

19.03

BELLYFEEL'S INNOVATION PAGES

LEARNING INNOVATIONS, INTERACTIVE
STORYTELLING & DIGITAL TOOLS



IT'S HERE AT LAST... THE CHOOSE YOUR OWN NEWSLETTER

No gimmicks!

Just pure unadulterated interactivity.

As I sat down to write this article about Netflix's interactive movie, **Bandersnatch**, I couldn't shake the feeling that the ideas I had would not fit into just one article.

I spent time researching and preparing to write, thinking "ok, maybe it's a sequence, a series..."

But I was missing the point.

Are we not interactive here?

Why not give YOU the choice?

Let you decide...

So here it is - you can **turn the page** to hear all about **Bandersnatch**, the largest scale interactive movie ever produced...

Or hit on this QR code to find out what the follow up to **Bandersnatch** is all about...



Make Your Choice.....

THE LARGEST SCALE INTERACTIVE MOVIE EVER KNOWN IN THIS REALITY

I like to know all about interactive movies, interactive stories and all other flavours of interactive narrative.

But it can be a drag.

The Unbearable Heaviness of the Latest Interactive Movie

It goes like this... there's a new one!

It's being talked about everywhere.

You know you have to play it.

You block some time in your schedule to focus on it.

But as the time approaches, you get weary, a little depressed.

You want it to be good, but history knows better and you realise it's probably going to be at least a little bit crap.

And if you're really unlucky, it might be a whole lot worse...

How tedious will it get?

How many useless endings will it have?

How many times will I get sent back to the beginning to watch repeated scenes ad infinitum?



Iced Gem

I shouldn't have worried. Brooker and co made something really special out of Bandersnatch.

The tone was level throughout. It was dark, funny and meta. And the mechanism for navigating you through to different endings was a stroke of genius.

There are 3 things you should note that made the difference, turning Bandersnatch into something more than a crappy choose your own adventure movie.

1 - Interactive Writing

The script was written in Twine, an interactive writing format I have written about here previously. Twine is easy to use and allows you to generate interactivity in your writing, fast, and preview it, fast.

In Twine, Brooker could code the script so it was possible to directly jump between sections, and add the memories that cumulatively shape the film's different branches. The endings - there are several - are in effect locked behind a series of if-this-then-that statements. To give a simplified example: if you chose W over X, and then opt for Y instead of Z, you may be shown a different ending to someone who picked X and then Y.

(Apparently the actual script would crash...)

2 - Ending Replay Mechanic

As I mentioned, when my first playthrough choices diverted me towards an ending, I was dreading having to go back to the beginning. (Well, also intrigued to try some of the other options on the way too...)

But when I got to the end - the film reconfigured itself. Within the space of a few seconds, it rewound, fast forwarded through my major choices and then offered me the chance to retake my last significant decision differently.

It was nicely done. I've been poring over things like this for 20 years and as it unfolded onscreen I was nodding my head and muttering "yeah...!" to myself.

3 - Wow Moments

Interactive stories are more often than not driven by engines (such as the dual choice and ending replay mechanic listed above).

It can get repetitive. So you have to break out of the system and give the audience some memorable moments. Bandersnatch did this in loads of different ways including:

- Using symbols instead of text choices
- Hiding lots of easter eggs (hidden content)
- Going extremely META

I hope you will take some time to play it if it's worth your time to give it a go...

And there's still an alternative ending to this article if you want more...?



TECH TIP

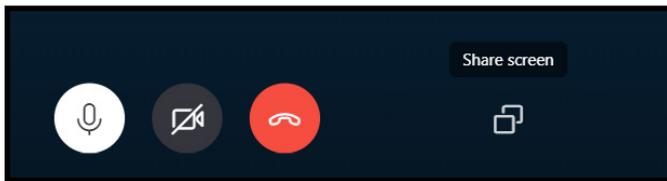
SCREEN SHARING

You probably do a lot of work on your computer, right?

And sometimes you have to communicate with work colleagues remotely?

It's really handy to be able to share your screen as you talk to people about documents, plans and visuals.

Skype is perfect for this. Just hit the screenshare icon while you're on a call:



Simple...

(You can do this on other computer calls like Google Hangouts and Facebook Live too.)

By the start of of 2019, there will be **51.2 million** AR users in the US, compared with just **36.7 million** VR users.

eMarketer 2018

By 2022, there will be **32.7 million** total smart glasses shipments, a significant increase from the **223,000** in 2017.

ABI Research 2018

Revenues from mobile gaming apps will grow **12%** by the end of 2019, according to estimates. By the end of 2020, gaming apps will generate **\$94.0 billion**—a significant figure compared with non-gaming apps: **\$29.7 billion**.

eMarketer 2019

STORIES TO WATCH AND PLAY

SORRY TO BOTHER YOU



This was one of the best films I saw last year.

If you like Lyndsay Anderson (If, O Lucky Man, Britannia Hospital) and you fancy a bit of the same, only transposed to modern day Atlanta... this is for you too.

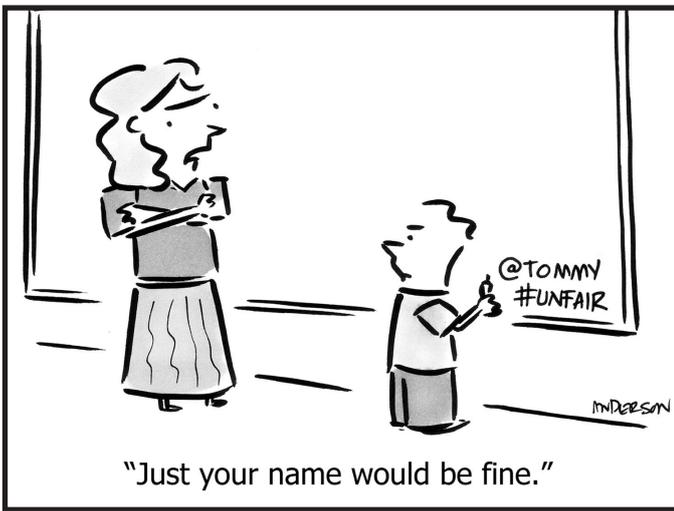
The wild ride narrative concerns Cassius Green (played by the brilliant Lakeith Stanfield), a young black guy who gets a job in a call centre and finds success in his work by using a "white guy" telephone voice.

From here the story gets crazier and crazier. Boots Riley (the writer and director) describes the film as "an absurdist dark comedy with aspects of magical realism and science fiction inspired by the world of telemarketing".

The film eventually goes off the edge of sanity but is forgiven for its fresh, funny approach and commentary on modern life.

SUDOKU!

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NEW PROJECTS

I'm pleased to announce several new projects in sign language we're working on with the University of Wolverhampton and partners in Austria, France, Italy and the Czech Republic. (It's like Brexit isn't even happening...)

Signed Safety at Work -

www.signedsafety.eu

Sign Media Vocational Training -

www.signmediasmart.com

Sign Media Enterprise -

www.signmediaenterprise.com

More details soon!

best :)



PS - This newsletter is created ethically and is part of an initiative that plants two trees for every one used.

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