



Chris Crawford on Interactive Storytelling

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As a game designer or new media storyteller, you know that the story is everything. However, figuring out how to tell it interactively-and in a way that keeps your audience coming back for more-can be challenging. Here to help you out (and to open your mind to ever more creative ways of producing those stories) is the man who created the cult publication **The Art of Computer Game Design** and who has devoted much of his career to that very topic: **Chris Crawford**. To highlight the path for future gains in the quest for a truly interactive story, Chris provides a solid sampling of what doesn't work, contrasting unsuccessful methodologies with those that hold promise for the future. Throughout you'll find examples of contemporary games that rely on different technologies-and learn the storytelling lessons to be garnered from each of the past methodologies. Within the context of interactive storytelling, Chris explores ways of providing conflict and challenge, the difference between low- and high-interactivity designs, the necessity to move beyond purely visual thinking (so that the player is engaged on multiple levels), and more.

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