

# **Horses for Courses**

Writing for web3D

[michela@thequality.com](mailto:michela@thequality.com)



Horses for Courses

# web3d

- 3D on the web
- standards for lightweight, interactive 3D graphics
- the line between film and game

# **Film - ? - Game**

- Play with a film?
- Watch a game?
- Do both?

# **The future of film-making**

- dynamically generated visuals
- interactive sound
- conventions for user interaction
- network connectivity
- game elements



# Why 'film'?

- Quality storytelling
- Collaborative medium
- Immersive experiences
- Established metaphors
- High-end production

**SUPERMAN**



**SAVE LOIS**

**SAVE JANITOR**

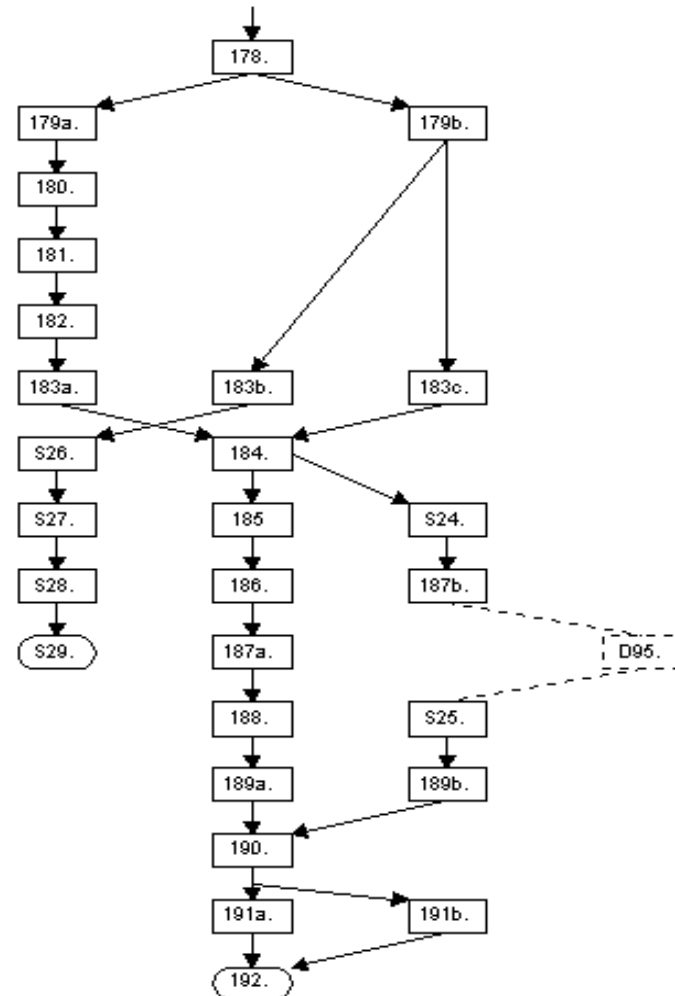
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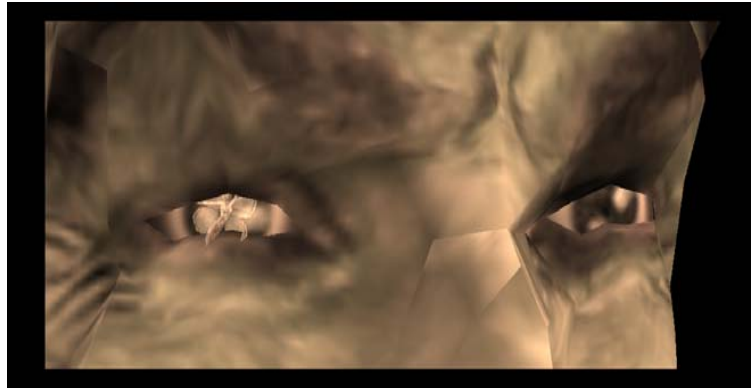


# Reality check

- Who watches?
- Who plays?
- Who interacts?



# Web3d film-making



- Web –universal medium
- Web – market place where old rules apply

# Media to die for

- Photo-realism – an obsession
- Short film today, feature tomorrow
- Animation today, digital video tomorrow
- Thinking back...

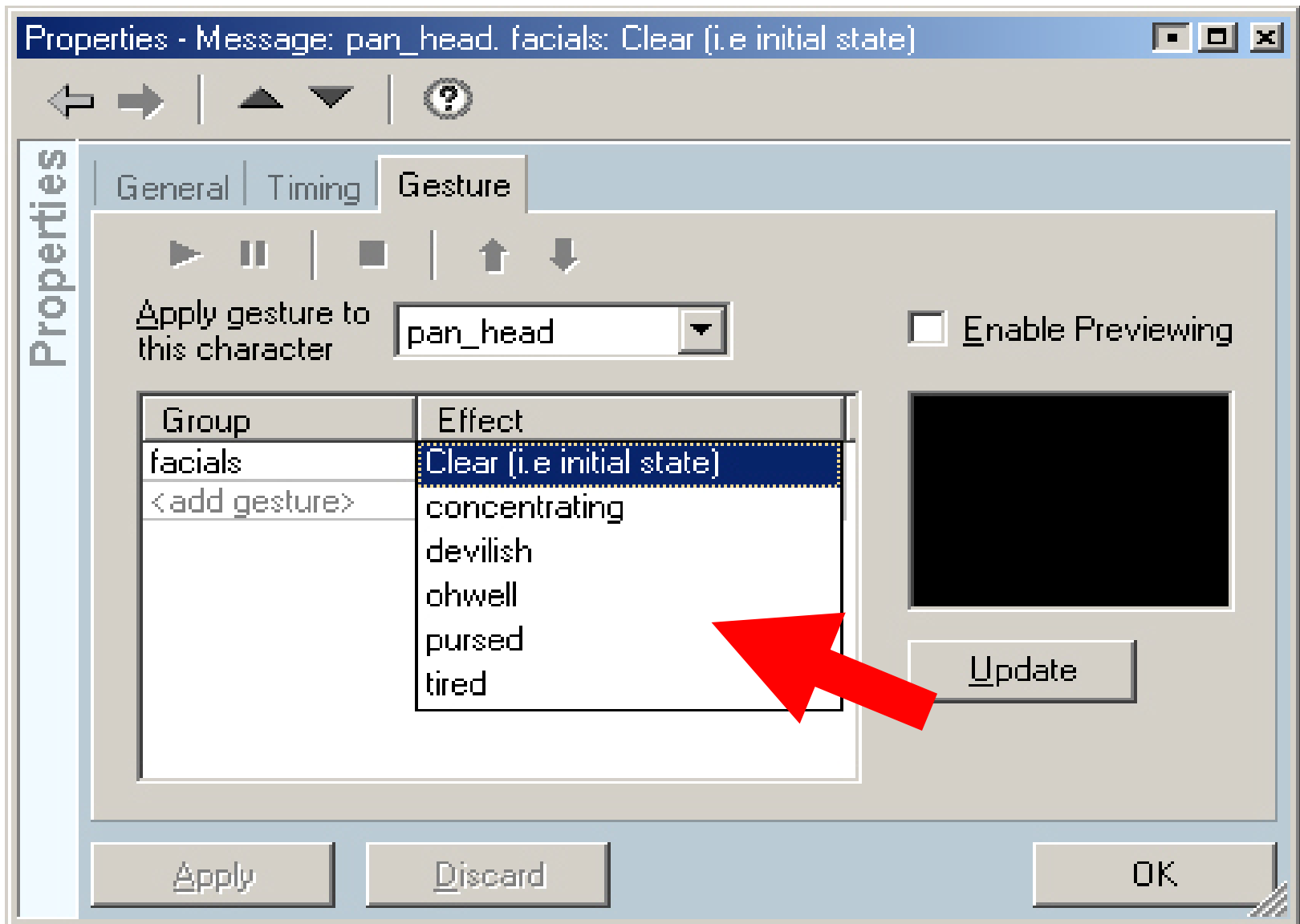


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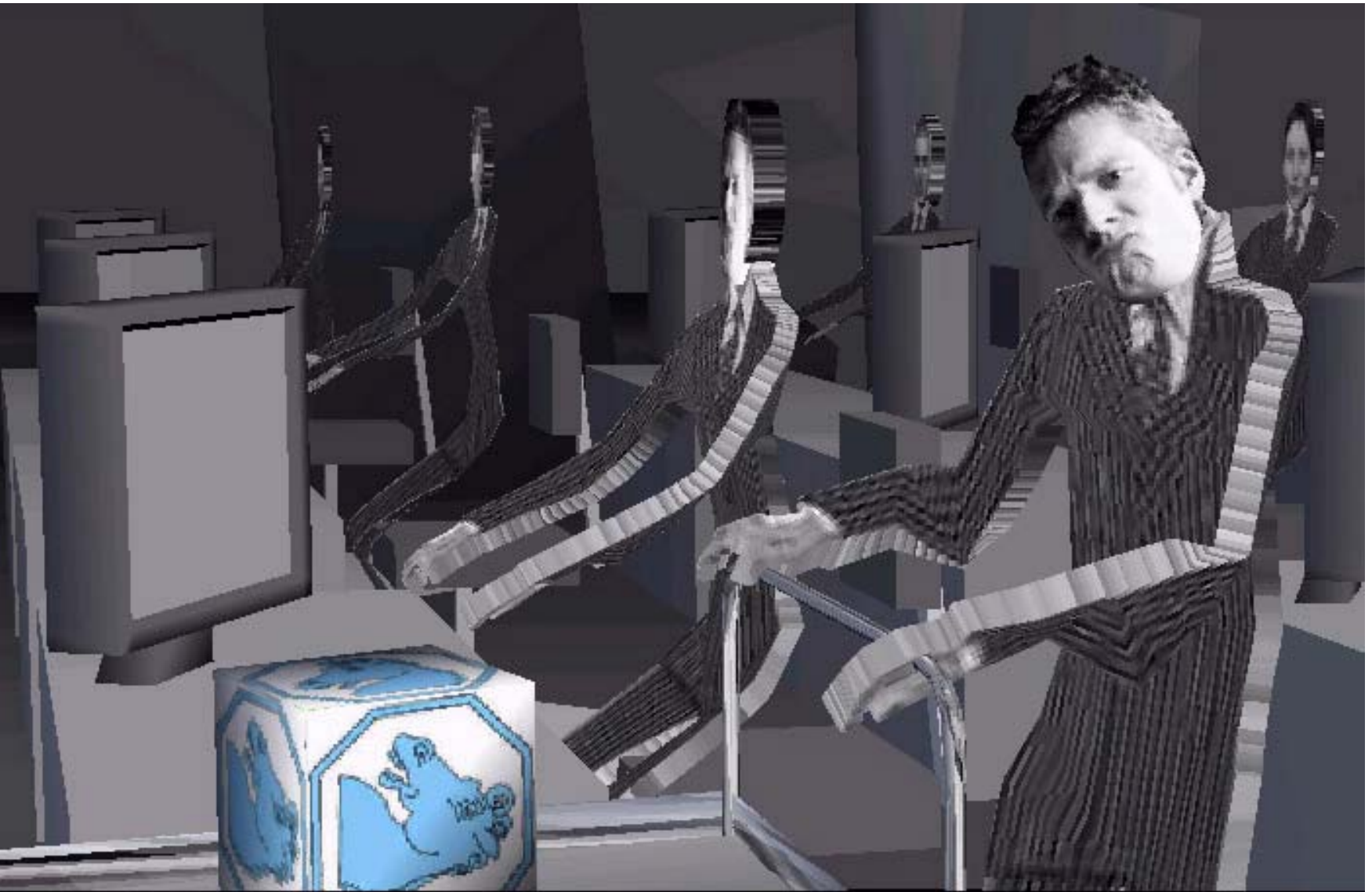
- Film – toy – a prototype
- Multi-lingual (English/French/Spanish)
- Manual camera controls
- VCR controls
- Interactive narrative
- E-commerce















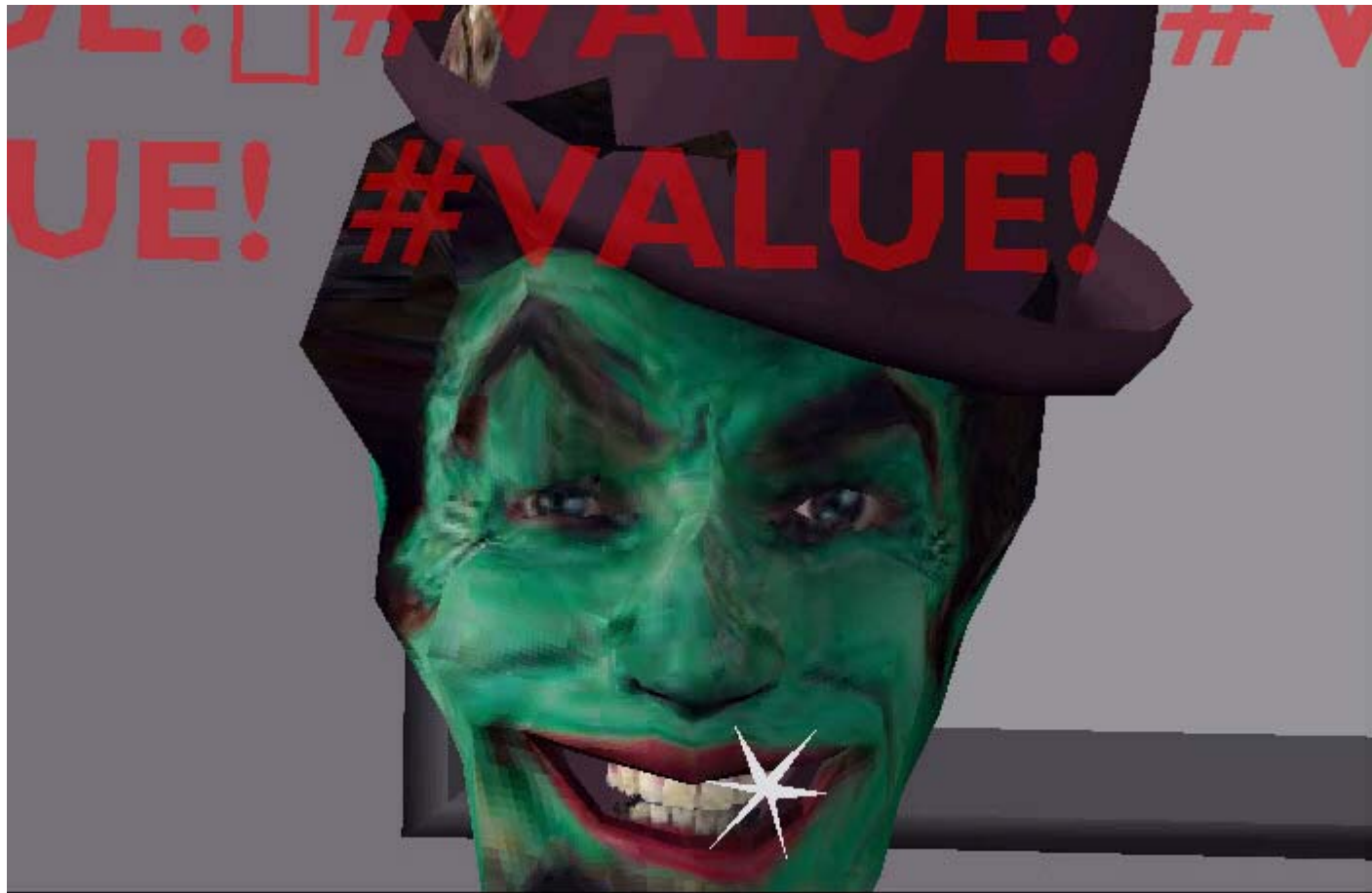
# Delivery considerations

- player installation
- multiple platforms
- multiple devices
- technical support









# Massively Multi-lingual Media

- One concept
- One story
- One author
- One delivery system
- Many representations
- Many technologies





<http://thequality.com/horsesforcourses>