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11/21/16

Interactive Multimedia

Project 2

**Deliverables for this project (graded out of 800 pts)**

**Summary Statement (50pts)** – A brief one or two paragraph statement about the purpose of the project. This can be as simple as your elevator pitch and your game plan for implementation.

With this project, I will be discussing the history and impact on one of the most popular video games that shaped where we are now - World of Warcraft. Dedicating over 11 years of my life to this game, I've been fortunate enough to not only see its impact on the game industry today, but also venture to Blizzard Entertainment and meet with one of their employees, who I am still very close with today. This game made game-breaking landmarks. It outsold any other video game in history, while continuing to increase their revenue beyond initial release (through monthly subscription). The subscribed players were more than any company has seen before, which caused a massive amount of in game issues. It also created a physical market outside the game (known as gold farmers), which took place mostly in China and unfortunately, was a cruel task for one to do. Beyond this, it sparked physical friendships that were not seen in any other game before, and revolutionized the way computer networking has been made. Overall, this game not only impacted my life, but has impacted the lives of millions of others, and luckily, I am fortunate enough to continue a friendship with an employee from this game-breaking developer.

**User Personas (50pts)** – a description of at least three (3) potential users of the system that will be used to guide your design process. For each of them, identify their demographic, and at least two things that you have to keep in mind about each one that will have direct impact your design choices.

1.) Video game enthusiasts that are looking for gameplay content and replay value:

* This persona is the easiest and most common type of person to influence and persuade into joining this community. With MMORGP’s (massive multiplayer online role playing games), the replay value will *almost always* surpass any other genre, and the gameplay content will always be evolving (assuming they continue to work on the game).

2.) Game developers that are looking to imply practices into their video games

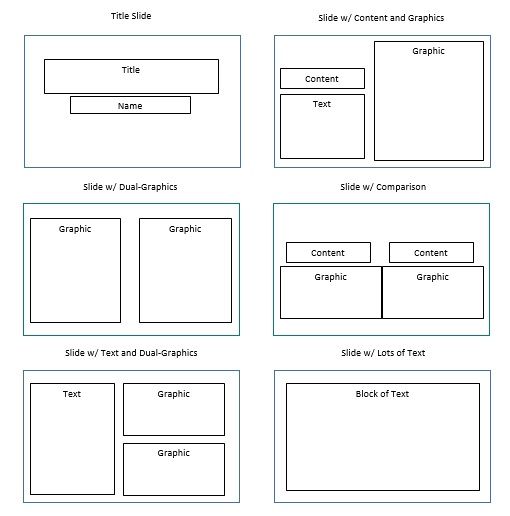
* Since World of Warcraft has had multiple successful achievements within the gaming industry, game development teams can acquire and obtain imperative design tactics and employ them to their own games (whether it be an MMORG or another genre).

3.) People that are interested in trying video games and want an experience that will enjoy

gameplay value and interactions with real-time players

* Being the hardest persona to grab, WoW has the capability to envelope new players and quickly connect them with others from around the world. I have seen this first hand with my sister, being an anti-gamer, and becoming addicted to this massive digital universe. Due to its massive fan base, it has a deeper meaning and connection with players from around the globe than any other game made in history.

**Screen Wireframes (50pts)** – device appropriate placement guidelines ***with illustrations*** for your main content and navigation elements. Give at least one example of each major type of screen or slide in your presentation (title screen, navigation screen, detail screen, etc.).



**Screen Flows (50pts)** – a ***block diagram*** map (similar to what we did in Lab 7) of navigation systems that allow users to navigate the project. If there is more than one navigation system, the screen flows should be broken down to describe how the different navigation paths work.

**Title Slide**

Title

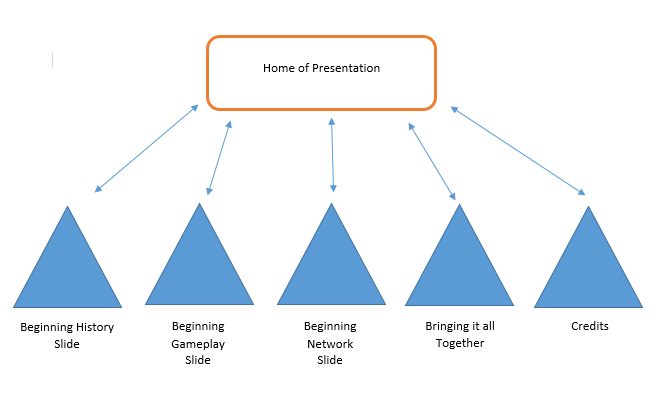
**Slide 1**

Where it all began

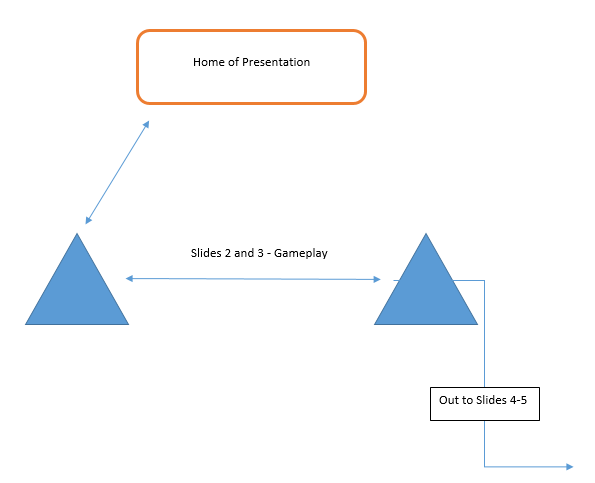
Home of Presentation

(Hub)

**Slide 2 (the Hub, per se)**

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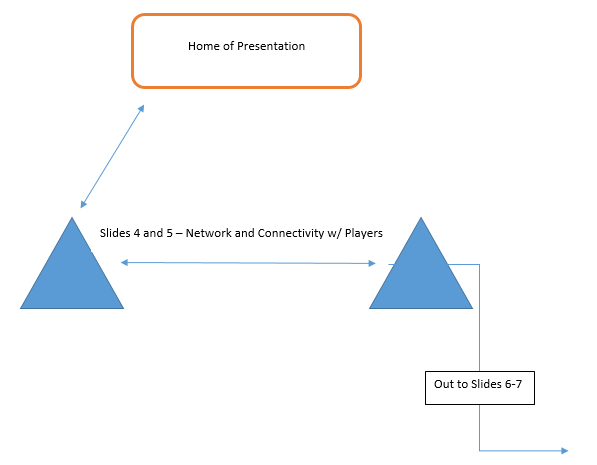
**Slides 3-4**



Slides 3-4: Gameplay

To Slide 5-6

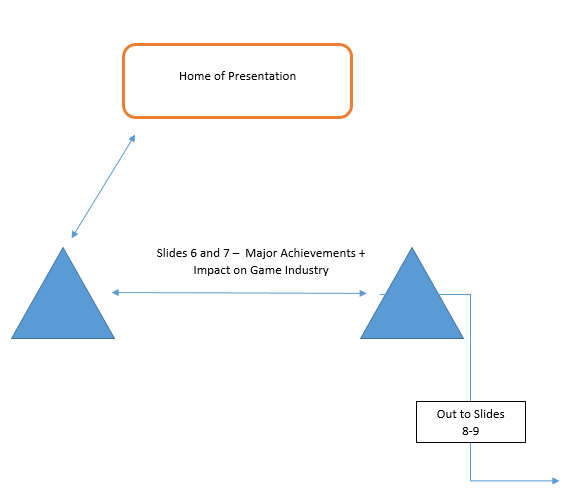
**Slides 5-6**



Slides 5-6: Network & Connectivity w/ Players

To Slide 7-8

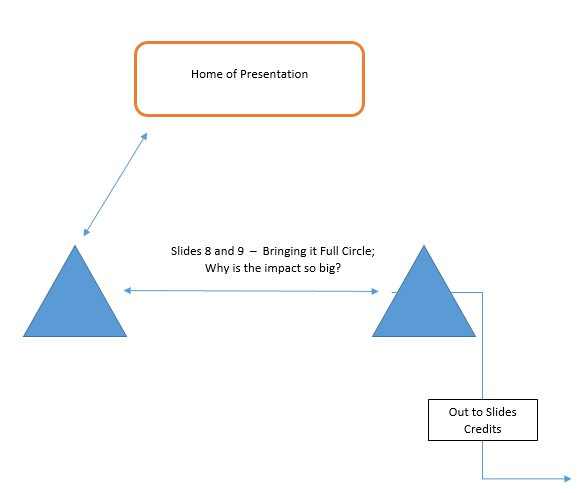
**Slides 7-8**



To Slide 9-10

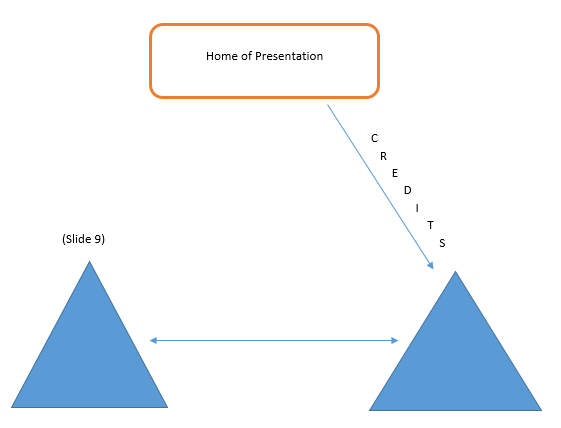
Slides 7-8: Major Achievements and Impact on Game Industry

**Slides 9-10**



Slides 9-10: Bringing it Full Circle; Why is it so big?

**Credits**



Slide 10

**Design Bible (200pts)** – or “Style Guide” [(examples from LogoDesignLove.com)](http://www.logodesignlove.com/brand-identity-style-guides) a document that details ***with illustrations of everything***

Consideration Doc #2

For Project 2, I will be delivering a presentation based on the significance of the well-known video game, World of Warcraft, and its impact on our game industry today. For such project, I will be using PowerPoint to present this, as it will be most adequate to utilize slides to show the graphical history of Blizzard Entertainment, gameplay and content from within the game, and the impact that this 12-year production has had in our world today. To deliver this, the audience must be aware that the minimum requirements for this medium is Windows XP / Windows Vista / Windows 7 / Windows 8 / Windows 10 with their latest respective service packs. Variations of this can be placed onto a Linux distribution, as well as a Mac OS, but for best results, should be played on a Window’s environment.

With this in mind, the first thing that the audience will notice is the navigation options I decided to use. Many, if not most, audiences that this presentation will cater towards, is aware of new-aged technology and directional inputs that follow. Using an interface that allows the user to navigate back to the “hub” at any given point allows for a more absorbing and proactive learning experience for all. From the home “hub”, the user can select which part of the presentation they wish to view, while still maintaining a “next” and “previous” button that will progress and rewind to the previous slides. The typefaces I choose will not only include the font that is seen in game, but fonts that glide easily with the human eye. The fonts should be fictional, fantasy-based, and videogame related so that the user feels as if he or she is absorbing the full detail of the game. Fortunately, there is a typeface that mirrors the exact font of in-game text, and I will be supplying a citation document to show all my work. With this, comes the color scheme, which closely matches my Project 1’s theme. Using the built-in PowerPoint theme, I will take advantage of the vast colors that are available, which correlate to Blizzard Entertainment’s versatile color scheme. This brings along the topic of elements within the presentation, such as pictures and graphics that display statistics, content, and major achievements of this game. Most gameplay content is fantasy-based, so the typeface, color scheme, and elements should all reflect so accordingly so that the audience feels as if it feels “right”.

This presentation will have margins that have been untouched, and have button sizes that do not take up most of the screen. The navigation icons will be subtle enough so that they are not in the way, but remain present in the bottom-left and bottom-right of the screen so that it mirrors the concept of Windows PC; the Window’s Shell in the bottom left that corresponds to the home feature that links back to the “hub”, and the “next” and “previous” buttons being placed in the bottom-right corner so that users can filter through slides accordingly. These buttons, of course, must be placed so that there is room for text and pictures and does not conflict with taking away information from the slide itself. Like the last project, the placement of all the elements will have be on the screen, either centered or placed on the right of left, and will always have text to accommodate and explain each picture. Some may be depicting certain aspects of the game and its content, while others will be either statistics and numbers to reinforce Blizzard Entertainment’s bearing on game development today.

All of this will come together to present World of Warcraft’s development, antiquity, and implication on game design today so that users can appreciate its existence and being in history. Whether the users are familiar, have played, or are just hearing about this massive game for the first time, the audience as a whole should appreciate how the development has continued over the past (and ongoing) twelve years, and continues to create achievements that no other game developer has before. This, of course, is only possible by illustrating the picture of World of Warcraft and its magnitude in such a way that pictures, audio, and graphics come together to show an elegant, yet fictionalized environment so that it attracts all audiences.

**Project Implementation (400pts)**

For this project, I will be turning the final copy in as a PowerPoint document. Due to the nature of this presentation, it would be most adequate to display the information in a slideshow format, with navigation to the home page, next page, and previous page displayed on the bottom of each slide.

(insert PowerPoint here, duh).