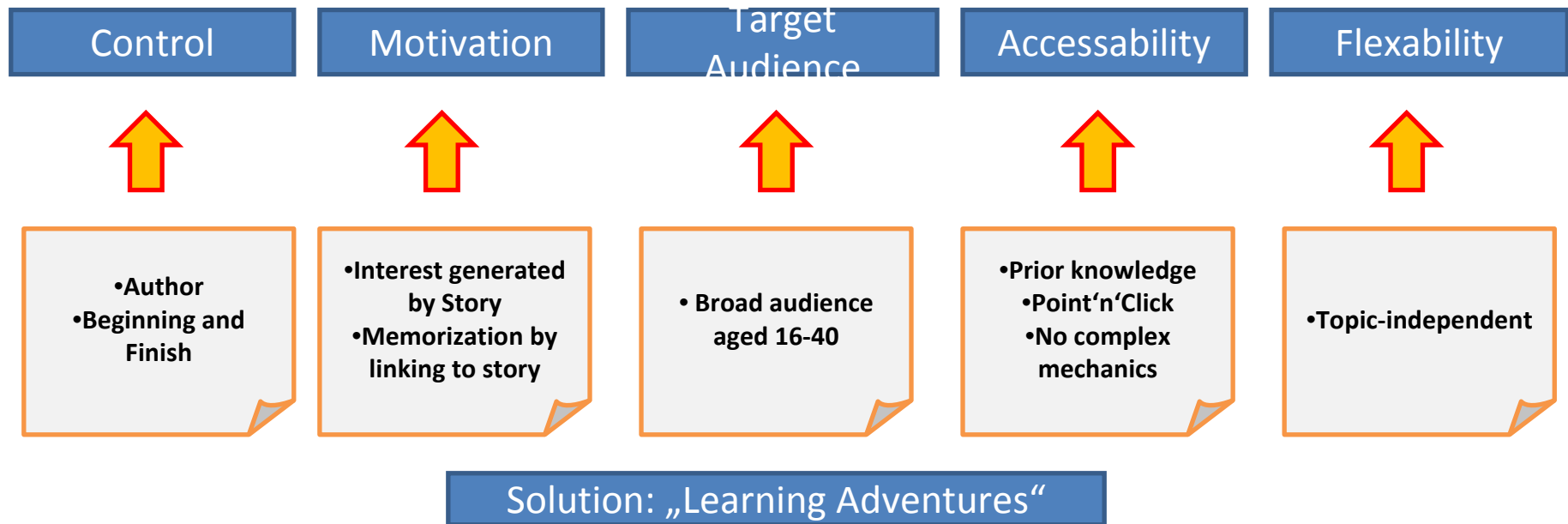


all gamers – source: VUD (1998)



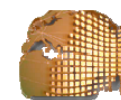
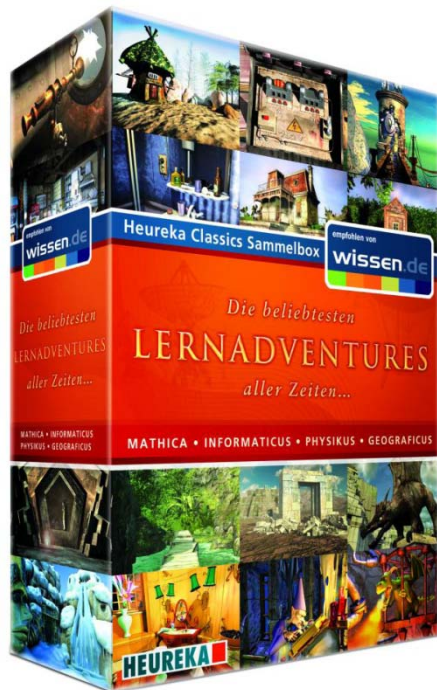
Application

Objective: Educational Game



Application

Solution: „Learning Adventures“

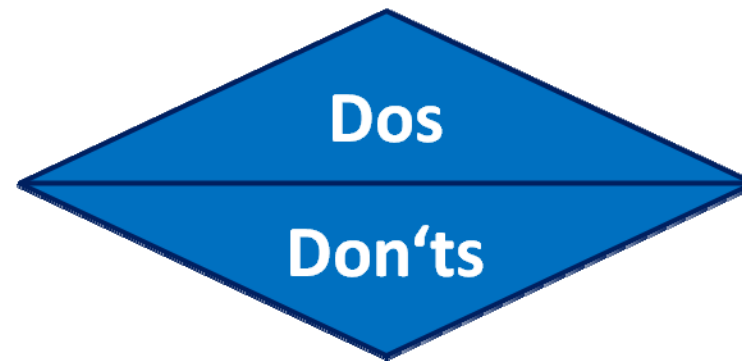


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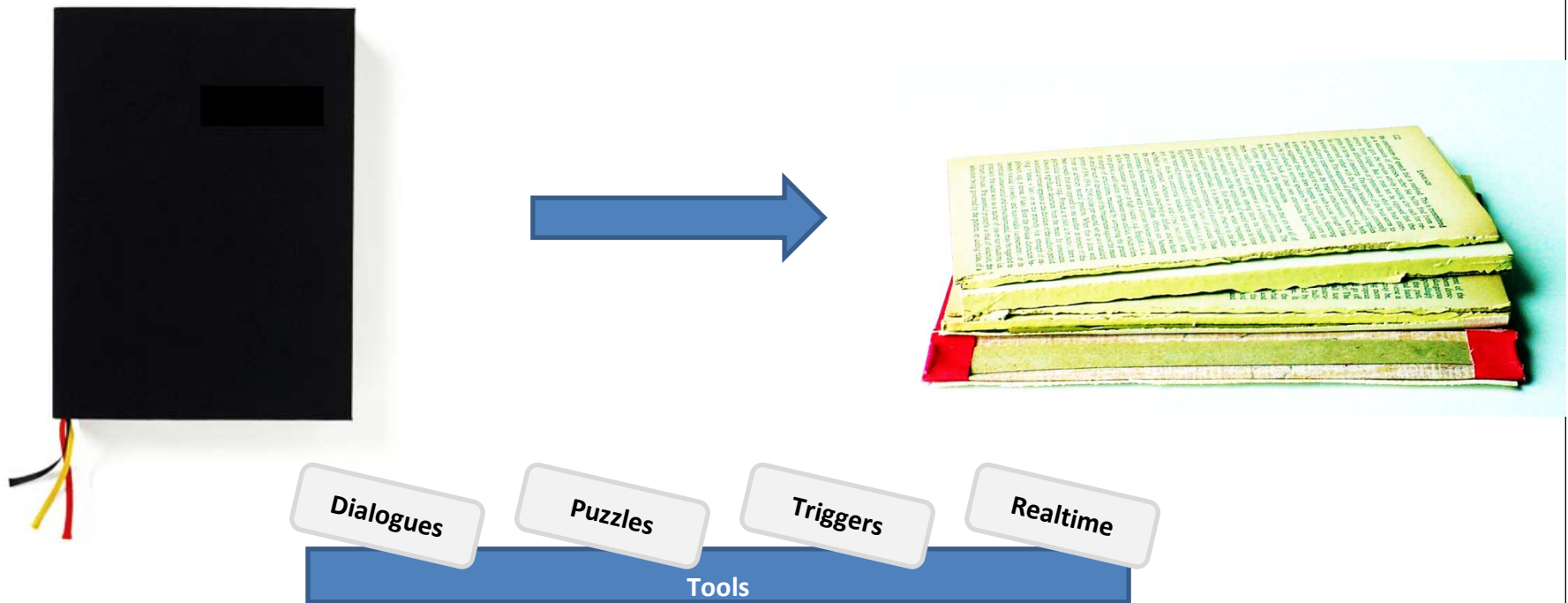


BrainGame

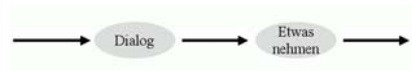
Technology



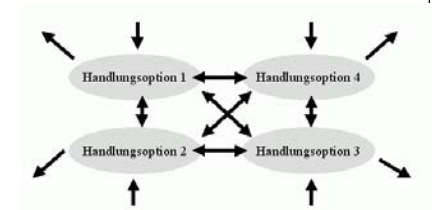
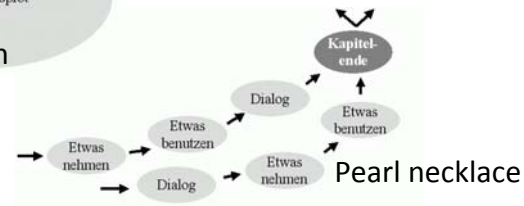
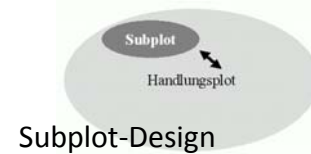
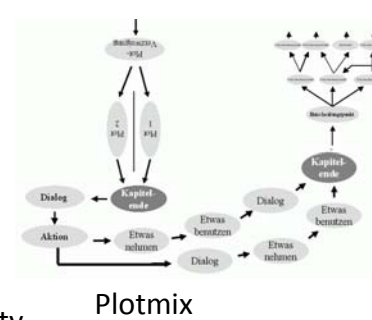
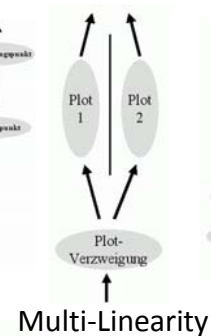
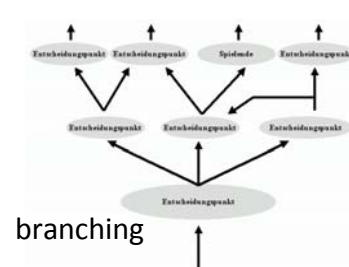
Technology



Technology



- „Strong Linearity“
- Much dramaturgy
- Motivational problems
- little degree of freedom
- „paper chase“



- „Strong Non-Linearity“
- Little dramaturgy
- „Miss panic“
- Cognitive Overload
- Much freedom
- „virtual reality“

Technology



chapter



action

by: Roberta Williams

Technology

Movie industry



„Hey! These things
print money! Let's
make interactive
products!“



„Interactive Movies“



They want to be the star

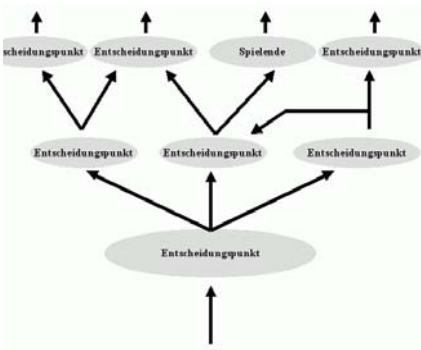
„Player's dont want to be directors“



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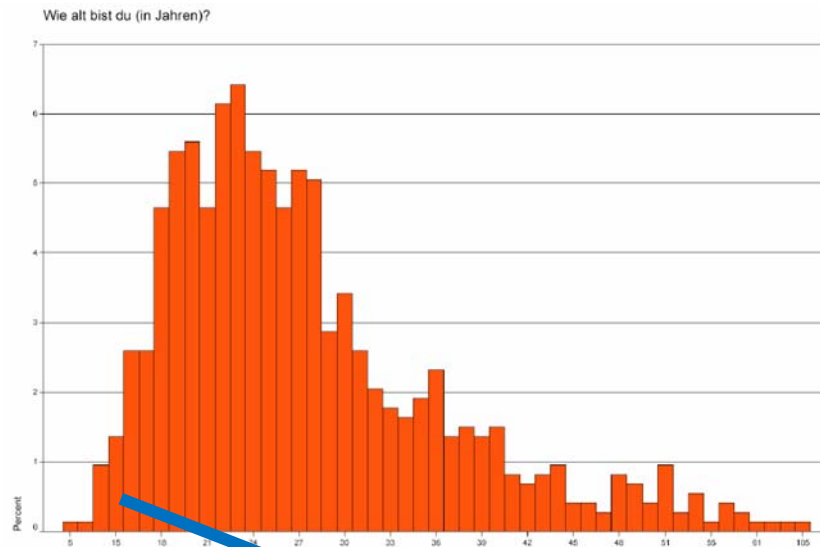
Technology



Don't „interactivate“ decisions

„Interactivate“ the action!

Adaption



Accessibility



- Prior knowledge
- Point'n'Click
- No complex mechanics

Young gamers await gameplay mechanics



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Adaption

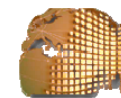
Solution: „Learning Simulationgame“

Narrative
driven

catalyst

Gameplay
-
driven

- Character-Brands
- Story-Mode
- Dramaturgy

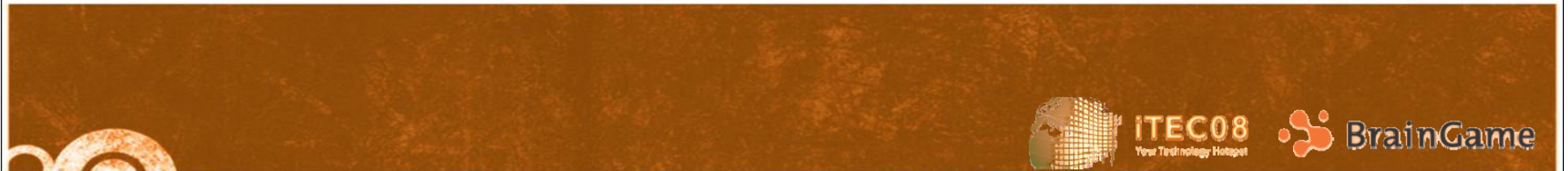


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BrainGame

Business Concepts



Business Concepts

**TOTAL EINFACH
TOTAL GENIAL
TOTAL SCHNELL**

ENGLISCH Buddy

Dein cooler Englisch-Lehrer für die Hosentasche!

Alles Anfang ist schwer. Aber BUDDY macht dir das Englisch lernen viel leichter. Seine coole Art macht Spaß und hilft dir durch dick und dünn. Grammatik – kein Problem! Vokabeln – habe ich drauf! Diktate – Und weiter? Natürlich erkennt BUDDY deine Handschrift, hört dir zu und spricht mit dir!

Noch Fragen? www.braingame.de

**ENGLISCH
5.082 Wörter im Wortschatz
GARANTIERT
2.516 Diktatübungen
KAPIERT!
1.633 Grammatikübungen**

GRAMMATIK
• Die wichtigsten Regeln der englischen Grammatik
• Verbformen
• Pronomen
• Artikel
• Präpositionen
• Konjunktionen

WORTSCHATZ
• 5.082 Wörter
• 1.000 Redewendungen
• 1.000 Synonyme

GAMES
• 529 Rätsel
• 100 Memory-Spiele
• 100 Kreuzwörter

DIKTAT
• 2.516 Diktatübungen
• 1.000 Hörübungen
• 1.000 Schreibübungen

PONS
PONS kommt du aus der Schule. Das sind die Sprachexperten. Wenn du genau wissen willst, was BUDDY in den Rucksack gepackt hat, hier steht's!

- Diktate und Wortschatz
- Grammatik
- Interaktives Wörterbuch
- Nützliche Redewendungen
- Ungewöhnliche Verben
- Tests zur Lernfortschrittskontrolle
- Viele Spiele und Miniübungen

ENGLISCH Buddy
NINTENDO DS
19,95 €

BUDDY ist nur für dich da! Es sei denn, du überwachst ihn zu später Stunde...



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Business Concepts



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BrainGame

Business Concepts

"Adventure Games are paradox! They combine two incompatible figures: Games and Narration. On the one side, the free gameplay, controlled by rules, on the other side the written-down, narrative product, that can't be changed anymore. (...T)hey could be a prototype for new media products."

- Dr. Klaus Walter



Business Concepts



Today Braingame's portfolio contains high-quality 3D adventures, award winning titles for children and families as well as unique info- and edutainment products - for both PC and Nintendo platforms. Braingame guarantees for intelligent, cutting edge technology and high quality gaming with its experienced team of educators, scientists, media and game designers. Braingame products are published worldwide – with great success.

Industrial/serious Games: Besides the products for end-consumers, many industrial customers have trust in the know-how of Braingame, too. They have their complex contents transformed into entertaining multimedia-based worlds for example.



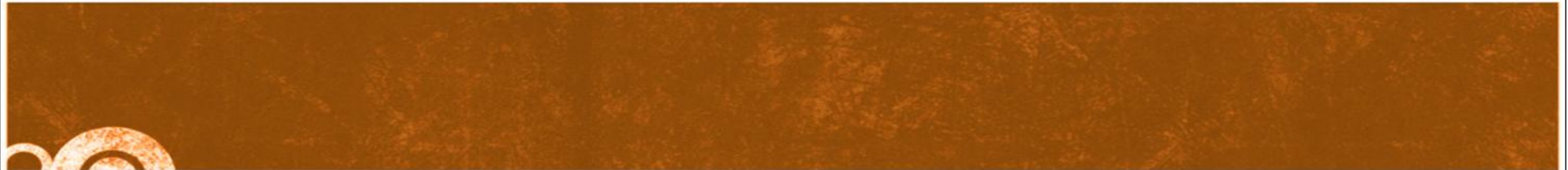
Business Concepts



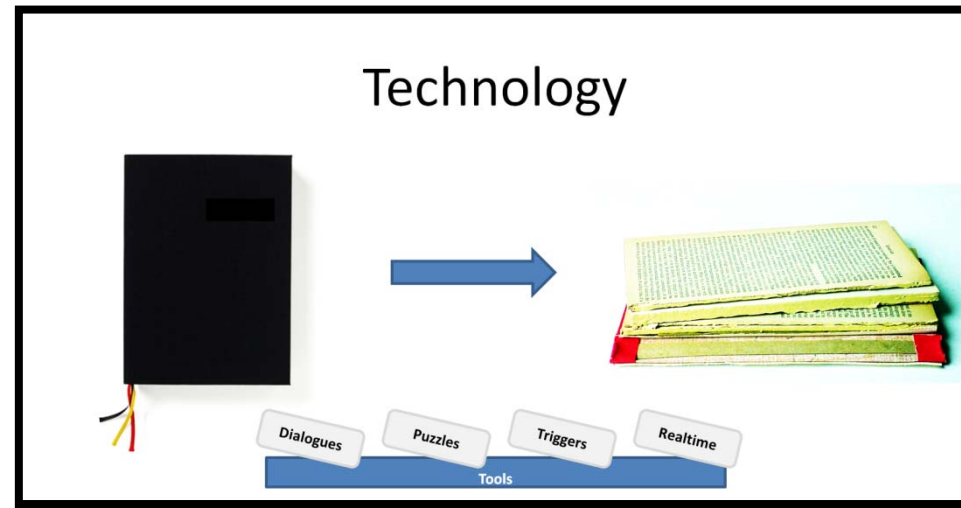
No Control of User



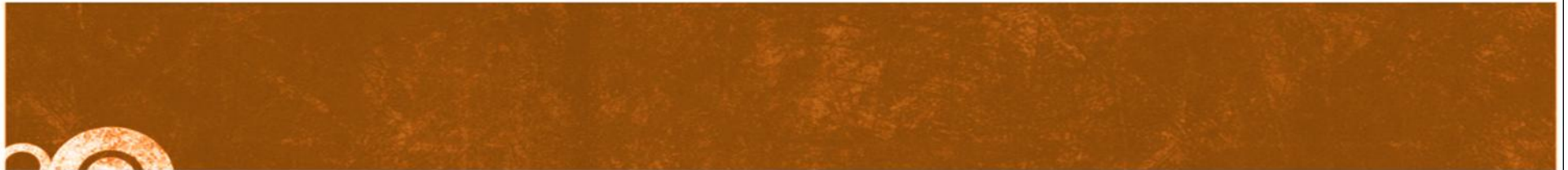
„Classical“ models



Business Concepts



Control of User



Business Concepts

"The interaction in extrinsic concepts, be it full or in part, has never been analysed in a scientific way. But it's these concepts that are so important for so many areas: broadcaster, advertisement, education, politics, tourism, classical media - all of these disciplines have a natural desire for control (over the user)."

- Grünwald (2007)



Example: Theme Parks



Amusement

Theme Park

Storytelling



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BrainGame

Example: Theme Parks

„The technology has reached a level, where the guests can become part in the story.“

- Larry Gertz

„I think, in the future there will be more interactive theme park attractions. I also think the guests will have on the outdoor and bigger.“

- Berry Braveman

„With all these new interactive technologies coming up, this will be like a gold rush.“

- Jesse Schell

New learning possibilities

- Museums
- Zoos
- Brandlands ...

Interaction

Interactive Theme Park

Theme Park

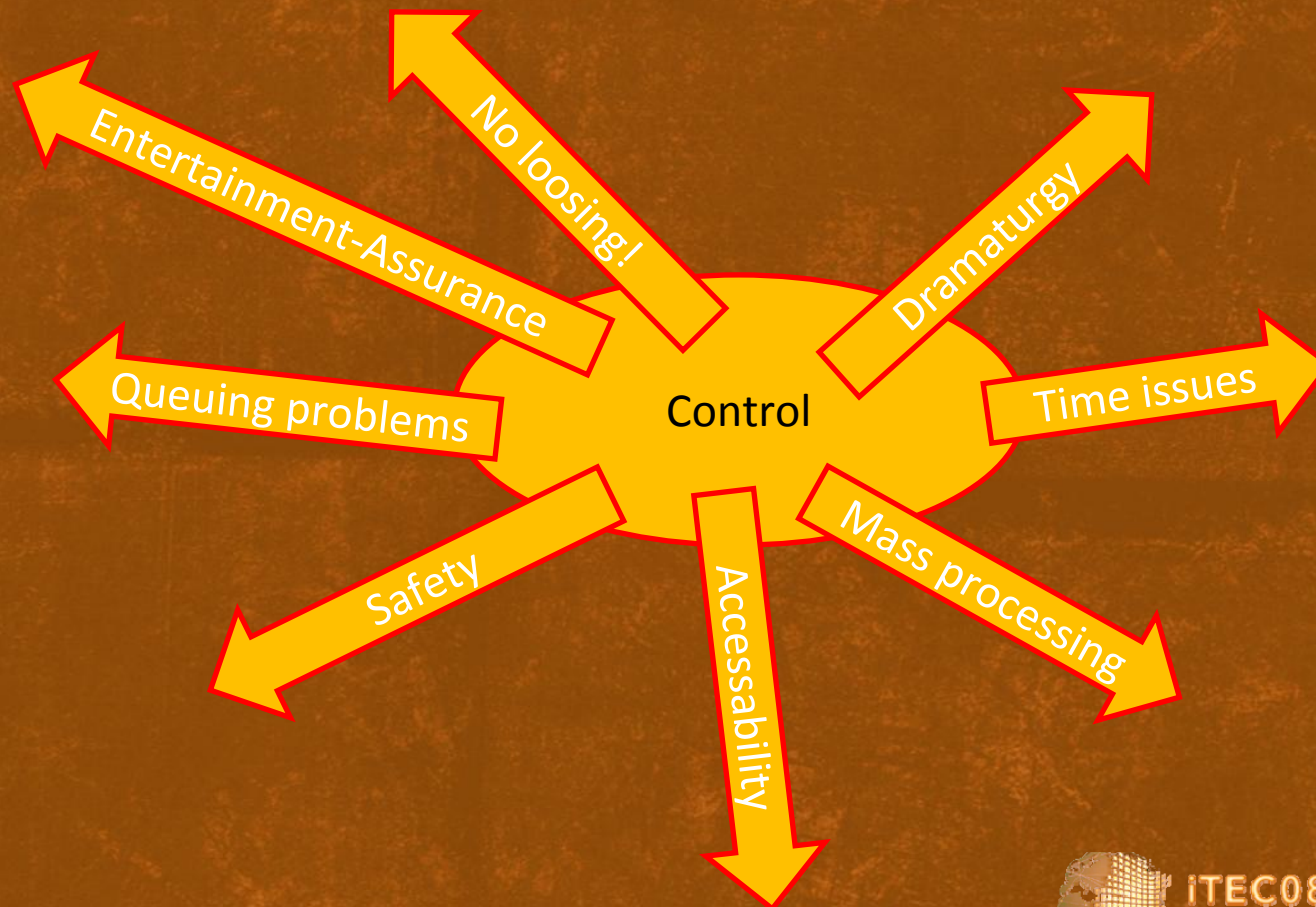


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Example: Theme Parks

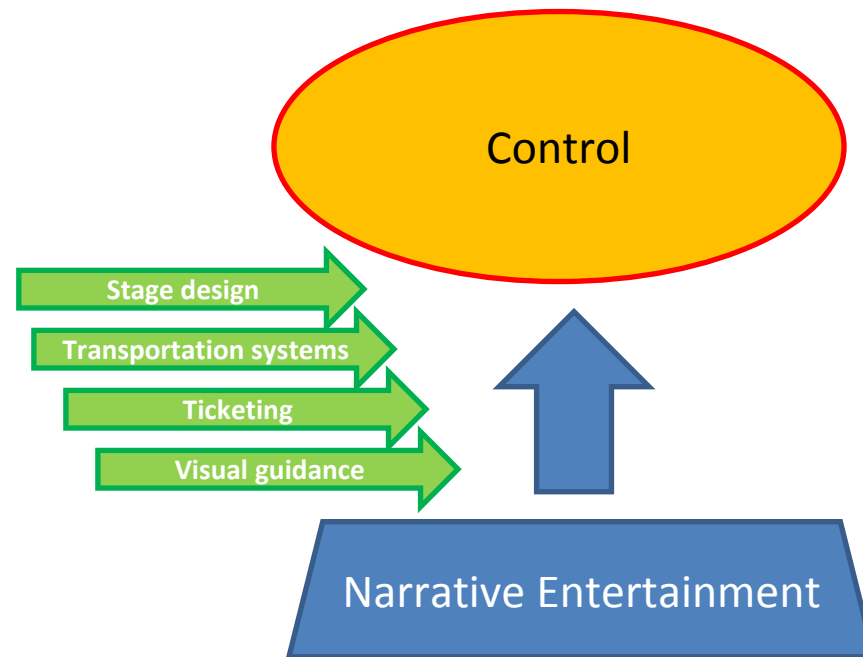


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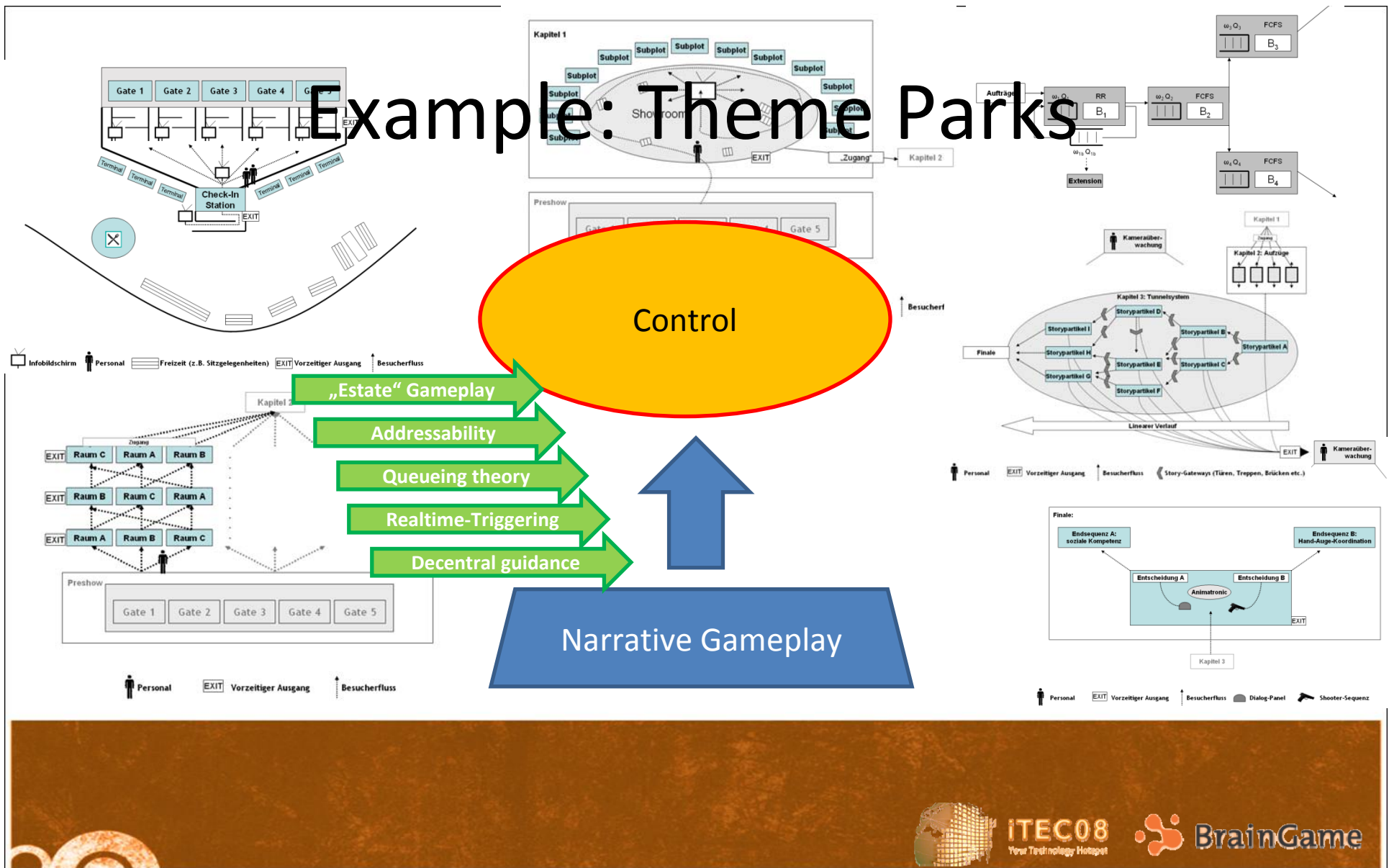


BrainGame

Example: Theme Parks



Example: Theme Parks



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BrainGame

Example: Theme Parks



Shooting Gallery

Darkride

„Interactive Darkride“

Game?

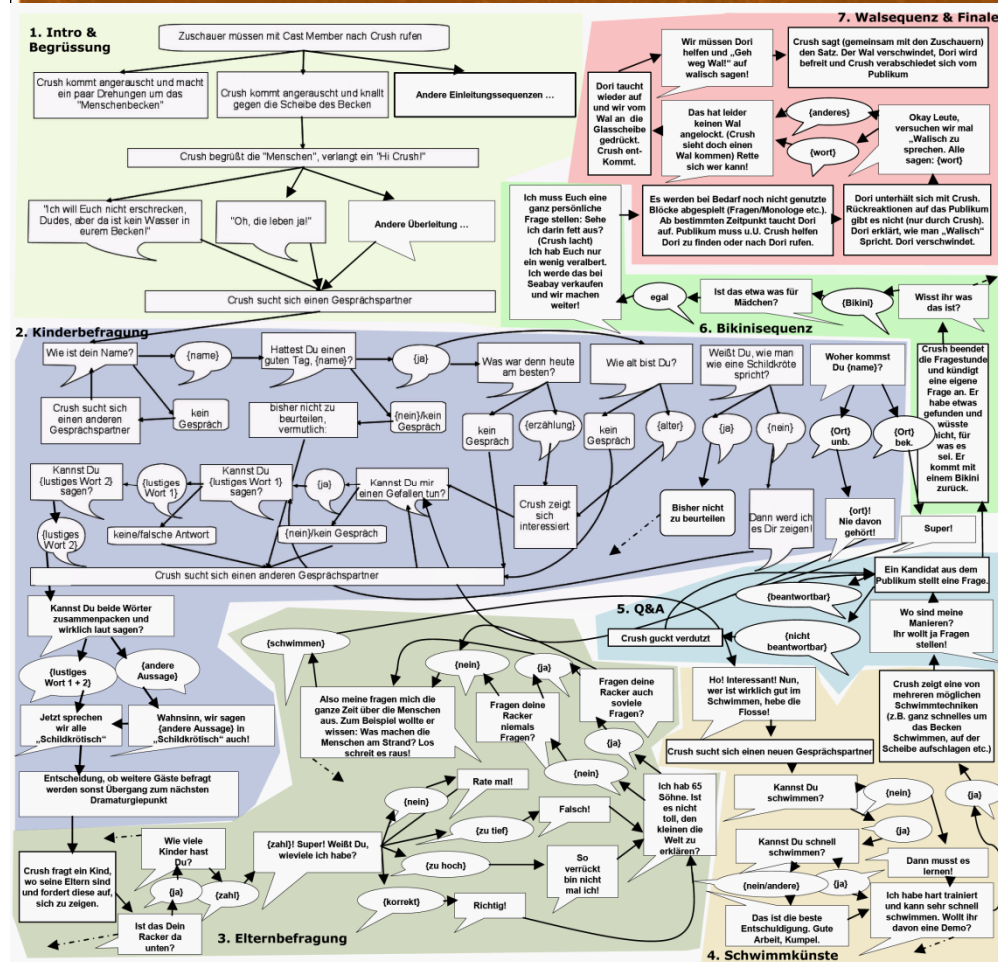


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Example: Theme Parks



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Example: Theme Parks



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Example: Theme Parks



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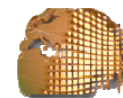


BrainGame



Last Words

“Disneyland was a natural. It was so close to what we were doing in film. I thought of it a long time, but very few people believed in it at first. Now look at it. (...) It's no secret that we were sticking just about every nickel we had on the chance that people would really be interested in something totally new and unique in the field of Entertainment.”



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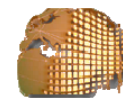


BrainGame



Last Words

“{NewNarrativeGameplayExperience} was a natural. It was so close to what we were doing in [computer games]. I thought of it a long time, but very few people believed in it at first. Now look at it. (...) It's no secret that we were sticking just about every nickel we had on the chance that people would really be interested in something totally new and unique in the field of [gaming].”



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