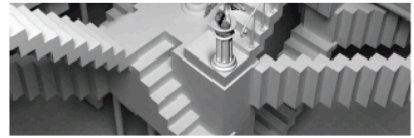
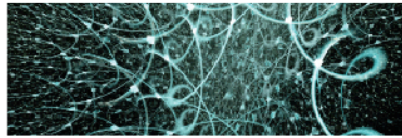


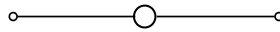
# SHAREDstoryWORLDS



## *Design Primer*

**DIY DAYS LA**  
a roving conference for those who create

October 28, 2011



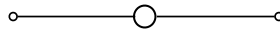
# Creative Questions

## STORYTELLING

What's the core/initial narrative?	
Are there secondary/supporting narratives?	
What content is necessary at launch? Post-launch?	Launch: Post-Launch:
How will contributions be integrated into core narrative?	
Are official but non-canonical contributions allowed?	<i>[this is the equivalent of Alternate Timelines or multiplicity]</i>

## WORLDBUILDING

What's the world surrounding the story?	Genre: Attributes: Mythology:
How high is the hurdle for contributors?	Necessary skillsets: Required world knowledge: Complexity/size of contributions:
Is this a single or multi platform experience?	
What mediums will be used internally?	

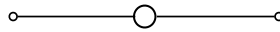


INVITATIONS

How much of the world is scoped (off limits) from contributors?	Characters: Locations: Items:
What mediums can contributors use?	
How will invitations be designed?	

Operational Questions

Technologies / resources required (note: this applies to all aspects of your project!)	Technologies (software, services, etc.): Resources (personnel, hardware, etc.):
What's the process for submissions? Is it clearly communicated?	
What's the content workflow process?	Internal content: Contributed content:
What's the process for paying contributors?	
How will you scale as submissions increase?	
How will you identify, connect, and engage with contributors?	



# Legal Questions

What is the parity exchange offered to contributors?	Canonical Credit:  Monetary compensation:
How will rights be assigned for accepted contributions?	
Can audiences remix each other's contributions?	
If yes, under what conditions?	
If yes, how will legal rights be obtained?	
If yes, how will revenue be shared for remixed derivative works?	
Are there limitations on contributor's trademarks?	
Under what conditions will contributors be paid?	Up-front payments:  Back-end revenue sharing (split, exceptions, timing of payments, etc.):
Will you use additive licensing (e.g., Creative Commons)?	
Do you have a rights management system?	