Beyond the Novelty:
Creating Digital Fiction for Mainstream Audiences

R. Lyle Skains

PhD Student – Creative & Critical Writing
National Institute for Excellence in the Creative Industries
Bangor University
Bangor, Wales
LS@LyleSkains.com

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Once upon a time...

...there was a writer ( ) who dreamed of being the next JK Rowling (kaCHING!!).

Unfortunately, she was not poor and oppressed. She also wasn't very good at making up funny names for things like 'Quidditch'.

So she decided to try another tactic instead: to boldly go where no writer had gone before...

the interwebs!!!

The Quest

Practice-led Research: From Print to Digital Novel

Aims:
1. Write print novel
2. Adapt to digital novel
3. Offer model for future authors & publishers

Objectives:
1. Finished print novel
2. Adapted, finished digital novel
3. Dissertation covering process, research, and analysis of final novels

The Mysterious Stranger

What is digital fiction?

A storytelling genre that uses digital technology – video, audio, text, hypertext, games, and other interactive elements

Example: *Interactive Alice*

Impending Doom

Why adapt digital fiction?

Transitioning Technology = Transitioning Audience

- 2003 MSU study: Games in 80% of American homes (Greenberg)
- 2007 FICCI-PwC study: Games = 48% of all entertainment & media spending ($690B in 2006...$1.1T expected in 2011)
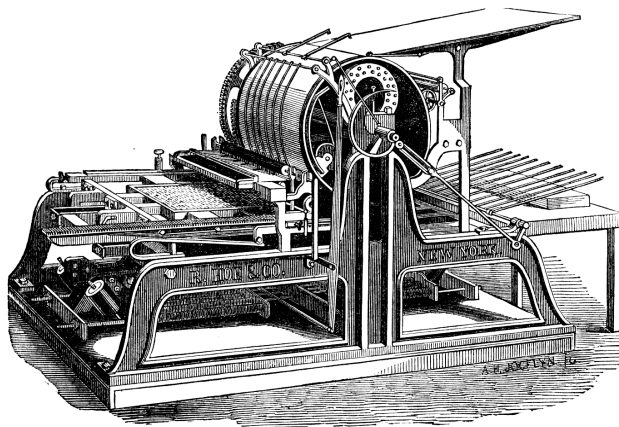- 2006 Nielson survey: internet growth 3.7%, online games 16% from 2005-06

Impending Doom

Why adapt digital fiction?

Why not?

The Challenge:

How to adapt digital fiction?

Advancing Technology – Press to Film to Computer

The Challenge:

How to adapt digital fiction?

Building the Novel for a Digital World
- Characters
- Setting
- Plot
- Storyline
- Game Elements

The Challenge:

How to adapt digital fiction?

Offering What the Reader Wants
* Immersion vs Engagement (Douglas 2000)
* Interaction
* Community
* Ongoing Story World

The Challenge:

How to adapt digital fiction?

Creating the Digital Story
- Storyboard for Foundation
- Integrating Software – How to Build, How to Deliver
- Targeting the Market

The Crystal Ball

What's the future for digital fiction?

Toward Publication
• Penguin's "We Tell Stories"
• Eastgate Systems

The Crystal Ball

What's the future for digital fiction?

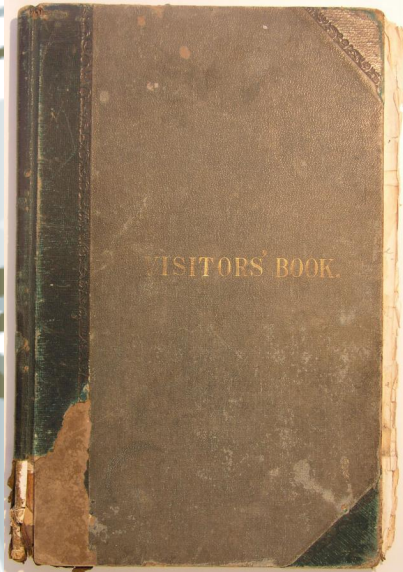Trains, Planes, and Automobiles (well, carefully)

The Crystal Ball

What's the future for digital fiction?

Congratulations! It's a Genre

On a More Personal Note...

What's the future for my research?

- Print Novel – Traditional Publication
- Digital Novel – "Extra Features" available packaged with print novel, or separately
- Dissertation – Model for process, adaptation, and reader-response

...and when all the huffing and puffing was over, the writer offered her novel, her digital fiction, and her dissertation to the world.

Not even the evil sorcerers known as the Viva could stop her.

And everyone lived happily ever after.

~ The End ~

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For more information on this project, please visit
http://lyleskains.com/Blog/Blog.html