

World of Warcraft: the Burning Crusade

Within the Game

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Please see: http://media.worldofwarcraft.com/bc-minisite/download/data/wallpaper/wowx-wallpaper_1600_1200.jpg

John Rogosic

It will eat
your life

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Please see: <http://wowpaladin.org/wp-content/uploads/2007/01/be-wallpaper.jpg>

Narrative!

There's just so
much of it!

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<http://wowpaladin.org/wp-content/uploads/2007/01/be-wallpaper.jpg>

Environmental Storytelling

“Spatial stories can evoke pre-existing narrative associations; they can provide a staging ground for when narrative events are enacted; they may embed narrative information within their mise-en-scene; or they provide resources for emergent narratives.”

Evocative Spaces

The “World of Warcraft” is digitally rendered

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http://en.wikipedia.org/wiki/Image:Warcraft_Orcs_And_Humans_-_Box_Art.jpg

<http://en.wikipedia.org/wiki/Image:Warcraftii-beyond-the-dark-portal-cover-art.jpg>

<http://whiggles.landofwhimsy.com/funbag/wc3review-2.jpg>

Evocative Spaces

- Many of the structures and spaces within the game evoke general “adventure game” aesthetics and emotions
- Specific series references evoke particular user-responses.

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Please see:

http://frozenthroner.sonokong.co.kr/undead/image_tech/undead_tech_ziggurat.gif

http://images.wikia.com/wowwiki/images/d/d3/Howling_Ziggurat.jpg

Ziggurat = Undead + Base + Danger

Evocative Spaces

Specific images from earlier parts of the series reoccur throughout the WoW world

Archimonde vs. Draenei

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Please see:

<http://www.wowwiki.com/Image:Archimonde7.jpg>

<http://www.wowvillage.com/jimages/draenei.png>

Main villain from WC3 is a Draenei, visual associations add a foreboding sense to the race in WoW, even without explicit reference to the character. Later in the WoW story-progression, we indeed encounter more fallen Draenei.

Enacting Stories

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Please see:

<http://images.amazon.com/images/G/01/videogames/detail-page/questlog.jpg>

- **Over-arching plot, subplots, etc...**
- **Multi-faceted quests available to different races, classes, and allegiances throughout the game**
- **Choice as to number and type of quests pursued by an individual**
- **Others respond to your quests (“Reputation” allows you to buy stuff or prevents you from entering particular areas).**

Emergent Narratives

- Choice over degree of narrative experienced. Can just grind to 70, or turn on the fast quest text option.
- Can create your own narrative with your friends, RP, PvP, RPPvP servers are available.

Some factions will be hostile to you, while others will become more friendly over time depending on the way you design your particular character narrative.

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Please see:

<http://vnmedia.ign.com/wowvault.ign.com/images/NewFactions.jpg>

Emergent Narratives

A Dranei and Night Elf in Elwynn Forest, the human starting area

Image removed due to copyright restrictions. Please see any screenshot of Elwynn Forest.

Embedded Narratives

- **Alterations to the world infer or reference player actions**
 - **Skeletons in a town or area imply recent bloodshed**
 - ❖ **Sizes of the skeletons can tell specifics about the races fighting and the winners and losers**
 - **Flag-capture based objectives in an area shed light on Horde vs. Alliance performance and player activity**

Embedded Narratives

Images removed due to copyright restrictions. Please see any screenshot of world map.

Embedded Narratives

- Auction houses tell a narrative of what players are willing to do, and unwilling to do. Prices and objects for sale talk about server progress and the interest of groups of particular players.

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<http://www.burningcrusadeskills.com/images/skin.jpg>

Beyond the Narrative

**“The experience of playing games
can never simply be reduced to the
experience of a story.”**

Game Interface

- Customizable interface with multiple skill bars, hotkeys, and methods of skill selection

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http://ui01.gamespot.com/64/wowscrnshot052308214514_2.jpg

Freedom of Choice

**Inclusion of many
extraneous options to
allow for diversity of
experience, while not
affecting gameplay or
the narrative in any way**

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<http://www.burningcrusadeskills.com/images/tailor.jpg>

<http://www.wowwiki.com/Elkk>

Freedom of Choice

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Game Mechanics

- Extra-narrative code decisions about the way in which the world works affect all levels of game play.
 - Fall mechanics in WoW are percentage based on a character's statistics. There exist "lethal" falls regardless of the character's relative power in combat.

Fall Mechanics

Images removed due to copyright restrictions. Please see any screenshot of characters falling off a cliff.

Image removed due to copyright restrictions. Please see:

<http://www.worldofwarcraft.com/downloads/wallpapers/images/tcg10/tcg10-800x.jpg>

CREDITS

<http://www.carlsguides.com/pictures/warcraft3screenshot4.jpg>

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http://www.ongamenet.com/war3league/race/undead/image_tech/undead_tech_ziggurat.gif

Blizzard for making a great game

Fraps for existing

Henry Jenkins for being right

My girlfriend for not killing me for playing WoW

CMS.600 for being a fun class