

The Game Maker's Wife

A Transmedia Entertainment Experience Delivered through the Medium of Comics

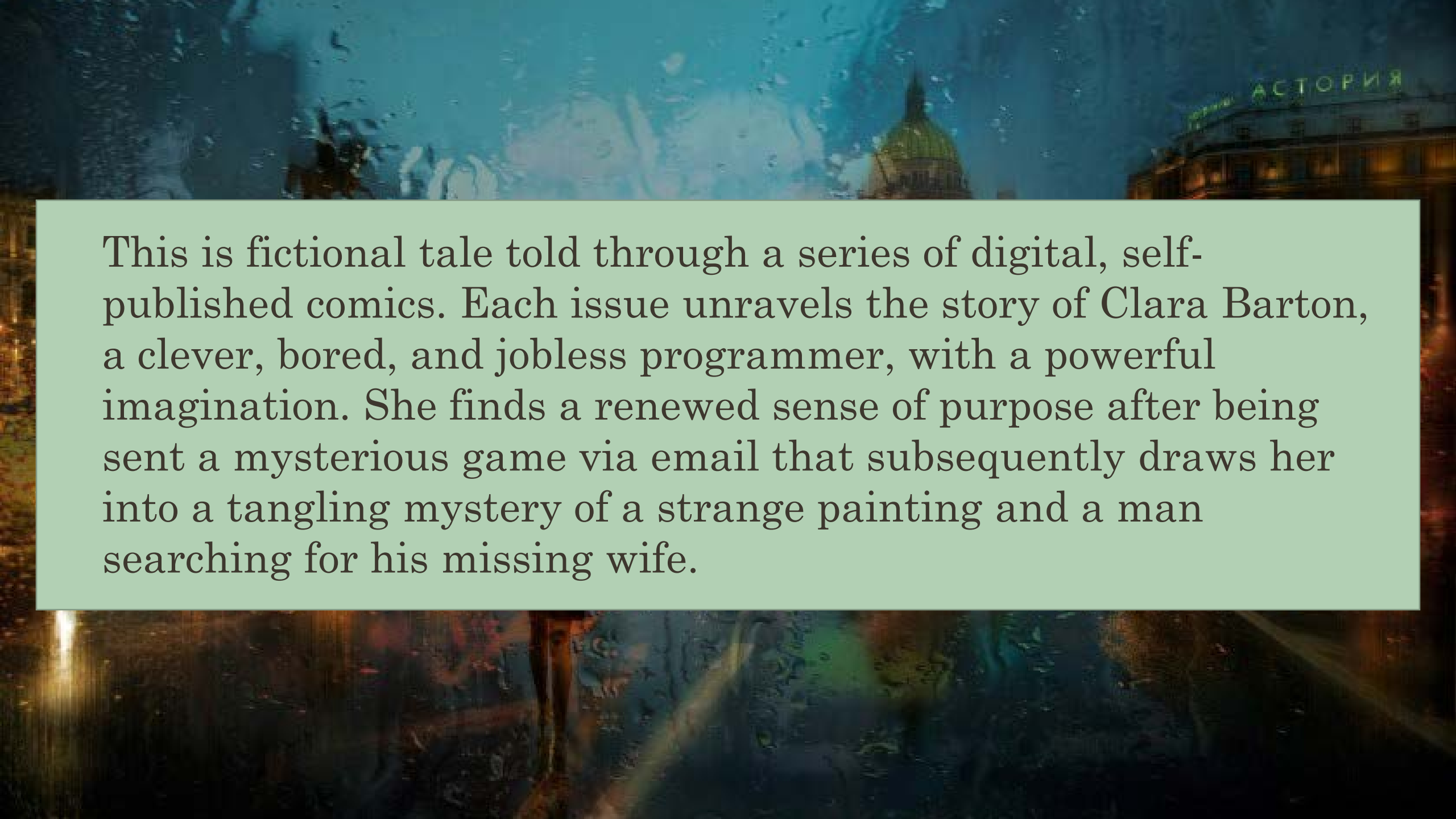


Objectives

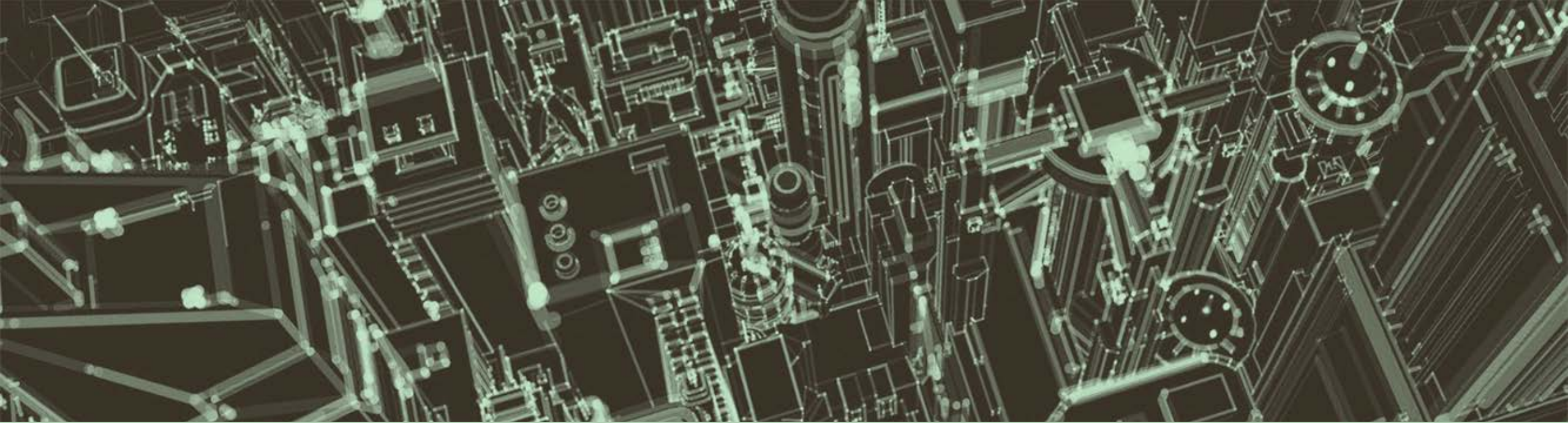
- Purely an entertainment experience
- Utilizes the unique storytelling properties of comics as a medium
- Promote a sense of adventure and problem solving skills across transmedia elements.
- Let the audience participate in the created world.

Audience

- Intended for audiences, both male and female, between 18-35 years of age
- Ideal for audiences seeking to interact with the story in a deeper way.
- Comic will still be entertaining to those who do not wish to engage further.

A rainy night scene with a city street, a building with a green dome, and a sign that says "АСТОРИЯ". The scene is viewed through a rain-streaked glass surface, creating a moody and atmospheric effect. The street is dark, with some lights reflecting on the wet pavement. The building with the green dome is a prominent feature in the background, and the sign "АСТОРИЯ" is visible on the right side of the image.

This is fictional tale told through a series of digital, self-published comics. Each issue unravels the story of Clara Barton, a clever, bored, and jobless programmer, with a powerful imagination. She finds a renewed sense of purpose after being sent a mysterious game via email that subsequently draws her into a tangling mystery of a strange painting and a man searching for his missing wife.



The Comic

This style of this self-published comic will be a combination of the rainy, London backdrop from “Velvet” by Ed Brubaker, Steve Epting, and Elizabeth Breitweiser, and the thin line, watercolor, and highly detailed style from “Descender” by Jeff Lemire and Dustin Nguyen.



Character Direction for Clara



Think: Zooey Deschanel meets this character from the British spy comic "Velvet".





Going for a line drawing style that is more detail-oriented and slightly more realistic.



Will use watercolor to add richness and depth but also give that dramatic, sodden vibe of a Seattle winter.



Example page of panel transitions to give readers a sense of Clara's world and how she moves through it.



Interdependent word/picture style to allow the audience to see what Clara is thinking as she unravels the mystery before her.

Most panels will have Clara narrating the story.



Panel sequences
that require
participation from
the reader for
closure.

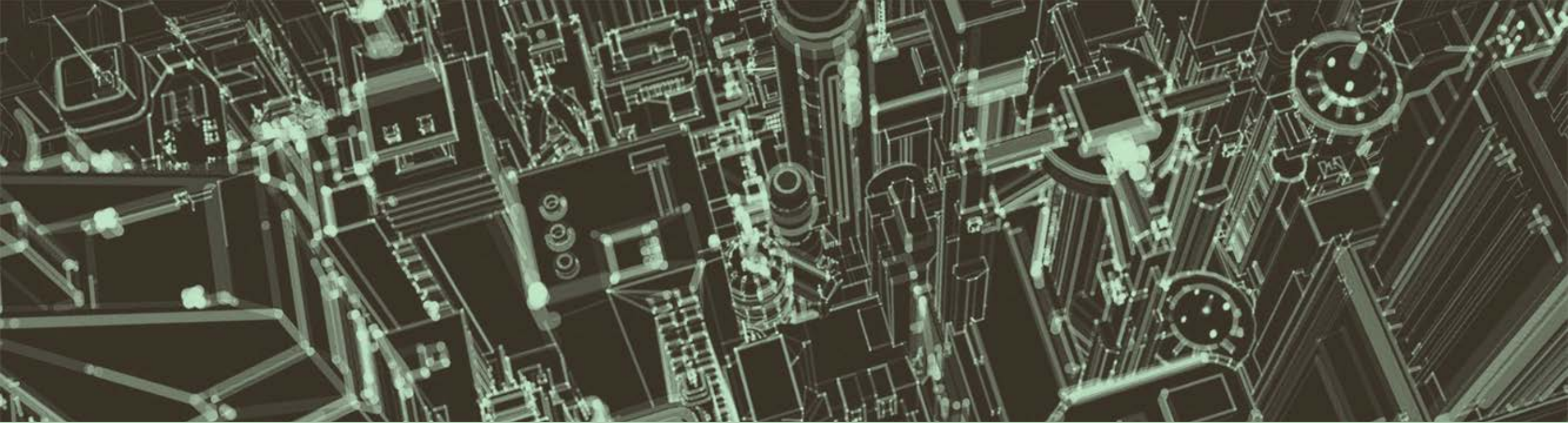
Blues, greys, and pale shades of color
against the soft glows of streetlights to
portray Clara's reality which she finds
less meaningful or interesting than
the world she imagines.





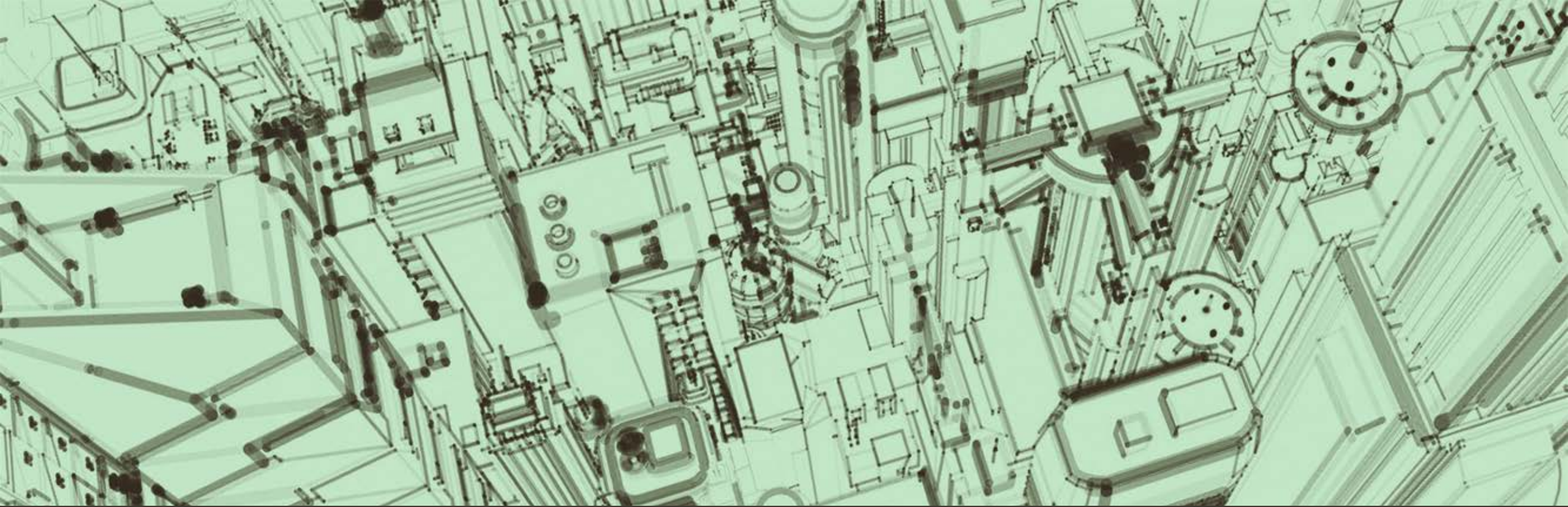
The color and page bleed use in the world of Clara's vivid imagination is bright and bold.





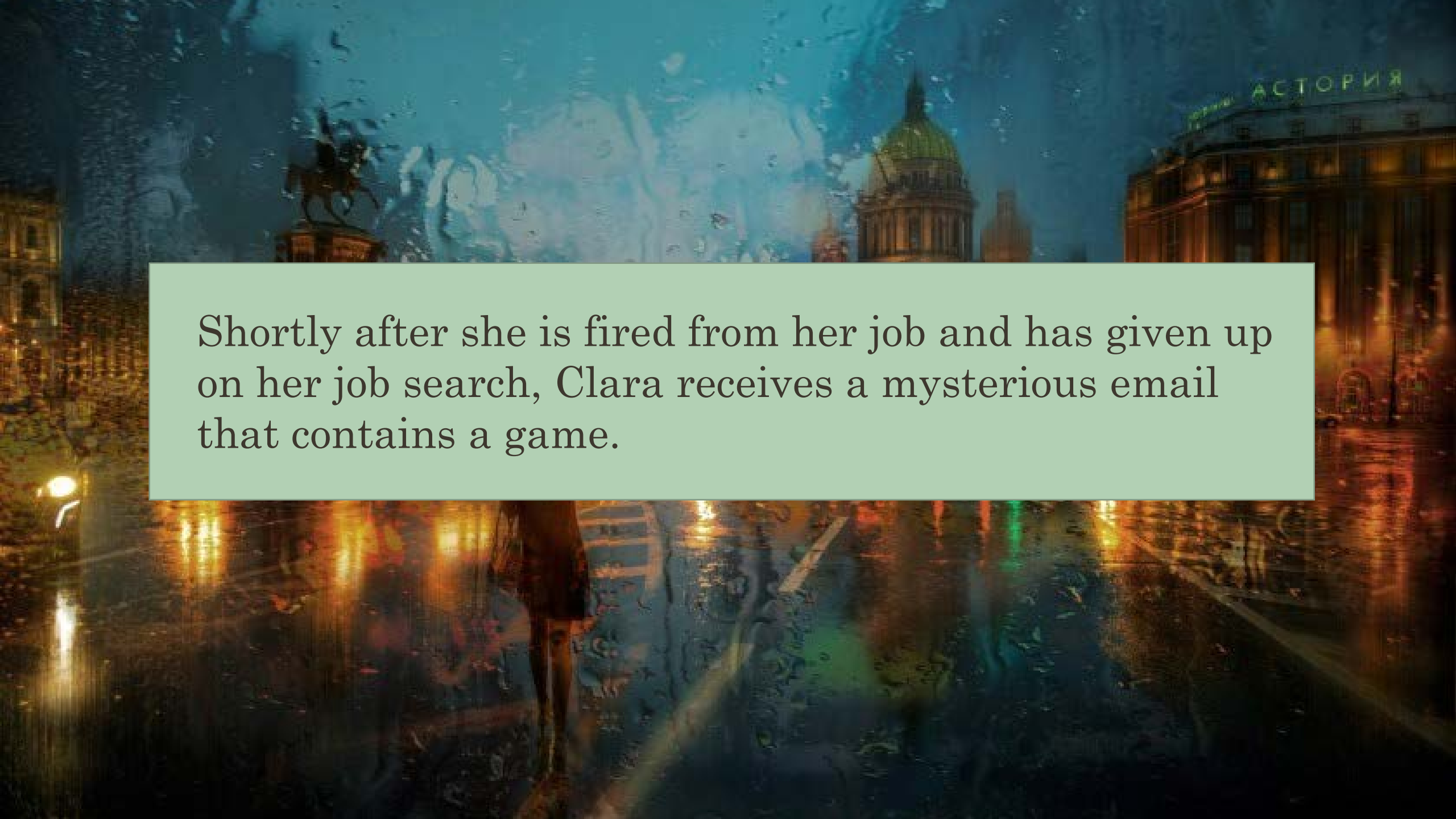
Comics are used here as a method of capturing Clara's wild imagination, genius, loneliness, and the sad beauty of her unraveling world...





Weaving the Story into a Transmedia Campaign...



A rainy night scene in St. Petersburg, Russia. The background shows the St. Isaac's Cathedral with its large green dome and the Astoria building with its illuminated sign. The wet pavement reflects the city lights, and a person is walking in the foreground. A light green text box is overlaid in the center.

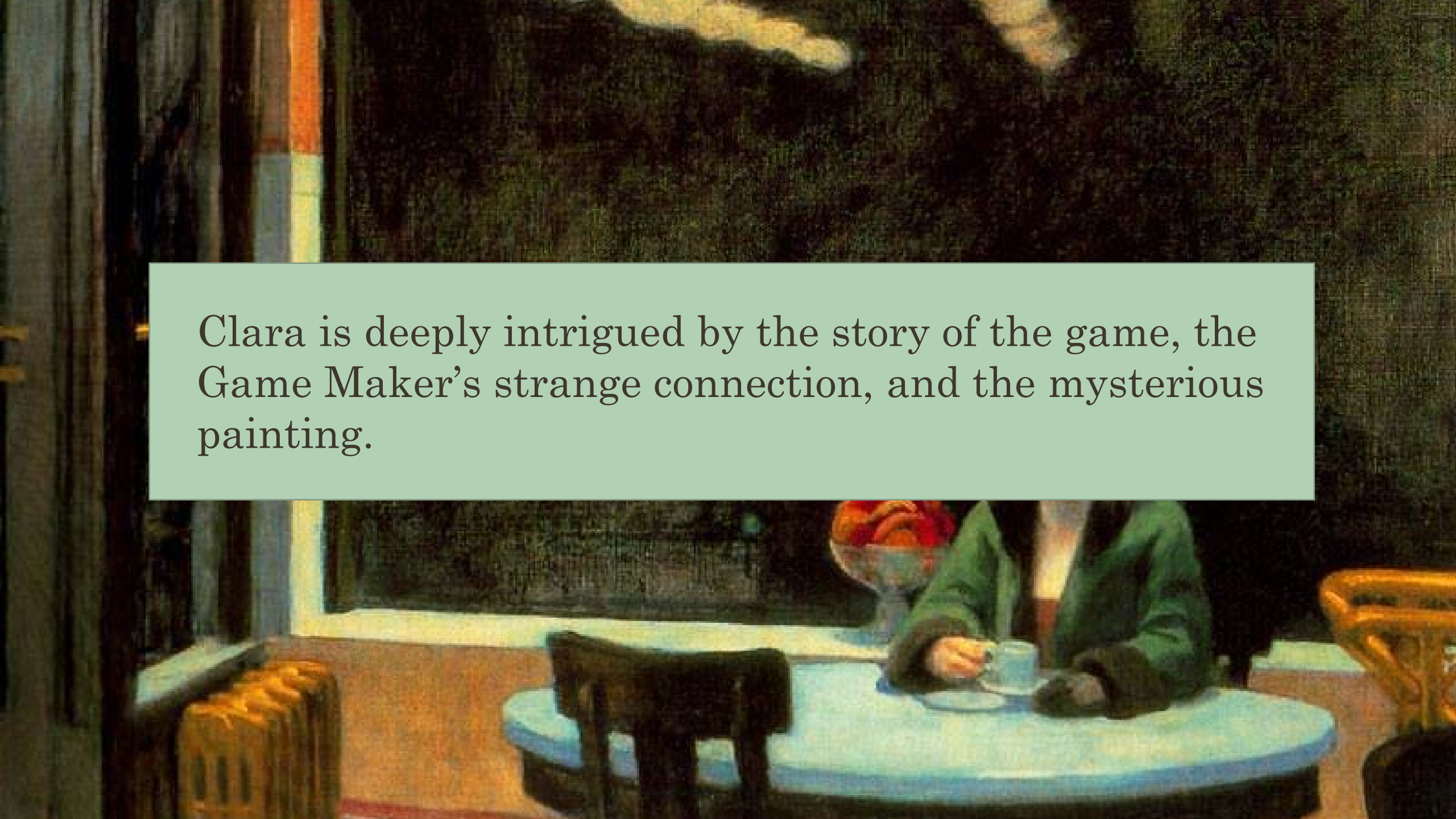
Shortly after she is fired from her job and has given up on her job search, Clara receives a mysterious email that contains a game.

A Point and Click Adventure/Puzzle Game

A game that tells a parallel story about a man searching for his wife in a futuristic dystopian society. His wife disappeared after relaying government information to him through a secret which relies upon deep understanding of 20th century paintings.

After Clara beats the short game, she receives another mysterious email. This time, it's from the Game Maker. He sends her articles about his wife who has gone missing after a conspiracy at the government firm where she worked.



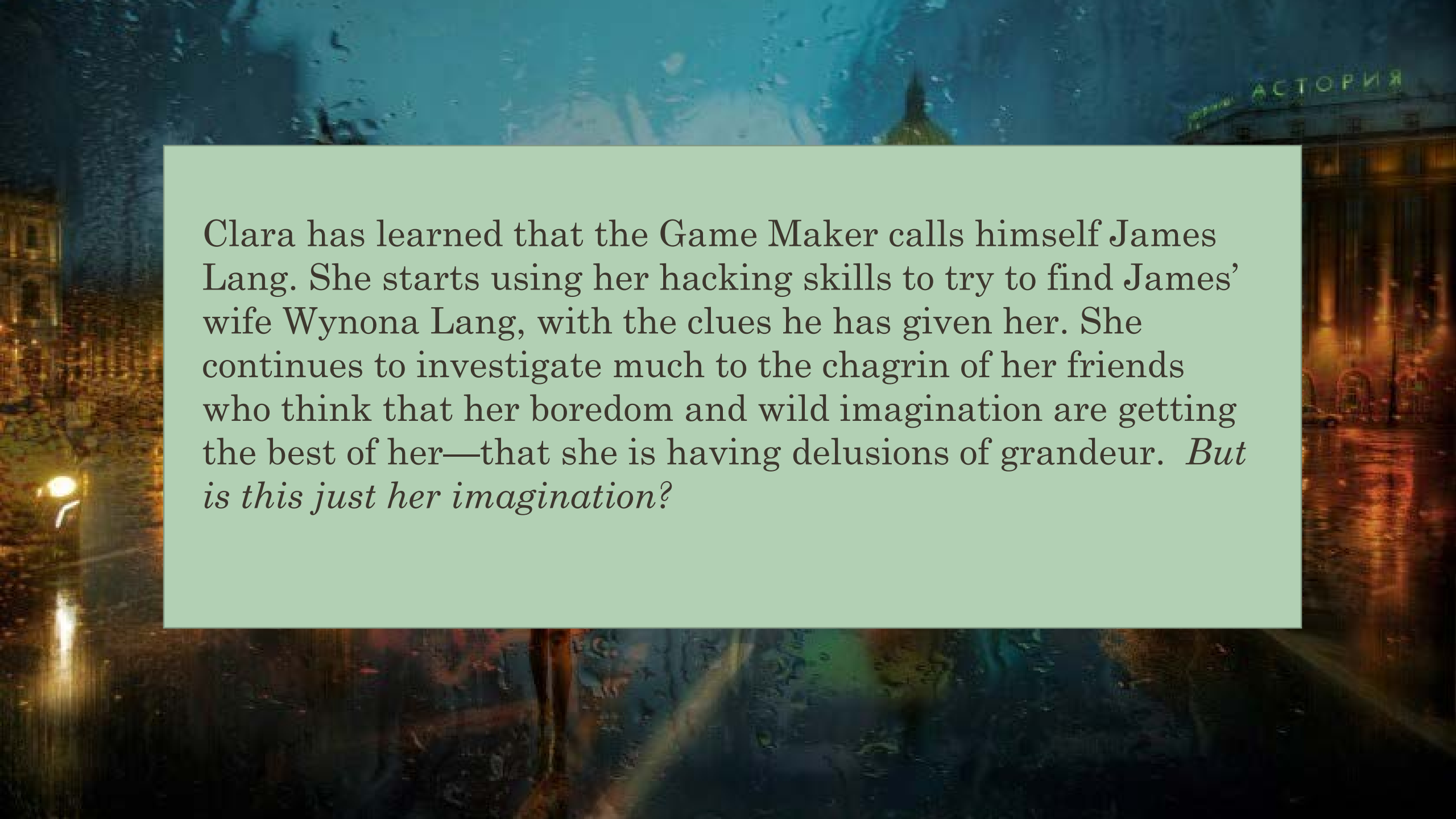
A painting of a person in a green coat sitting at a table with a cup of tea and a bowl of fruit, with a window in the background.

Clara is deeply intrigued by the story of the game, the Game Maker's strange connection, and the mysterious painting.

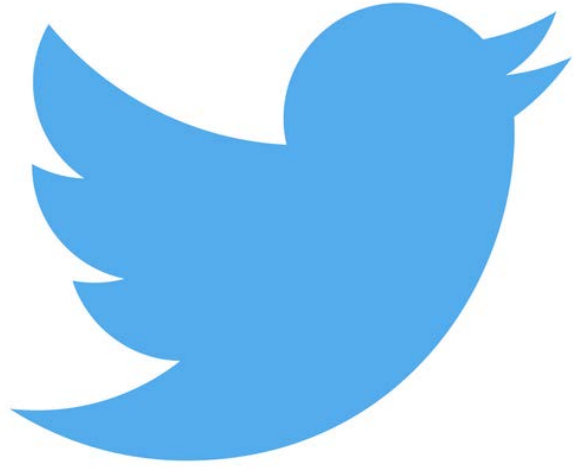


- Experience the parallel story and examine the key themes of a painting that will make several important appearances in the comic.
- Allow participants to make their own conclusions about the motives of the Game Maker in reaching out to Clara. *Why is he reaching out to her?*
- Unlock Easter eggs, clues, and hints that will appear in later releases of the comic.
- Link available in comic



A background image of a rainy night street scene. The wet pavement reflects the warm yellow and orange lights of street lamps and buildings. In the distance, a building with a sign that reads "АСТОРΙΑ" (Astoria) is visible. The overall atmosphere is moody and atmospheric.

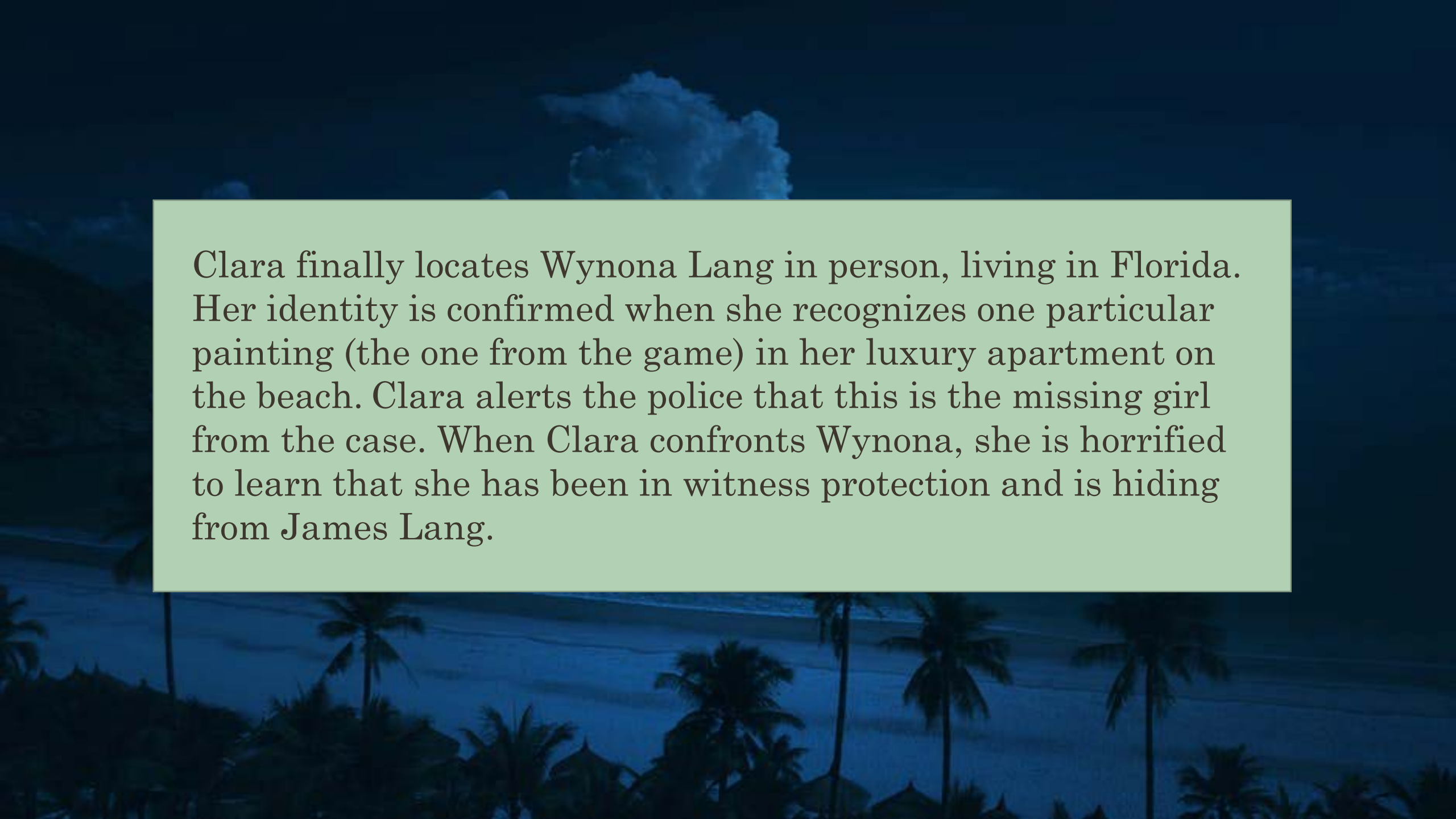
Clara has learned that the Game Maker calls himself James Lang. She starts using her hacking skills to try to find James' wife Wynona Lang, with the clues he has given her. She continues to investigate much to the chagrin of her friends who think that her boredom and wild imagination are getting the best of her—that she is having delusions of grandeur. *But is this just her imagination?*



Follow Clara: @CB_Seesthelight

Clara's tweets will be used as a method of giving participants a deeper understanding of who she is, her backstory and why she has become so obsessed with this mystery that literally fell into her lap. Followers will see tweets like the following:

- "I just received another mysterious email from this Jason Lang fellow - which may or may not be his real name."
- "I feel like he needs my help. He has reached out to me. I am going to do my very best."
- "My friends all think I am crazy, but I know that this is real. How can it not be?"

A tropical beach scene at dusk. The sky is a deep blue with a few white clouds. In the foreground, the silhouettes of palm trees are visible against the darkening sky. The ocean is visible in the middle ground, with gentle waves washing onto the shore. The overall atmosphere is calm and serene.

Clara finally locates Wynona Lang in person, living in Florida. Her identity is confirmed when she recognizes one particular painting (the one from the game) in her luxury apartment on the beach. Clara alerts the police that this is the missing girl from the case. When Clara confronts Wynona, she is horrified to learn that she has been in witness protection and is hiding from James Lang.



Clara's Email Inbox

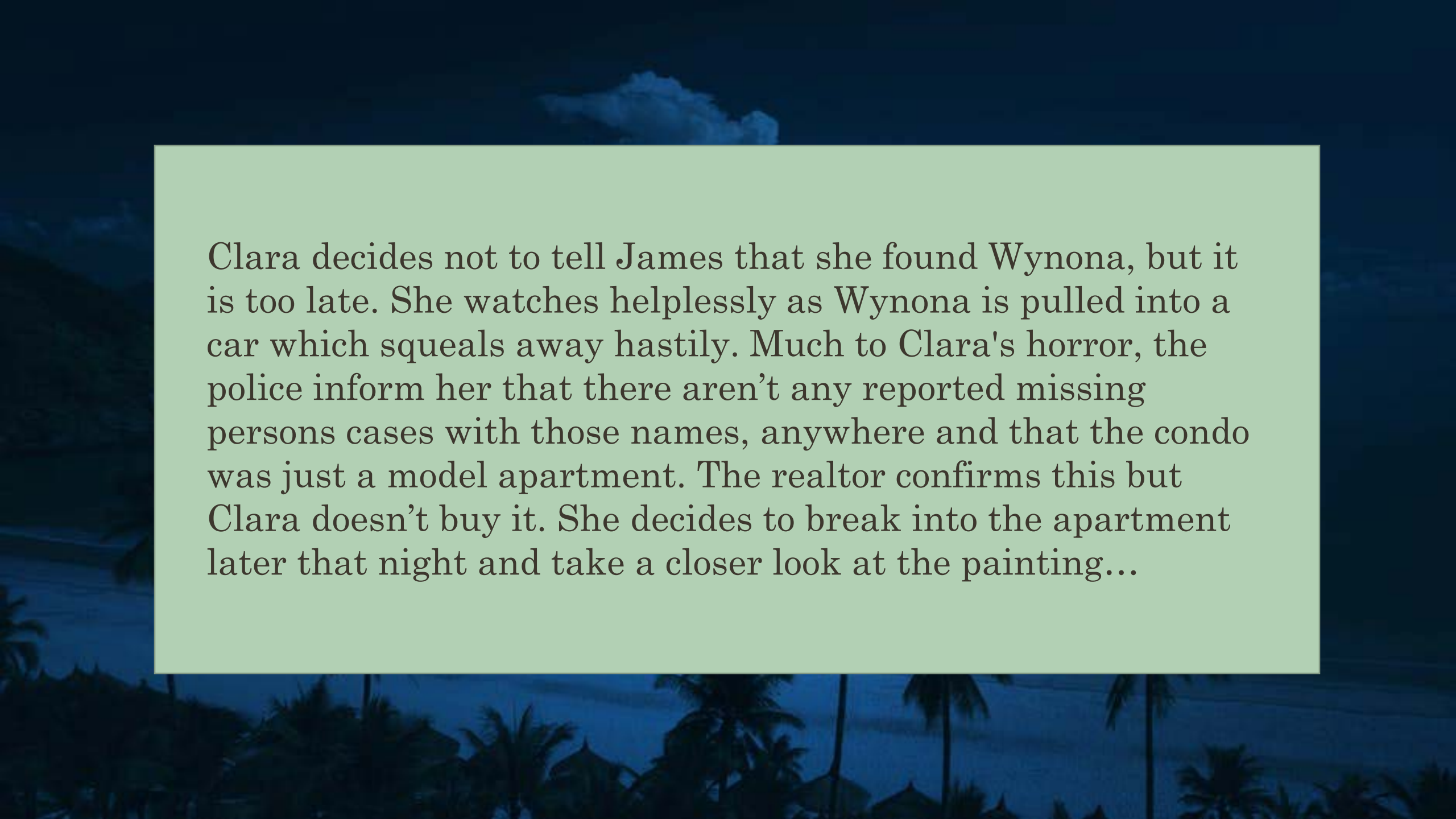
Access to Clara's inbox will give participants more backstory to the clues and leads that she decides to pursue as she investigates Wynona Lang's disappearance.

Fabricated articles will be made available if participants want to learn more about the circumstances of the case.

RARE NEWS

May 28, 2017 4:31 pm

A police probe of a woman's mystery vanishing at sea has shifted to her husband of three months



Clara decides not to tell James that she found Wynona, but it is too late. She watches helplessly as Wynona is pulled into a car which squeals away hastily. Much to Clara's horror, the police inform her that there aren't any reported missing persons cases with those names, anywhere and that the condo was just a model apartment. The realtor confirms this but Clara doesn't buy it. She decides to break into the apartment later that night and take a closer look at the painting...

The Live Event: Held in July at a Comic Con

- Before the release of the final issue.
- Find a particular version of the painting. Correct one will have a letter in the back.
- They must take a picture next to the painting and tweet @ Clara.
- The first 100 people to find the correct version wins print and letter addressed to them directly!
- Adds a fun and competitive element for the campaign's biggest fans.



Dear Clara,

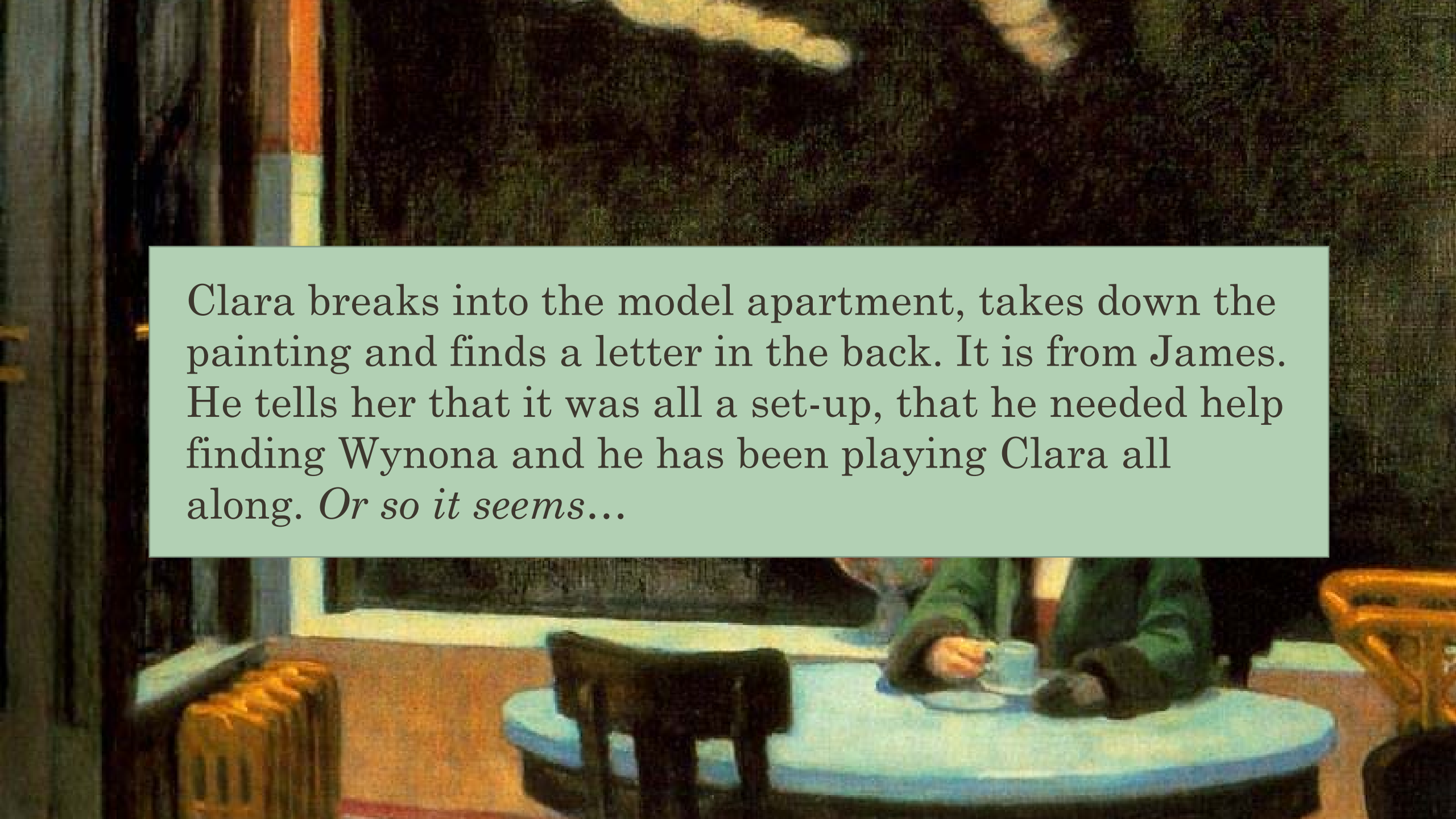
I hope that you can appreciate what I have done and you will understand why. Sometimes, in the monotony of life, we all need a little something intriguing to get us through the day, to get our hearts racing, to make us feel alive. I hope that you don't take any of this personally, but I needed help finding my wife because I was being watched extensively. Also, don't worry about Wynona, I have taken care of her in my own way.

You have led such a lonely, tough life but I am confident that you can take your skills and brilliant mind to heights you never thought possible. With that renewed sense of purpose, I hope you are able to get out there and search, and feel, and most importantly, live. You are truly, a brilliant woman.

I am sure that I will see you around.

James

P.S. As I am sure you have already noticed, this painting is yet another flawed copy. Why do you think that is?

The background image is a painting. In the foreground, a person wearing a green coat is seated at a round table with a light blue tablecloth. They are holding a small white cup. The room is dimly lit, with a large, dark painting on the wall in the background. The painting on the wall depicts a landscape with a bright, cloudy sky. The overall mood is somber and contemplative.

Clara breaks into the model apartment, takes down the painting and finds a letter in the back. It is from James. He tells her that it was all a set-up, that he needed help finding Wynona and he has been playing Clara all along. *Or so it seems...*

All Media Roads Lead to the Website...

The Website

THE COMIC

CLARA'S INBOX

LIVE EVENT

SUPPORT



Download the Latest Issue!

Purchase

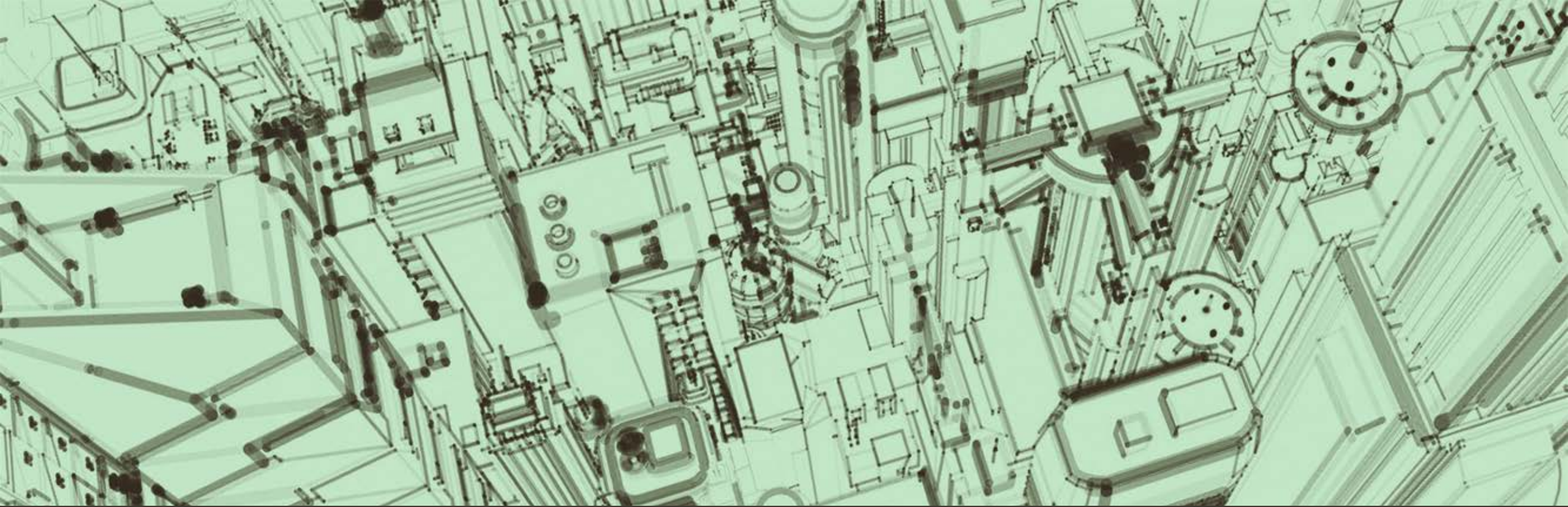


Available on the
App Store

The Game is now available!



Follow Clara @CB_seesthelight



Rollout Strategy for an 8-Month Campaign



- **Marketing:** Create a buzz via social media, booths at events, website launched
- **Issue #1:** Game is made available on iTunes, Clara begins tweeting.
- **Issue #2:** Clara's inbox is made available on the website.
- **Issue #3:** Participants who solve a puzzle from Clara's inbox can read issue #4 a week early
- **Issue #4:** Clara will be tweeting about this issue and about what might happen in issue #5.
- **Issue #5:** Live event will take place at a comic con
- **Issue #6:** Final issue released

Marketing – January - February



Issue #1 Released March



Issue #2 Released April



Issue #3 Released May



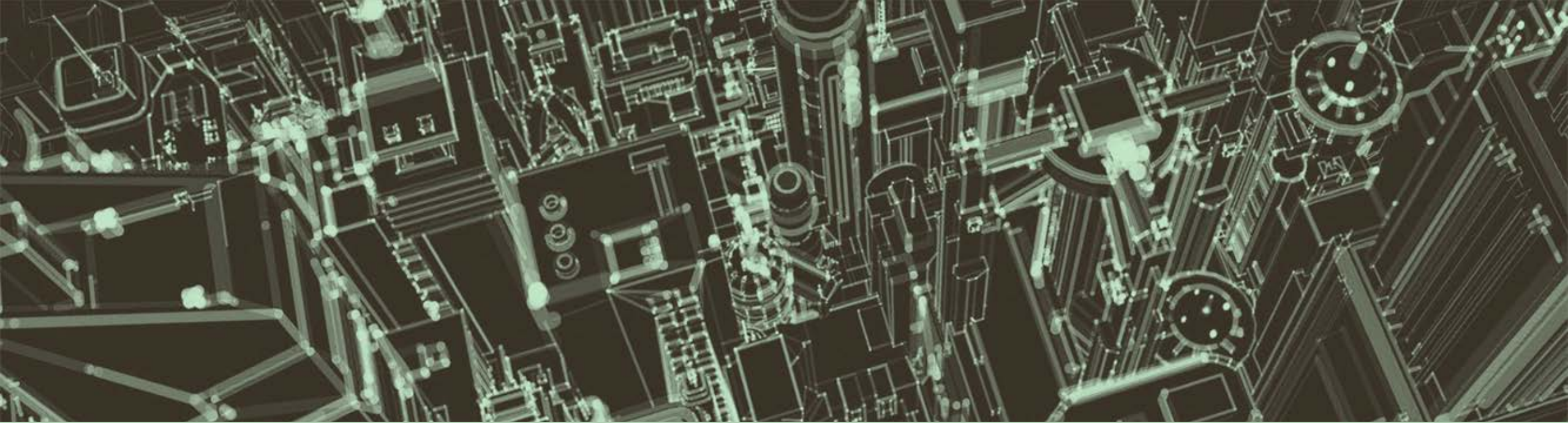
Issue #4 Released June



Issue #5 Released July



Issue #6 Released August



Budget, Fundraising, & Revenue Recovery



Item	Deliverables	Cost
Digital Comic	Design, distribution, collaboration	\$75,000
Game App	Cartoon graphics, 2-4 hour playing experience	\$350,000
Website	Development, maintenance, domain	\$10,000
Staff Time (8-12 Staff Team)	Content production, social media, Clara's inbox	\$500,000
Advertising Budget	Social media, digital comic platforms, strategic ads	\$250,000
Artifact Production	1,000 painting prints and letters for live event winners and buyers.	\$25,000
Live Event	Placing of artifacts, managing participation, renting space	\$5,500




Initial Fundraising Efforts will Begin with a Kickstarter Campaign

- Kickstarter campaign will run for a 30 day period in December.
- Raise initial funding and get the project off of the ground
- Marketing efforts will need to begin at least 6 months in advance. In order for Kickstarter campaigns to be successful, a strong marketing campaign is necessary. (Phillips, 222)

Revenue Recovery

- Sales of the comic
- Slow release of comic over a six month period.
- Digital, self-publishing of comic to lower distribution costs and maintain rights of ownership.
- Sales of the game app



A rainy night scene in a city. In the background, a large building with a prominent green dome is visible. To the right, another building has a neon sign that reads "АСТОРИЯ" in Cyrillic. The wet pavement reflects the city lights, and raindrops are visible on the surface in the foreground.

HOLY BANANAS BATMAN!
YOU MADE IT THROUGH ALL OF THE
PRESENTATIONS.

Thanks for Listening. Any questions?