DEVELOPING A PREMISE

A premise is a one paragraph description which summarizes your project and the objective of the interactive application. The premise should "hook" your reader.

Premise Exercise for a Narrative Multimedia Application

(PROJECT TITLE) is a story about (NAME OF PROTAGONIST), a (DESCRIPTION OF PROTAGONIST) who, after (OBSTACLE), wants to (OUTER MOTIVATION) by (METHOD OF ACCOMPLISHING OUTER MOTIVATION). We will know that the (PROTAGONIST) has succeeded at the end of the story when (PROTAGONIST) has (ACCOMPLISHMENT THAT SIGNIFIES SUCCESS).

Sample Premise for a Narrative Multimedia Application

The Journeyman Project II: Buried in Time is a story about you-- Agent 5, a likable player who, after being framed for altering the fabric of time and thrown in jail, must escape and traverse history to unravel the plot against you. We will know you have succeeded at the end of the interactive adventure when you gather all the evidence necessary to prove your innocence.

With a few modifications, the premise exercise outlined above can be modified for use with other types of interactive media applications such as Web sites and original online programs.

Sample Premise for an Online Episodic Application

The Spot is about the interconnected lives of six 'Spotmates' (user chooses which protagonist to follow), all beautiful, vibrant, young adults who, after a day of romping around, try to unmask the reason for their existence by sharing their inner-most thoughts, emotions, gossip, photographs, home movies, and sorrows. The user has succeeded when he/she interacts with the daily episode and probes all archived material, thereby forming an addiction to the series.

Sample Premise for a Web site

The Internet Chocolate Factory is more than just a chocolate lovers web site...it's a Fantasy Island for chocoholics! Fulfill your chocolate dreams. Learn about the history of chocolate and take virtual tours through the finest chocolate establishments in the world. Enter our bakery and order custom chocolate treats. Download sample coupons to be redeemed at your local confection shop. Browse our Hershey Bookstore, swap recipes with fellow chocolate lovers, build your own cyber mudpies, & more!