

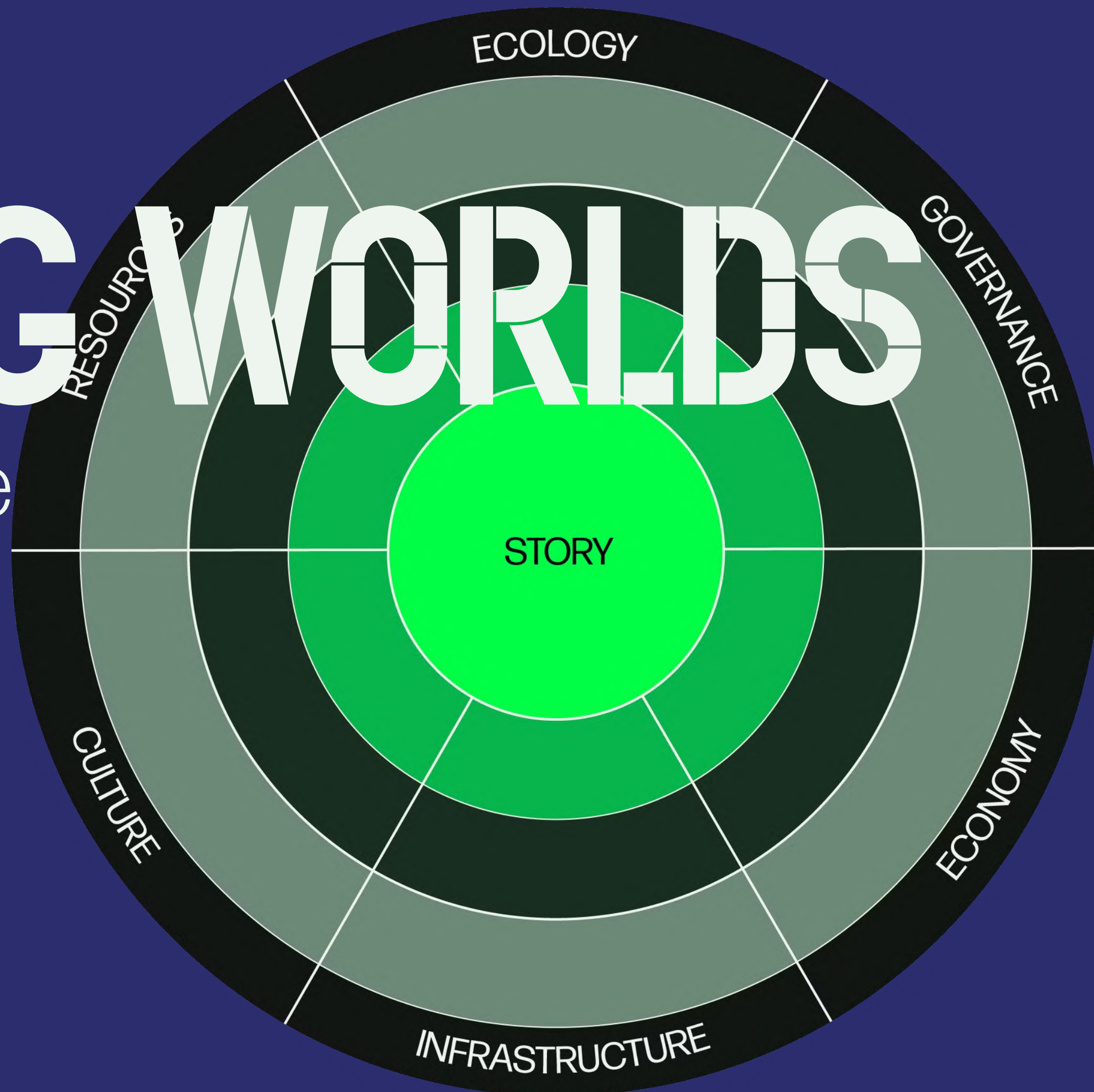
Humankind is facing unprecedented revolutions, all our old stories are crumbling, and no new story has so far emerged to replace them. How can we prepare ourselves and our children for a world of such unprecedented transformations and radical uncertainties...?

YUVAL NOAH HARARI, 2018, *21 LESSONS FOR THE 21ST CENTURY*

BUILDING WORLDS

Media Arts + Practice
IML 575 Fall 2024

World Building
Narrative Design
Design Systems



IML_575, Media Arts + Practice.

Professor Alex McDowell RDI is a production designer and creative director who has worked in entertainment media for 40 years.

He is William Cameron Menzies Endowed Chair in Production Design.

After designing Fight Club and Minority Report, in 2002 he developed the term **world building** as a narrative design system for creating holistic worlds through collaboration and co-creation.

This class will put into practice this discipline-agnostic system and learn the methodology and application of world building through rigorous research, prototyping and production. **To do so they will inhabit the world of PLANET JUNK.**

Graduate students are welcome from any school and area of study.

(NARRATIVE. DESIGN. SYSTEM.)

WHAT IS A WORLD?

Every world is holistic. Every aspect of the world is interconnected and dynamically informs the others.

Every world is unique: built upon a powerful foundation of rules and logic that frame countless spaces, stories, game mechanics, and characters.

Every world emerges from deep research, system, and narrative design that support storytelling; in multiple media platforms and digital and physical interactions.

(NARRATIVE. DESIGN. SYSTEM.)

WHAT IS WORLD BUILDING?

World building lives at the intersection of design, technology, and storytelling. World building is immersive. You will develop a world that you will inhabit and evolve.

World building is cross-disciplinary. Students will build a common visual language, translating complexity into comprehension in their medium of choice, without constraint.

World building is collaborative, and co-creative. Students should be prepared to develop and discover a world embedded with their collective intelligence.

World building creates by questioning everything. What if? Why not?

(NARRATIVE. DESIGN. SYSTEM.)

JUNK

What if there was a society 300 years in the future
build from the detritus of a former civilization?

SYLLABUS : FALL 2024

phase 1	destroy the world
phase 2a	build a new world, 300-yrs in the future
phase 2b	research and prototype, develop logic
phase 2c	populate the world and its environment
phase 3a	map the world through psychogeography
phase 3b	define the "street corner"
phase 4 final	the project/ the artifact

Every great storyteller can weave a compelling narrative, but world builders create many-dimensional worlds that support myriad stories by multiple storytellers across any platform, in any medium.

*WORLD BUILDING AND THE FUTURE OF MEDIA. A CASE STUDY _ MAKOKO 2036.
CECHANOWICZ, CANTRELL, MCDOWELL.*