Deconstructing VR/
Story Design: build an alternative memory

SeirenFilms is a transmedia storytelling and experiential design company based in Argentina. From film to VR, from documentaries to interactive installations, SeirenFilms is a story lab that explores new narratives in the digital universe combining a passion for stories, art and poetry in a universe of bits and pixels.

StoryHackers is a Pop Up Lab, powered by SeirenFilms, exploring emerging media and new narrative languages in the intersection of tech and stories.
Supported by OEI and the Board of Culture of Argentina, StoryHackers offers a DIY and Maker approach to digital storytellers. This nomadic and decentralized vision has taken StoryHackers all over the world offering workshops, labs and conferences in more than a dozen locations from Patagonia to Iceland. In our work, we bring together a diverse mix of filmmakers, journalists, academics, coders, scientists and storytellers to defy and explore the nature of bit–storytelling.

Join the conversation **#STORYHACKERS** Social Media @seirenfilms hello@seirenfilms.com

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https://www.marialauraruggiero.com/storyhackers
https://seirenfilms.com/storyhackers–en

Go back in time to a life-changing event in your own personal story. Describe it.

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Interaction:What was the defining action of that moment?

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Space: Where did it take place?

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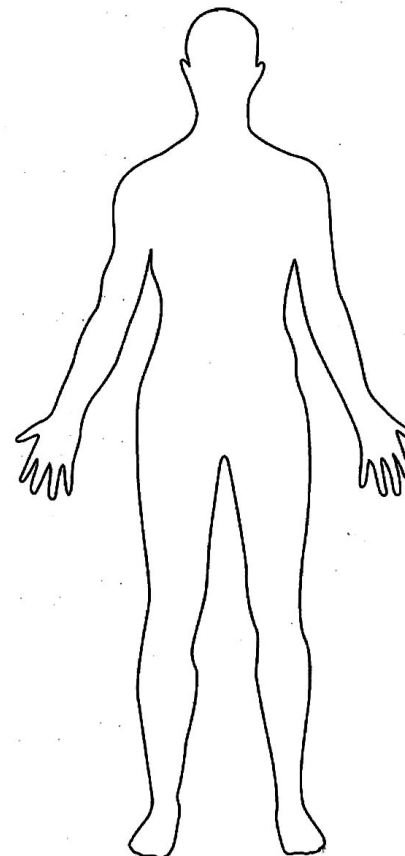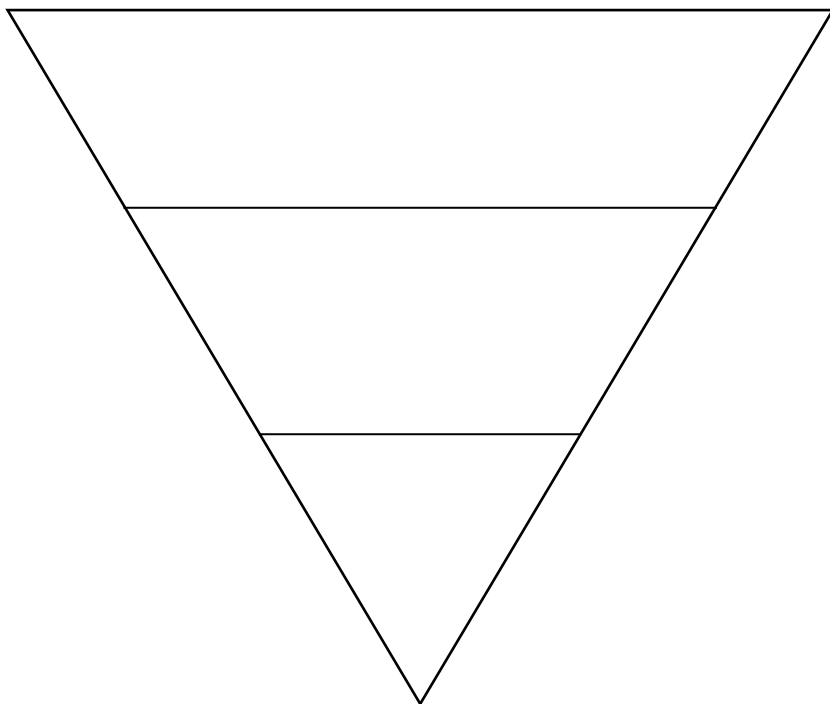Time:What was your perception of time like?

Slow

Fast

"a story is a way of structuring information, engaging receivers and creating meaning"

Emotion: How did you feel then? List 3 emotions in the inverted pyramid and locate that emotion in your body. Hack the body representation to your preference.

Emotions

"Immersive narratives approach our bodies as an emotional interface"

What is the role of the user in this scenario?

Before

Defining Moment

After
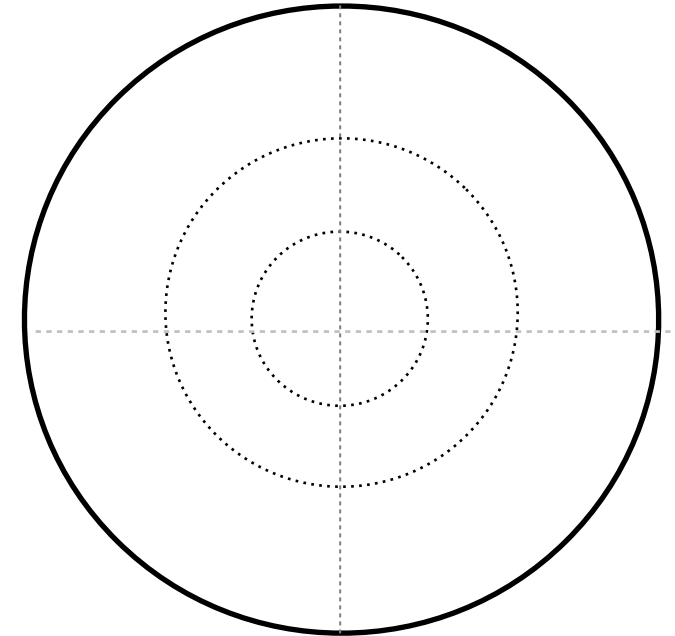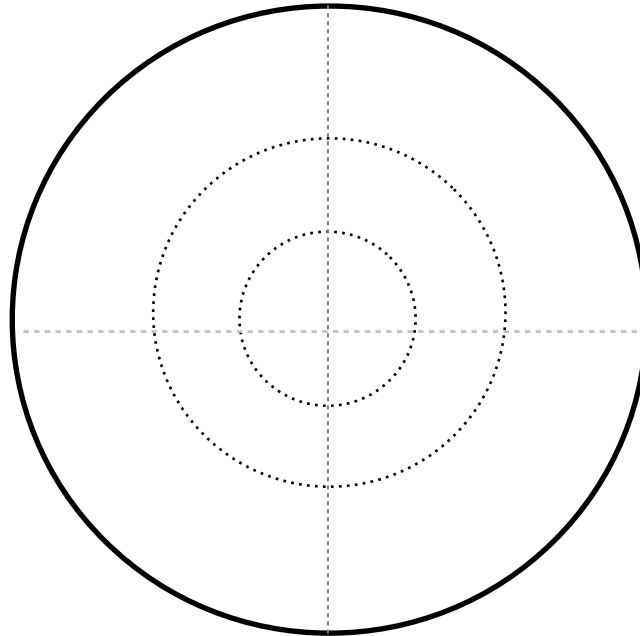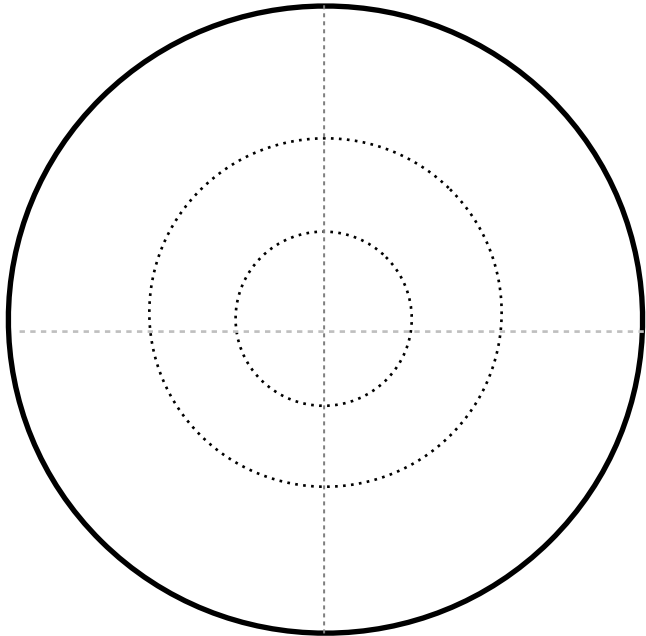
Storyscape: _____

Emotion: _____

Interaction: _____

Engagement Level:
_____

Storyscape: _____

Emotion: _____

Interaction: _____

Engagement Level:
_____

Storyscape: _____

Emotion: _____

Interaction: _____

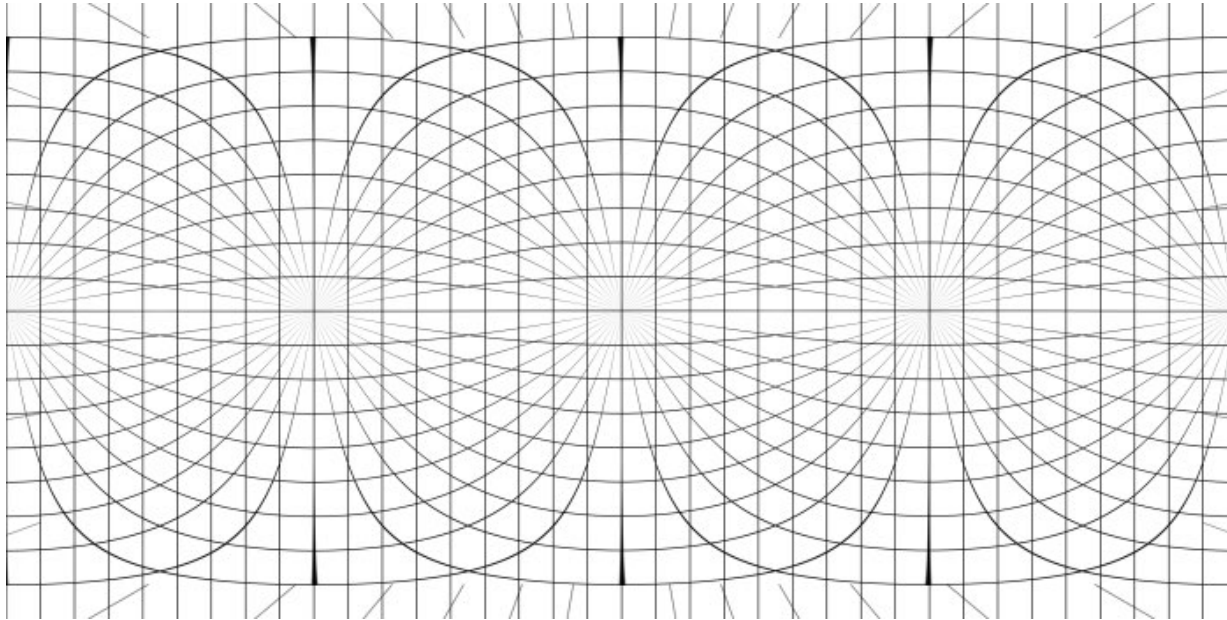Engagement Level:
_____

User perception of time

Slow

Fast

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—HACK IT—
Build an alternative version of that memory as an element X.

Visual Design

What emotional response are you trying to evoke in the user?	Visual resource

"Immersion is a gradual experience that progresses through degrees of engagement".

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Sound Design

Sound spatialization

List the elements of the soundtrack	
NATURE SOUNDS	
VOICE/ SPEAKING	
MUSIC	
MACHINE SOUNDS	
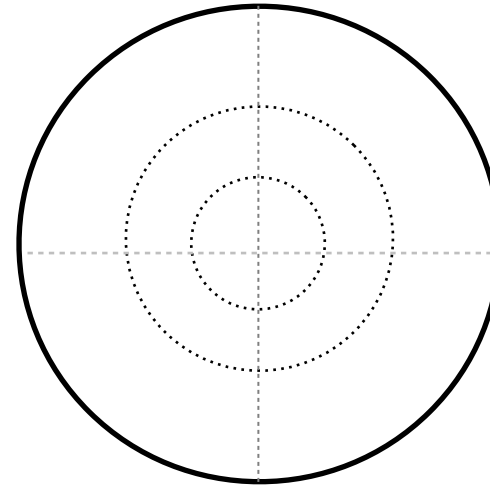
SOUND	Is the sound a metaphor? Does it emphasize an emotion?	What's the spatialization of the sound?

"Sound is like touch at a distance. It triggers the sleeping brain".

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	What emotional response are you trying to evoke in the user?	Gesture	Hardware
1			
2			
3			

	Hardware Design		
Gesture Design	LOW BUDGET	MID BUDGET	HIGH BUDGET
	LOW PRECISION	MID PRECISION	HIGH PRECISION
	LOW COMPLEXITY	MID COMPLEXITY	HIGH COMPLEXITY

" best approaches to experience design are story driven and tech agnostic".

Installation. Transmedia. Distribution

Is your creation a standalone piece or part of a bigger coverage?

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List 3 Key points in the User Journey and distribution of the overall experience:

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"In a transmedia world, each medium should make its own unique contribution to the unfolding of the story".