Story Convictions

1. A good story is key to our game’s success.
2. First and foremost, we’re creating a story & experience that WE are excited about. If we’re excited to play this, chances are that others will too.* (E. g. James Barrie, Pixar)
3. Ask: What are the personal concerns of our audience? (6th grade boys and girls).

* Number 2 brings up an interesting conflict in our project. Instructional technologists only address the needs of the learners. In contrast, storytellers start by making a story that resonates with themselves before tailoring it to an audience. Jack Zipes writes about this in “Speaking Out: storytelling and creative drama for children”, and his [quicktime interview](http://tvbookshelf.ws/JZipes.mov)