# NASG Notes

Consider:

* who the message is for
* what the unspoken assumptions the message makes are
* what the ultimate goal of the message is
* Collective and Systemic Solutions vs Individual Virtues
* Sharing and Community
* Regeneration vs Ownership
* Indigenous approaches, feminist ethics, humane world view
* Post-human approaches

When concepting, think about:

* Framing
  + How is the concept initially framed? How will it be received?
  + REMEMBER THE RED SQUIRREL
* Context
  + Remember that specificity is a solution to impact, but broad appeal is good for market success and that these concepts are in contention.
* Trust
  + Truth is dependent on trust – build it.
  + Do not endanger this trust your players may have.

Properties to account for:

* Temporal scale
  + How do we represent processes that take place over a very long time in a meaningful way?
* Range
  + How do we represent far reaching consequences that involve and affect a high number of elements/beings/objects?
* Difference
  + How do we represent the many different ways in which elements/beings/objects are implicated in the problem, i.e. that they are affected/involved in dissimilar ways?
* Invisibility
  + How do we represent consequences that we are not always apparent to human perception? How do we avoid focusing only on surface consequences?
* Spatial Distances
  + How do we represent consequences that are highly distributed spatially, also in cases where the cause of something is spatially distant from its consequences
* Agency
  + How do we represent the crisis in a way that is truthful to the irrevocability of things, and where is it sometimes unclear what can be done (and by whom), and who is responsible.
* Affect
  + How do we represent problems in a way that motivates the player to act and feel responsible? Not just inform the audience, but also call upon them to make a change.