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This Is Not A Game: A Guide to Alternate Reality Gaming

Dave Szulborski

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#1625994 in Books New Fiction Publishing, LLC / www.new-fiction.com 2005-06-30Original language:EnglishPDF # 1 9.00 x .99 x 6.00l, 1.29 #File Name: 1411625951395 pages | File size: 72.Mb

Dave Szulborski : This Is Not A Game: A Guide to Alternate Reality Gaming before purchasing it in order to gage whether or not it would be worth my time, and all praised This Is Not A Game: A Guide to Alternate Reality Gaming:

0 of 0 people found the following review helpful. A solid, if dated and biased, look into the ARG genreBy Douglas C. MaynardThis is an insider's look at the early days of alternate reality gaming, as the author apparently was a major creative force behind many of the ARGs of the early to mid 2000s. He does a good job of chronicling the notable highs and lows of the first waves of the genre, as someone who saw most of it unfold. Because it's now a decade old,

and the ARG 'phenomenon' still seems like it's finding its way, the book does feel dated, and the sample ARG he created as a companion to the book (in Appendix G) is no longer functioning (likely because the author died in 2008). Szulborski's writing is generally good but just a bit informal or amateurish in places for me, in part because of his obvious love for the genre and belief in its potential - this is not a dispassionate view of ARGs as a medium. However, I still found it a solid and useful introduction to the genre. 1 of 1 people found the following review helpful. Great book on ARGs By Kerrald This is Not a Game is an interesting take on the ARG/Transmedia genre's early years (1999-2005ish) from the perspective of a player turned independent ARG designer. While not exactly encyclopedic and covering every game from that time period, it does a good job of looking at the early foundations and some of the big names as well as their aftermath and a case study of a couple indie-games that came afterwards. Its a great intro to people new to the genre, that may have missed The Beast, Majestic, and any others from that time period. 0 of 1 people found the following review helpful. Really good explanation of an esoteric subject By Customer I enjoyed reading this book, even though I did not learn much from reading it, since I was already familiar with AR technology. This is a good introduction to AR and its possibilities. If you are not much into post-modernism or post-post-modernism and think reality is static and unchanging, beware...this book will challenge your assumptions!

Imagine a world of mystery and excitement, adventure and fantasy, waiting for you to explore. A world that reacts to your every move, with characters and companies that talk to you, send you messages, and even give you items to help you in your quest. A world so immersive that you can no longer tell where the reality ends and the fiction begins. Welcome to the world of Alternate Reality Gaming. *This Is Not A Game: A Guide to Alternate Reality Gaming* by Dave Szulborski is the perfect introduction to the unique and exciting world of Alternate Reality Games. Written by the creator of five successful and critically acclaimed ARGs, *This Is Not A Game* features detailed sections on the theory and history of Alternate Reality Gaming, as well as a "How To Guide" for aspiring game creators. The book also includes Dave's personal reflections on creating some of the most popular ARGs ever developed, and essays on gaming and cooperative writing by award winning authors Ben Mack and Joseph Matheny.