



Mobile Storytelling

Michela Ledwidge
@michela
michela@modprods.com

Four mobile case studies



- 3D casual arcade game
- Media arts installation
- Mobile business site
- Social game platform

Babe on a Beam (2009)

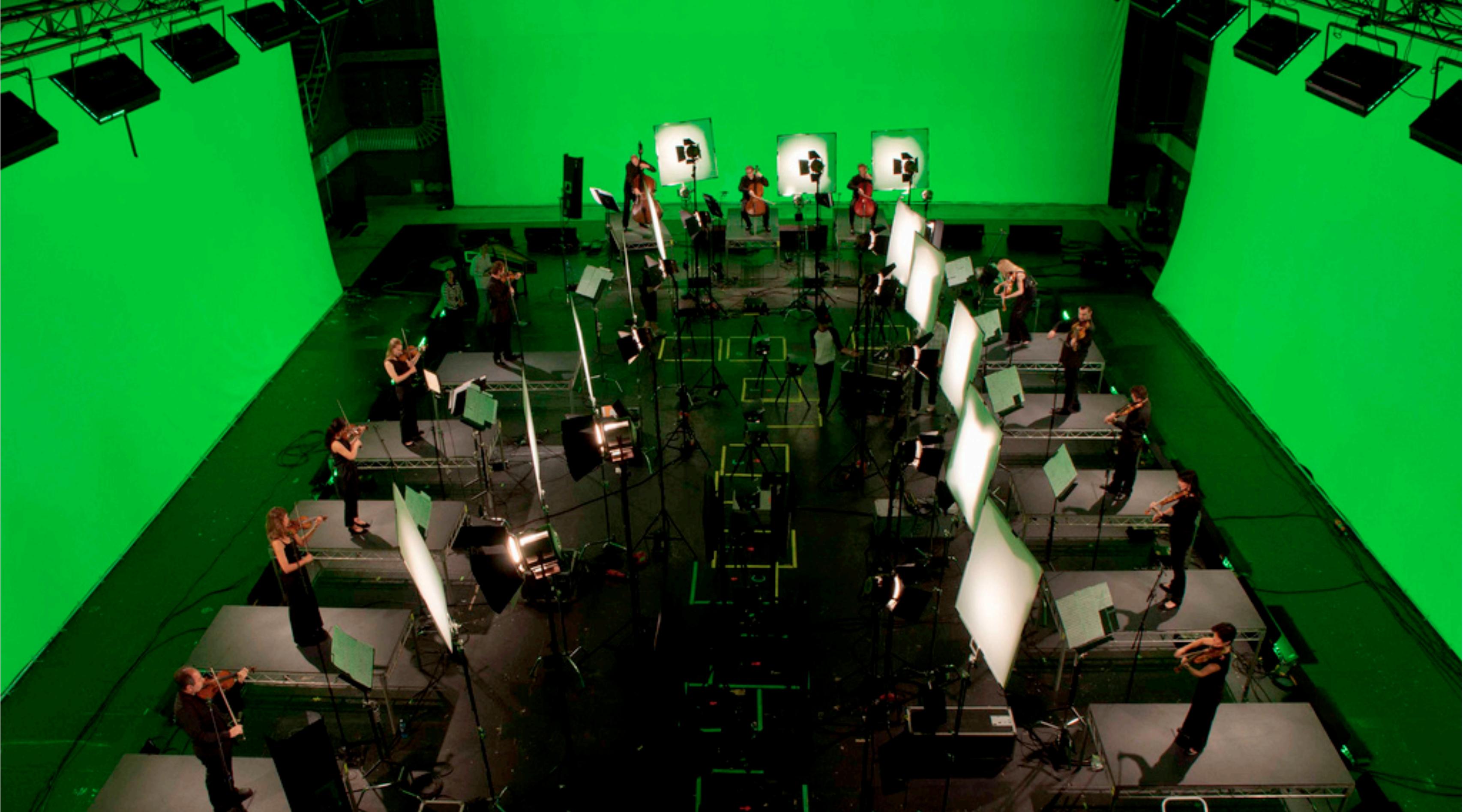
- “Help baby get her bottle”
- Unity3D, iOS SDK
- Casual arcade game
- 5 people (commission)
- 3 months
- Lessons:
 - Middleware has its place
 - Marketing is a must
 - Test often, test early

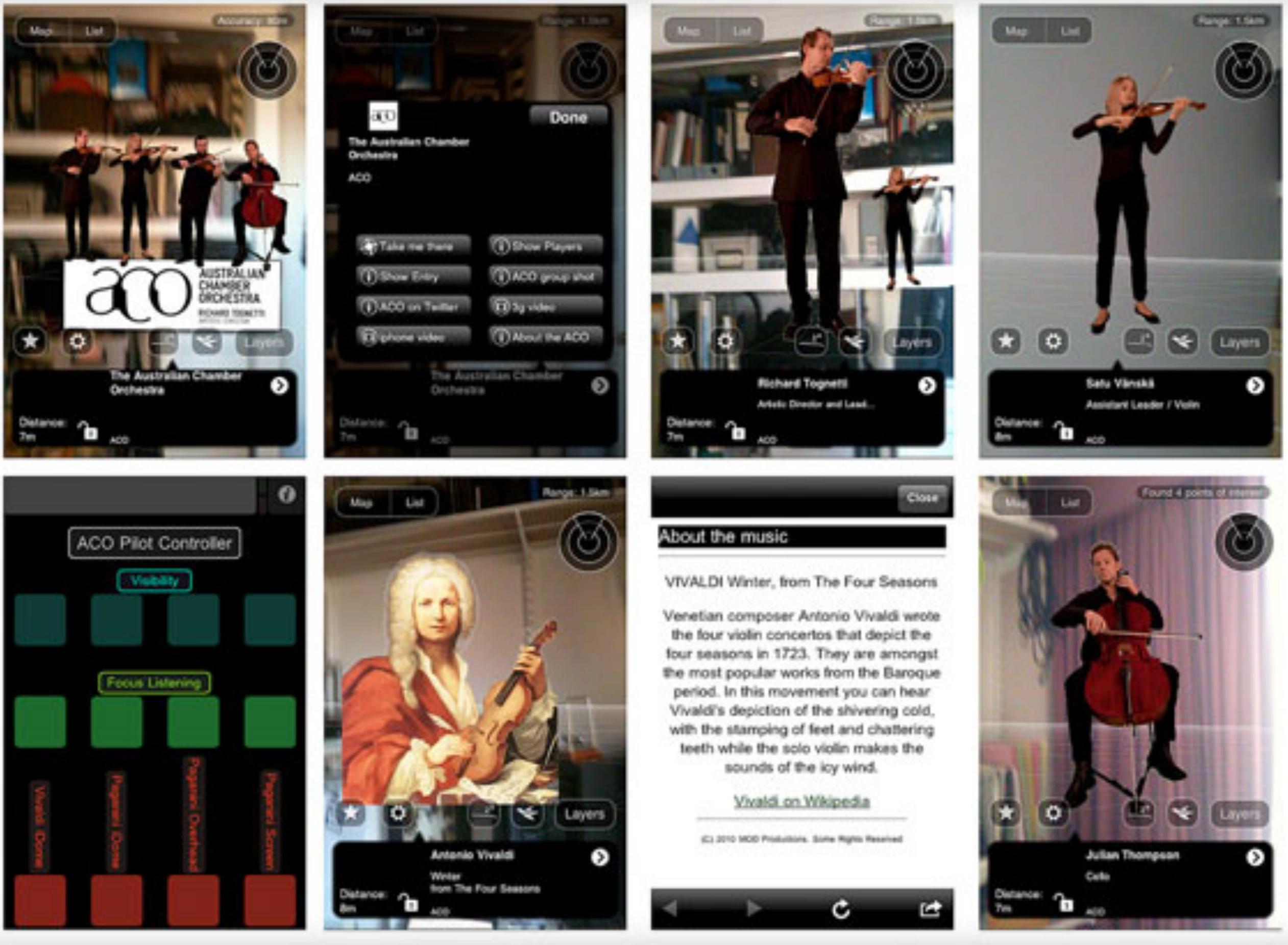


ACO Virtual Orchestra (2010 - present)



- “World-class ensemble ACO is innovative and inspiring”
- Objective-C, Layar, python
- Installation (R&D / commission)
- 40+ people
- 6 months
- Lessons:
 - Mobile tools speed up workflow
 - Media magic is our business





modprods.com (2012)

- “We create media magic for you”
- Mezzanine, Django, python
- SME website and CMS
- 4 people
- 3 months
- Lessons:
 - Less is more
 - Bespoke tools have their place
 - Analytics aid decision-making

The screenshot shows the homepage of modprods.com. At the top is the MOD PRODUCTIONS logo. Below it is a navigation bar with links to Home, Products, Services, and Contact. The main content area features a paragraph about the company's services, followed by a "Featured Productions" section with an image of two cartoon characters standing in front of a sign that reads "dirt girl World". Below this is a detailed description of the "dirtgirlworld" project.

MOD PRODUCTIONS

[Home](#) | [Products](#) | [Services](#) | [Contact](#)

Mod Productions designs interactive experiences across multiple platforms including installations for live events, mobile and web.

Featured Productions



dirtgirlworld

Digital production and hosting for the hit children's series on ABC, BBC, CBC and Sprout.

Tag Town (2012)



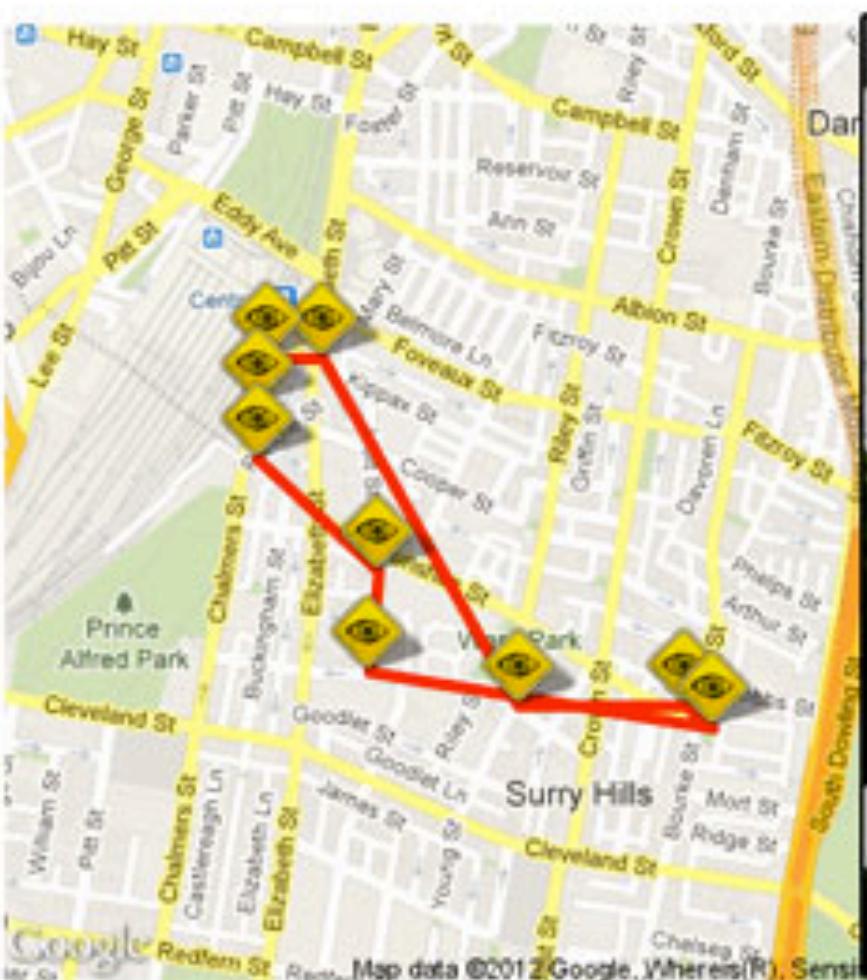
- “Stop the virus. Save the city. Get the girl”
- Objective-C, C++, python
- Multiplayer social mobile game
- 6 people
- 3 months (to playable demo)
- Lessons:
 - Go native for speed and code reuse across platforms
 - Server APIs can scale
 - 50% is design and testing

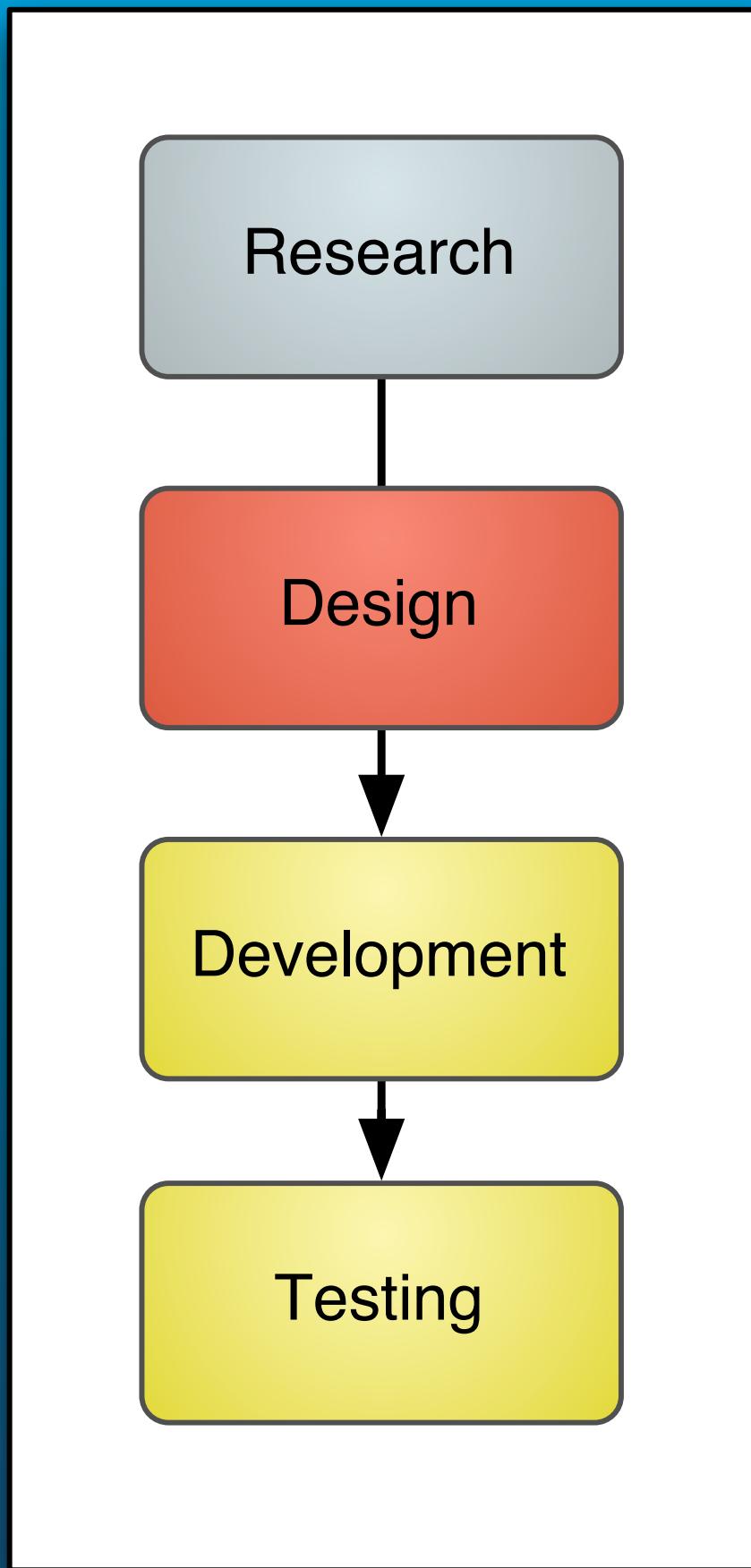
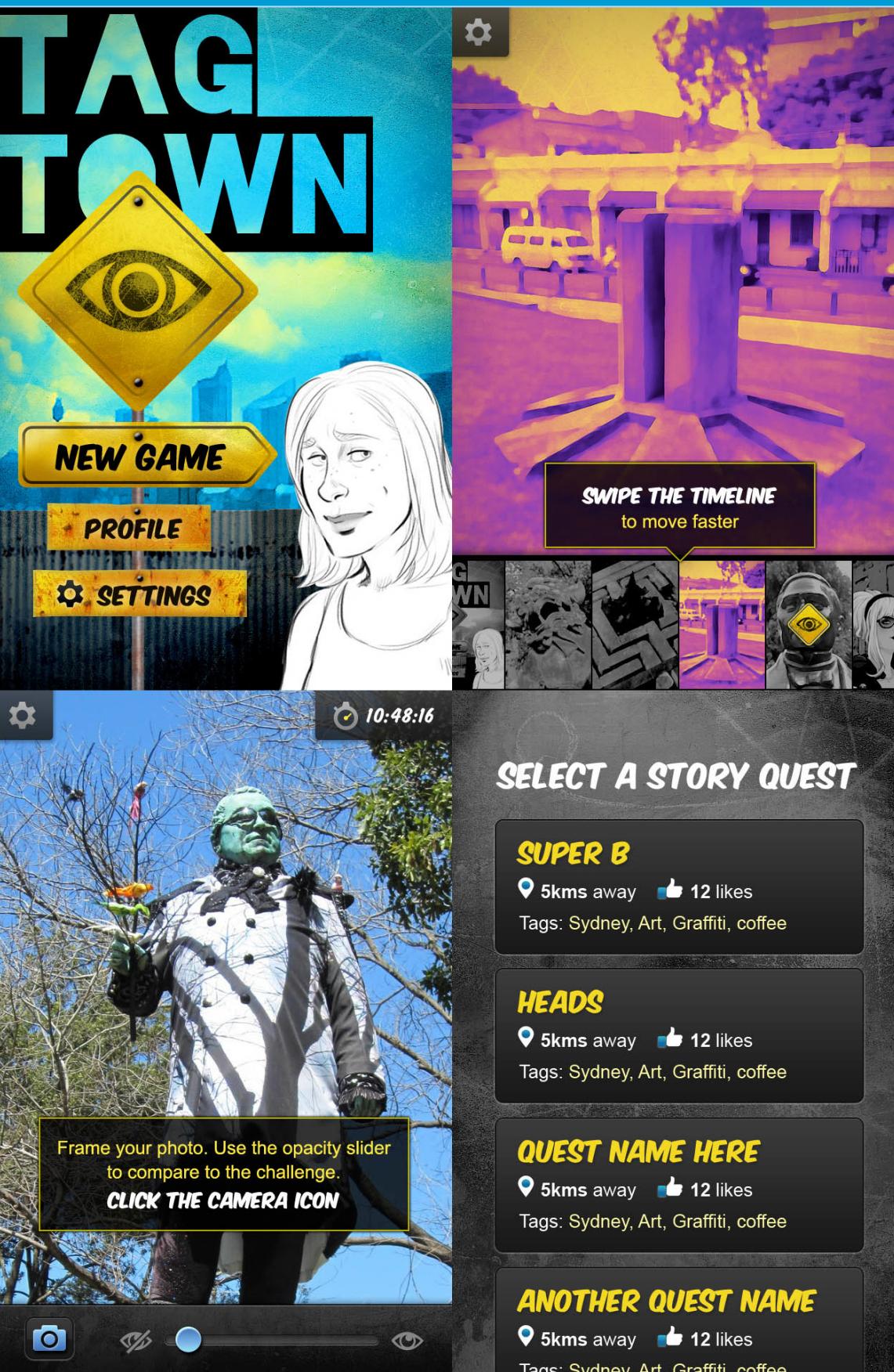
Game Dashboard: SuperB

Started June 12, 2012, 2:43 p.m.

Players

Name	Item #1	Item #2	Item #3	Item #4	Item #5	Item #6	Item #7	Item #8	Item #9
michela									





Michela Ledwidge
@michela
michela@modprods.com

Tag Town
@tgtwn
<http://tgtwn.com>