



Imagineering in a Box

Lesson 1 - Creating Worlds

Exercise 1 - Story

- Should give a strong sense of Place
- What is Story?
 - It is Multisensory - It involves Sight, Sound, Smell, Touch and Taste
 - It is completely Immersive - Through the senses, guests are totally immersed
 - Experiential Storytelling is Non-linear - The guest decides what to look at and where to go in the land - The guest is the Director in the sense of this being like a movie, they make the decisions
 - Experiential Storytelling - The guest has a role in the story - The guest is engaged and invested in the story
- All of these things can be said for Game Design as well as Theme Parks
- As a personal point of reference, the game Myst and its derivatives
 - The game was about books and the game inspired a series of books which then informed the creation of more games - worlds were written into existence

Assignment

- Notebook - Student should create a notebook of some type, either physical or electronic, that can contain notes and sketches
 - Thumbnails - Roughts - Comps
 - Digital Creations with markups
 - Artistic Sketches
 - Etc.

I - Type of Land - Sketches, Colors, How is the guest grounded in the Land?

- Name of the Land
 - Logo and Branding - thumbnails and roughs
 - II - Story - What's happening here? (remember- multisensory)
 - How should I feel? (What is my role?)
 - Similar to Myst, write your world into existence