Overview

This standard is about your ability to help create an engaging experience for users by creating narrative scripts for interactive media products. You might be creating stories for games, interactive television or other interactive media.

While many of the skills required are the same as for creative writing generally, you will need to anticipate and account for the way interactivity and non-linearity can affect the user’s experience of a story. Hence it is essential that you understand and have empathy with the particular medium for which you are writing.
Create narrative script for interactive media products

Performance criteria

You must be able to:

P1 create narratives that are engaging for the intended audience and appropriate for the target platform(s) or technologies being used
P2 define story worlds and characters in sufficient detail
P3 write narratives that are consistent and congruent with the story world and the characters’ backgrounds, agendas, personalities and abilities
P4 organise the narrative flow so that it is congruent with the story
P5 provide clear instructions for programmers and designers regarding how and when user interactions or other events should affect the narrative
P6 liaise with colleagues, such as designers and developers, as necessary to ensure that the narrative is appropriate and fit for purpose
P7 respond positively and constructively to requests for changes to your work
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Knowledge and understanding

You need to know and understand:

K1 relevant theories and principles of narrative structure
K2 the characteristics and appeal of different genres of story
K3 relevant theories relating to the wider cultural impact of stories
K4 different types of interactive narrative structure (for example, tree and web)
K5 user perspectives and points of view in relation to narratives in interactive products
K6 principles of interaction design
K7 how to create an appropriate and engaging experience for the target audience
K8 the broad technical constraints applicable to combining narrative with interactivity
K9 how user interaction and non-linearity can affect the user's experience of the narrative or indeed the narrative itself
K10 how to obtain and analyse product information to determine relevant creative or technical parameters that will affect your writing

You should also be aware of:

K11 project parameters and constraints including target platforms and their capabilities
K12 the overall product purpose, mood and target audiences
K13 the types of interaction that will be available to users and which might influence the structure or style of your narrative
K14 any requirement for the storyline, events, perspectives or other aspects of the narrative to change in response to events or user interactions
K15 the resource and time implications of using different types of interactive narrative structure
K16 who you need to liaise with from other specialisms to ensure your narratives will work in the intended interactive product
K17 the inevitability of changes to the script and product, and hence the need to be willing to accommodate frequent revisions
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Additional Information

Links to other NOS
This standard is related to IM10 Write And Edit Copy For Interactive Media Products, but is concerned with the narrative underpinning the product, rather than the copy that users will actually see.
# SKSIM4

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<tr>
<th><strong>Developed by</strong></th>
<th>Creative Skillset</th>
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<td><strong>Version number</strong></td>
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<tr>
<td><strong>Date approved</strong></td>
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<td><strong>Relevant occupations</strong></td>
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