

# WORLD BUILDING

World Building is an experiential, collaborative and creative process that

integrates imagination and technology, creating story space from inception through iteration and prototyping, into manufacturing and delivery.

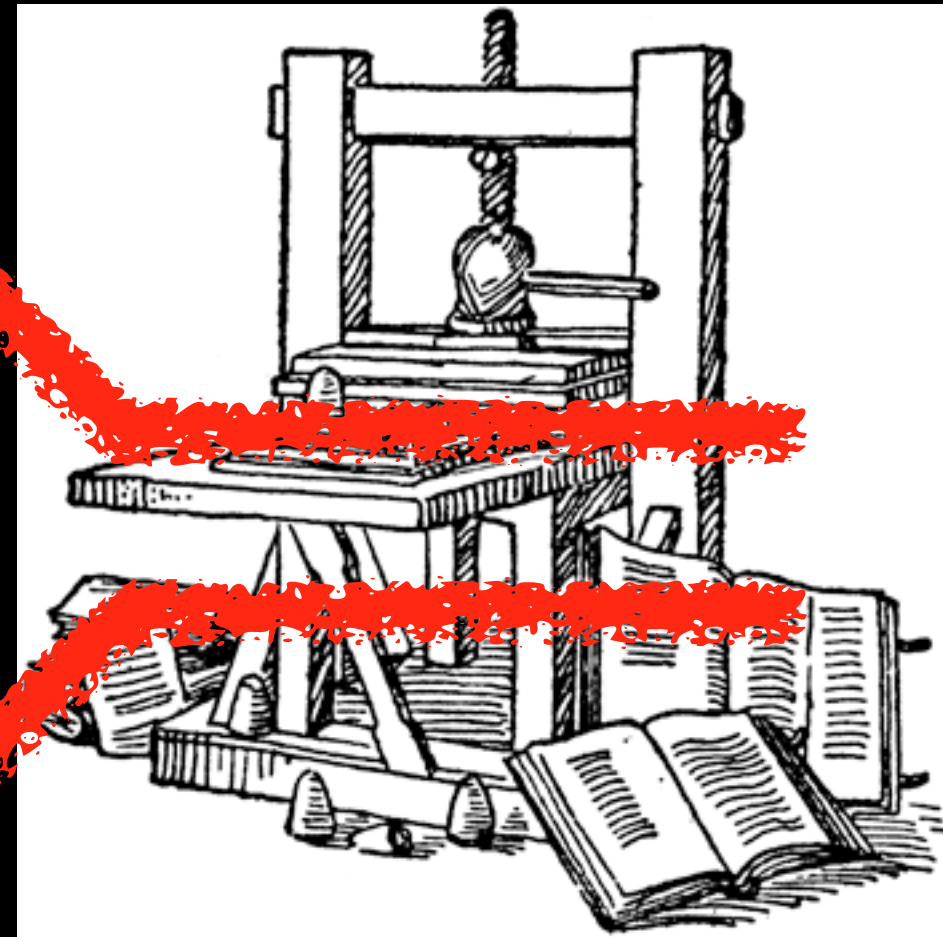
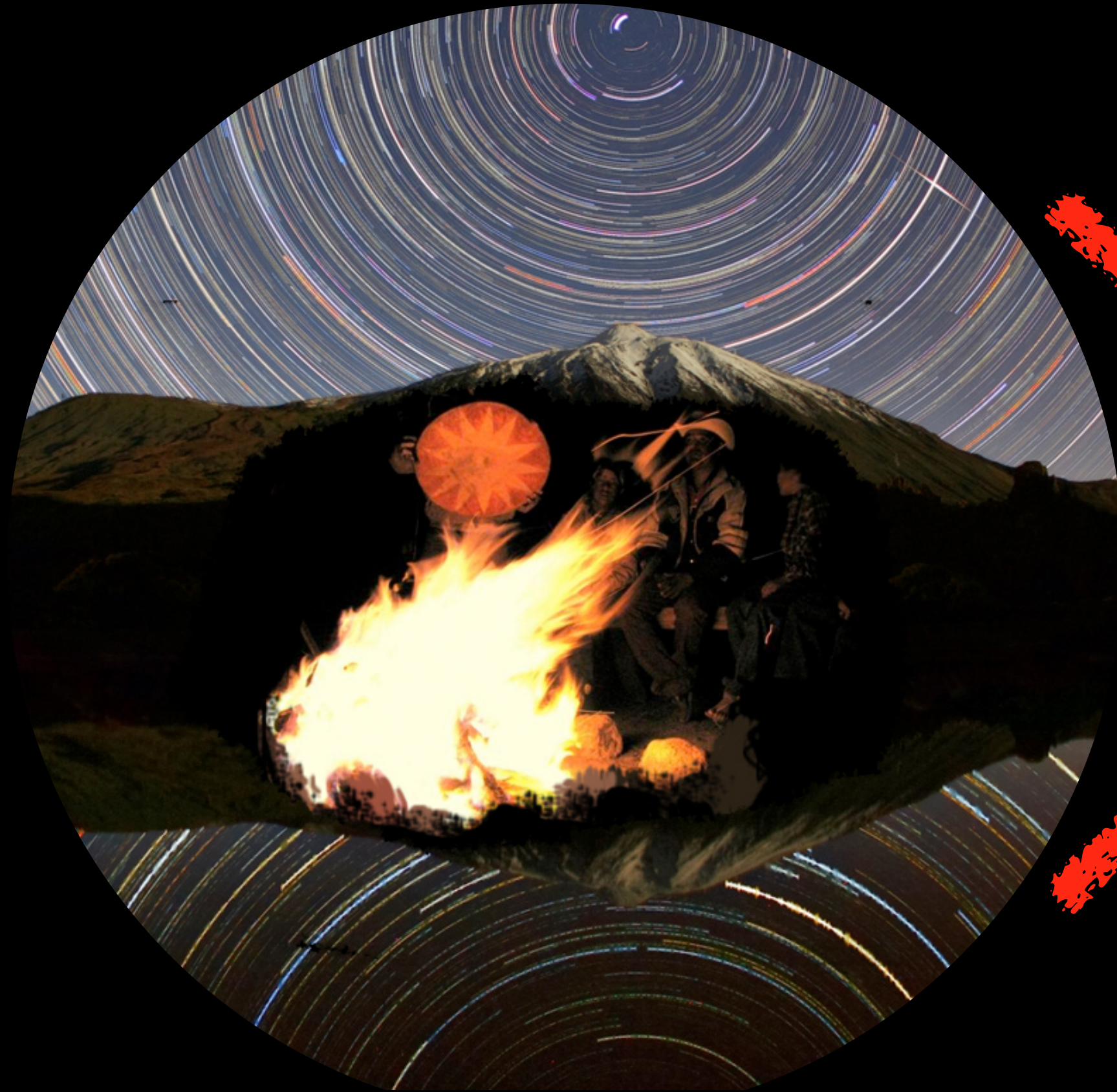
Translating an obsolete 20th Century industrial model of pre-production, production and post-production into a 21st Century fluid and persistent non-linear workflow, World Building opens new possibilities of immersive storytelling & the weaving of multiple narratives across media.





shared experience, the communal fire, making sense of the world  
through metaphor and story

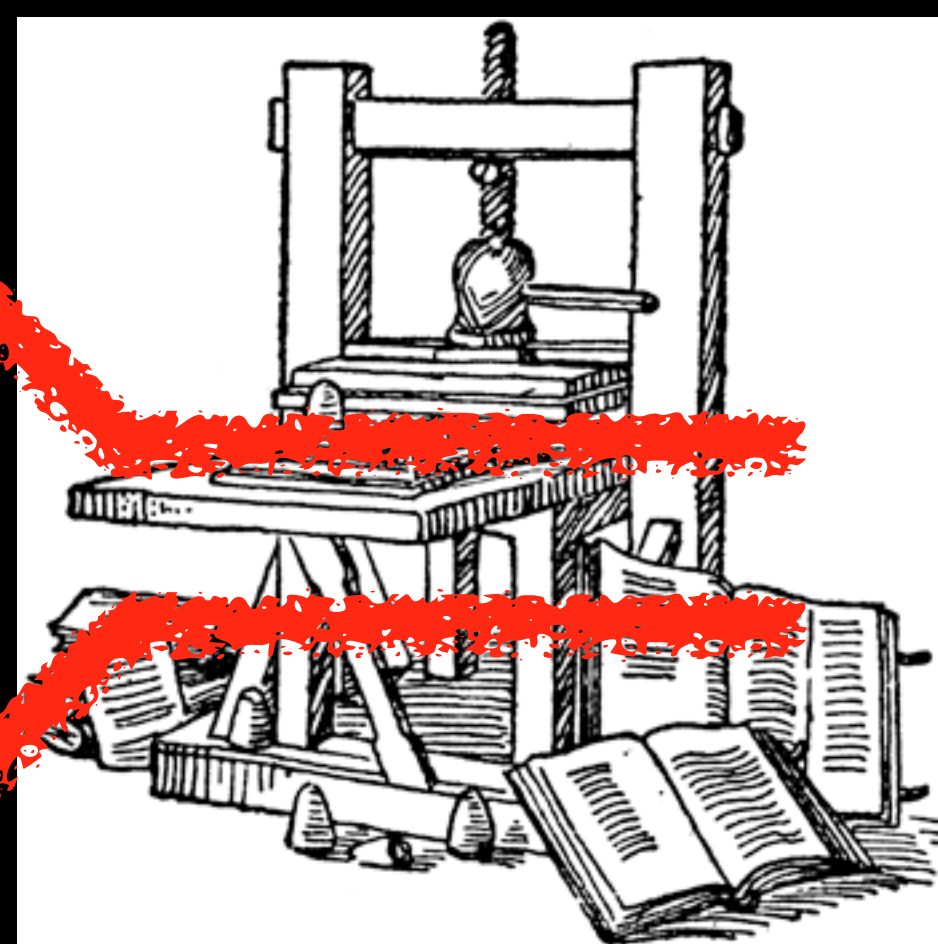
@danielcgonzalez  
cielosaelcuerpo.com



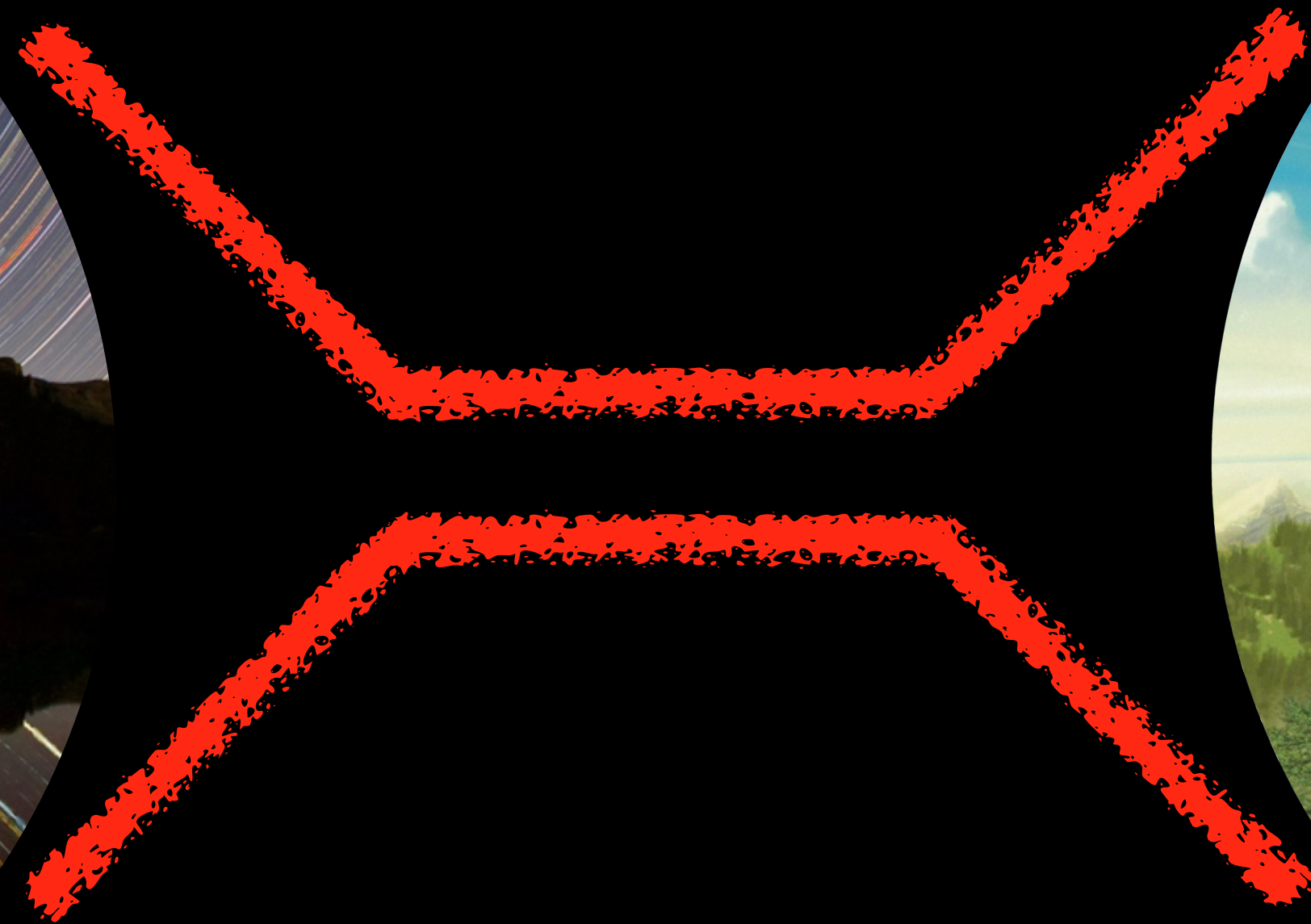
**shared  
collaborative**



**shared  
collaborative**



**linear, auteur**



**non-linear  
inter-disciplinary**



“...***Upside Down*** began like this: one day an image appeared to me, and with that fundamental image I unfolded the small but core piece of the story.

More specifically, I woke up with the image of a young boy on the top of a mountain looking up to a girl who was on the top of an opposing mountain, upside-down. I understood in the next second that they want to love each other but that it's going to be very complicated ...”

**Juan Solanas, director of *Upside Down***

from this spark, we form a world, and its interior logic



terrain



society



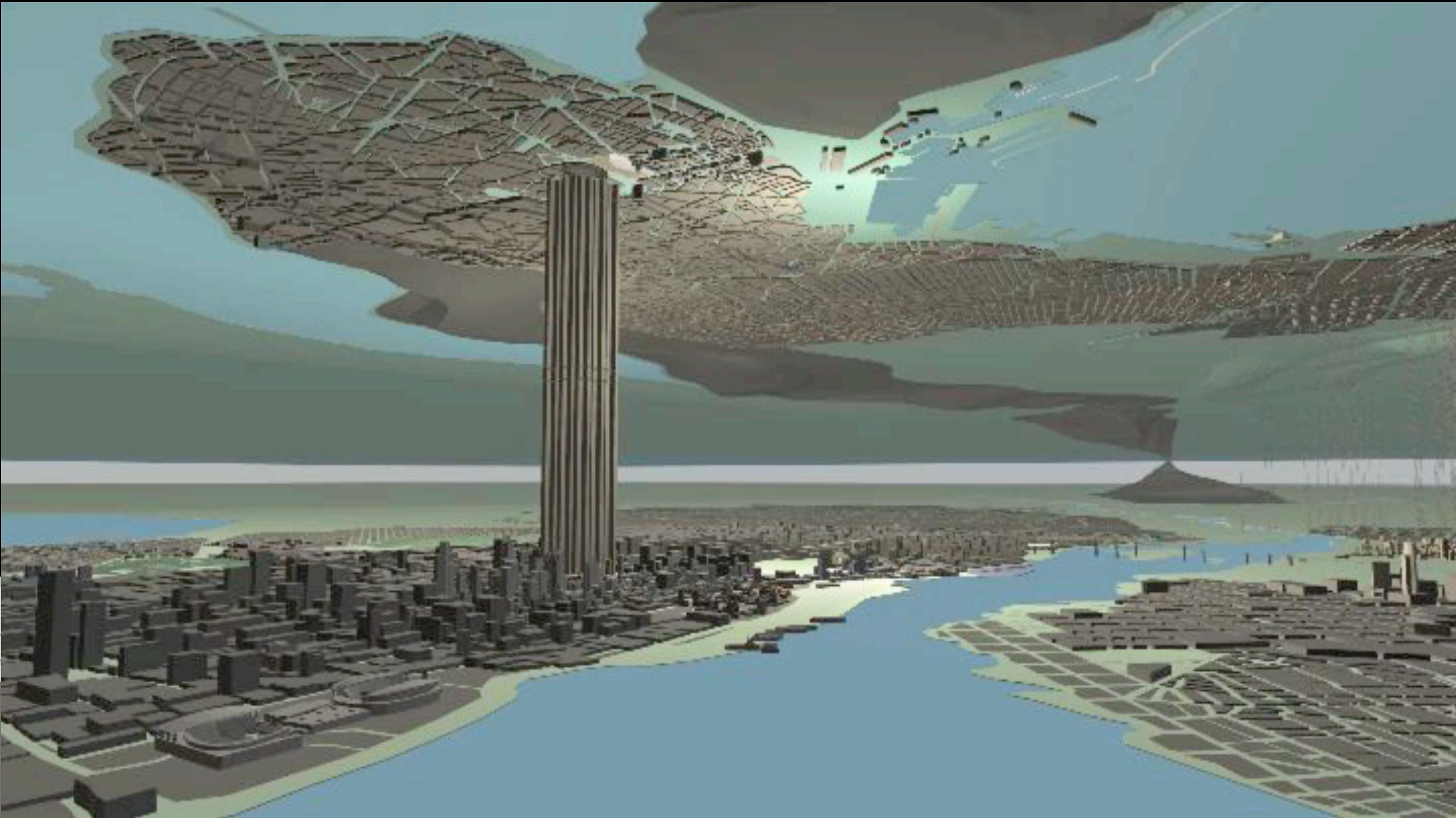
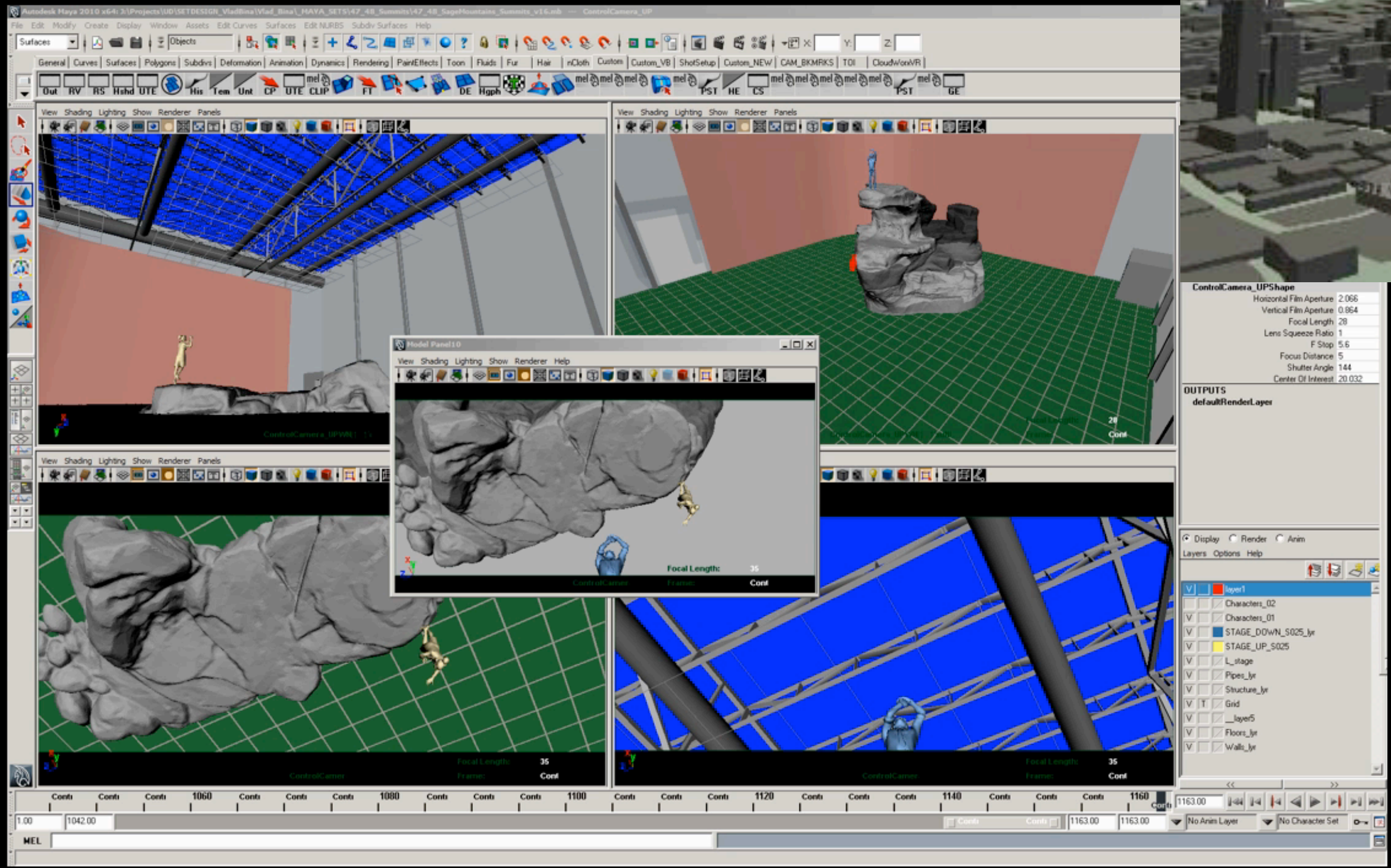
politics



culture



history



geography

visualization



VISUALIZING A  
MAGICAL WORLD

# STORY

SCRIPT

FUNDING

DESIGN

CAMERA

ACTORS

REHEARSAL

SHOOTING

VISUAL EFFECTS

EDITORIAL

DISTRIBUTION

DEVELOPMENT

PRE-PRODUCTION

PRODUCTION

POST-PRODUCTION



CONFERENCE WITH  
DIRECTOR REGARDING  
MONTAGE SEQUENCES



PROCESS AND "TRICK"  
SHOTS REFLECT TECHNICAL  
TRAINING & EXPERIENCE



CAMERAMAN AND ART  
DIRECTOR CO-OPERATE  
IN ILLUMINATION.

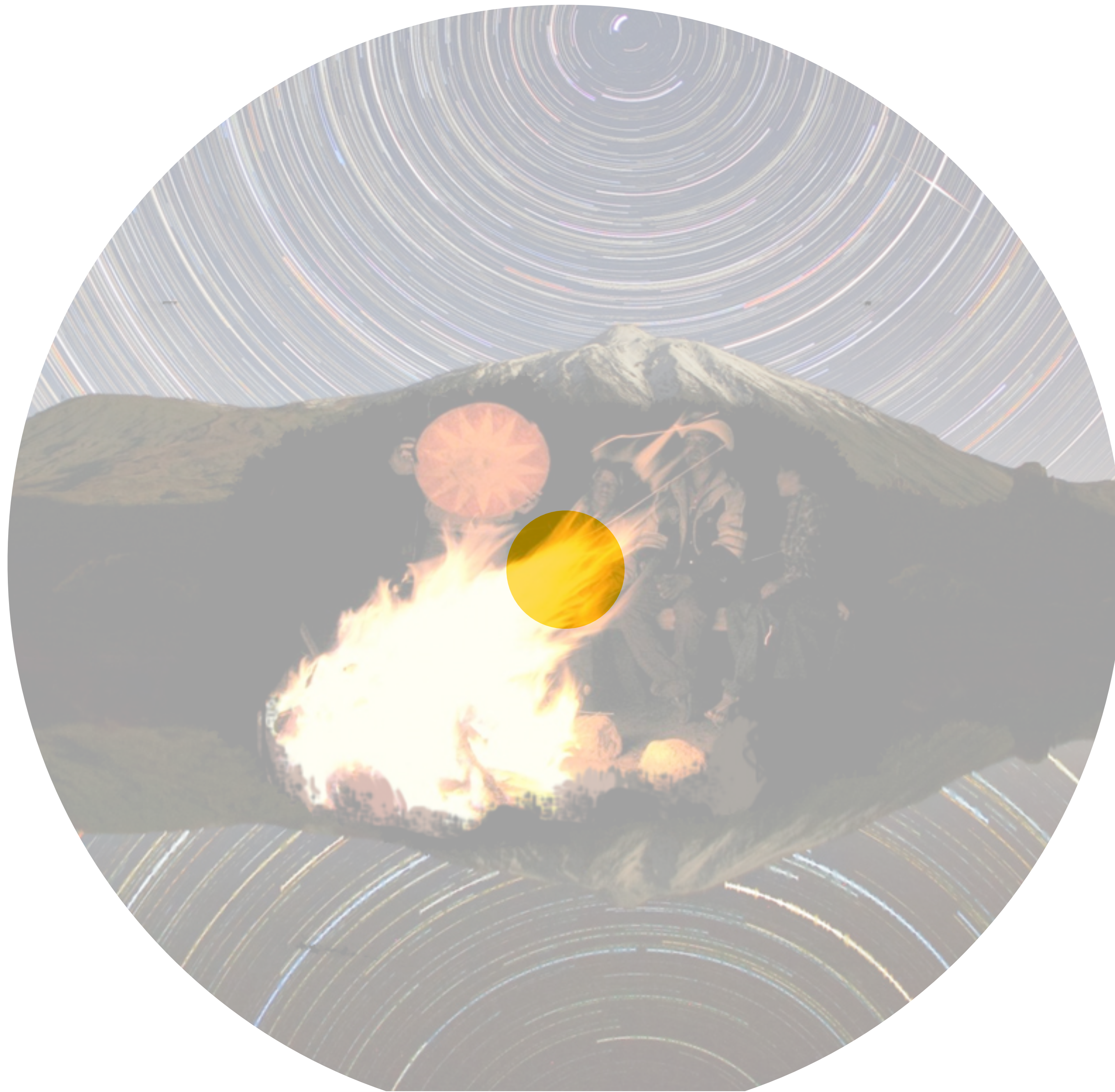


THE SET IS READY,  
AND PHOTOGRAPHY  
OF THE PLAY BEGINS.



PICTORIAL PERFECTION  
OF THE SETTING AIDS IN  
TELLING EVERY STORY.

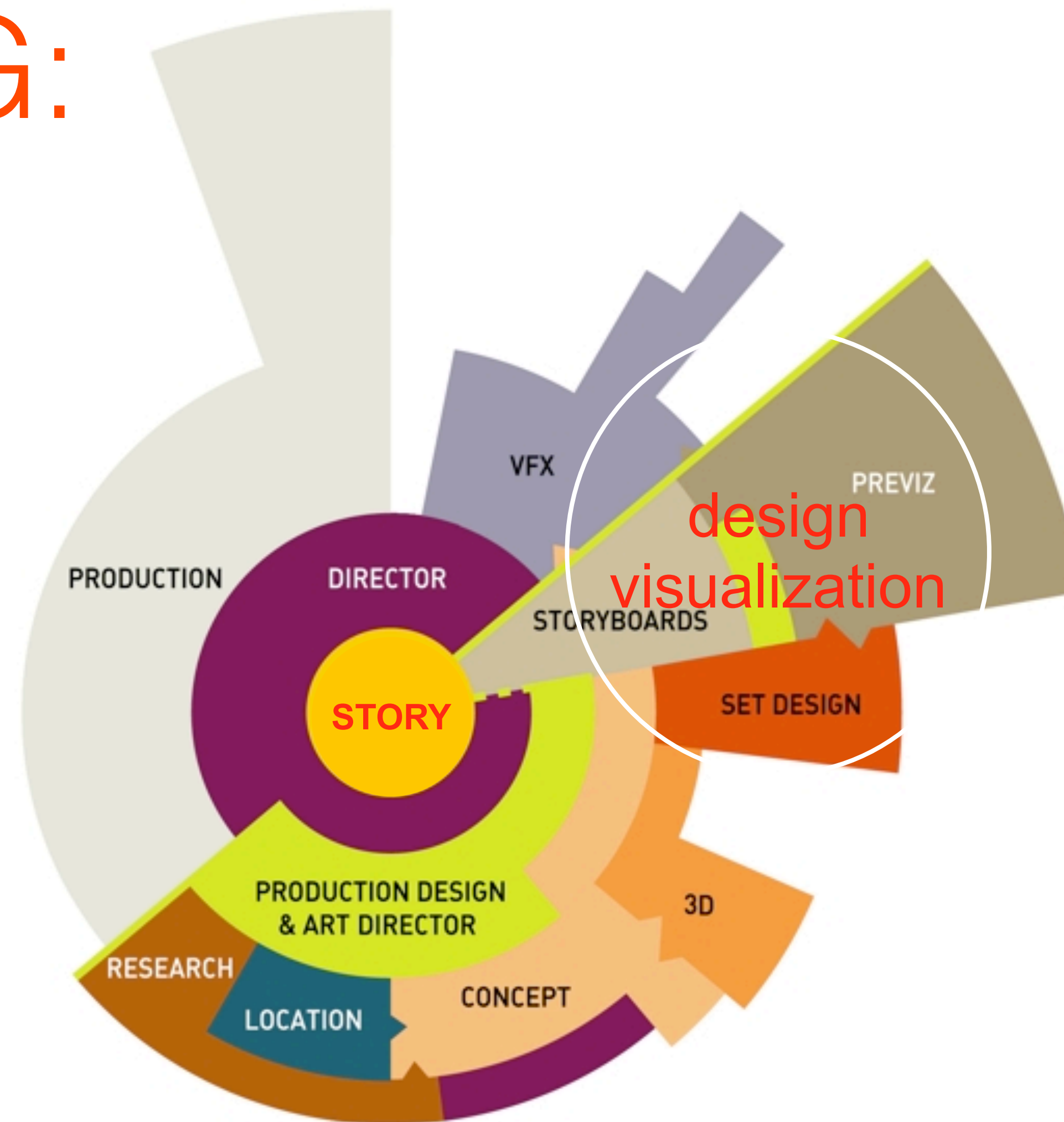
# STORY



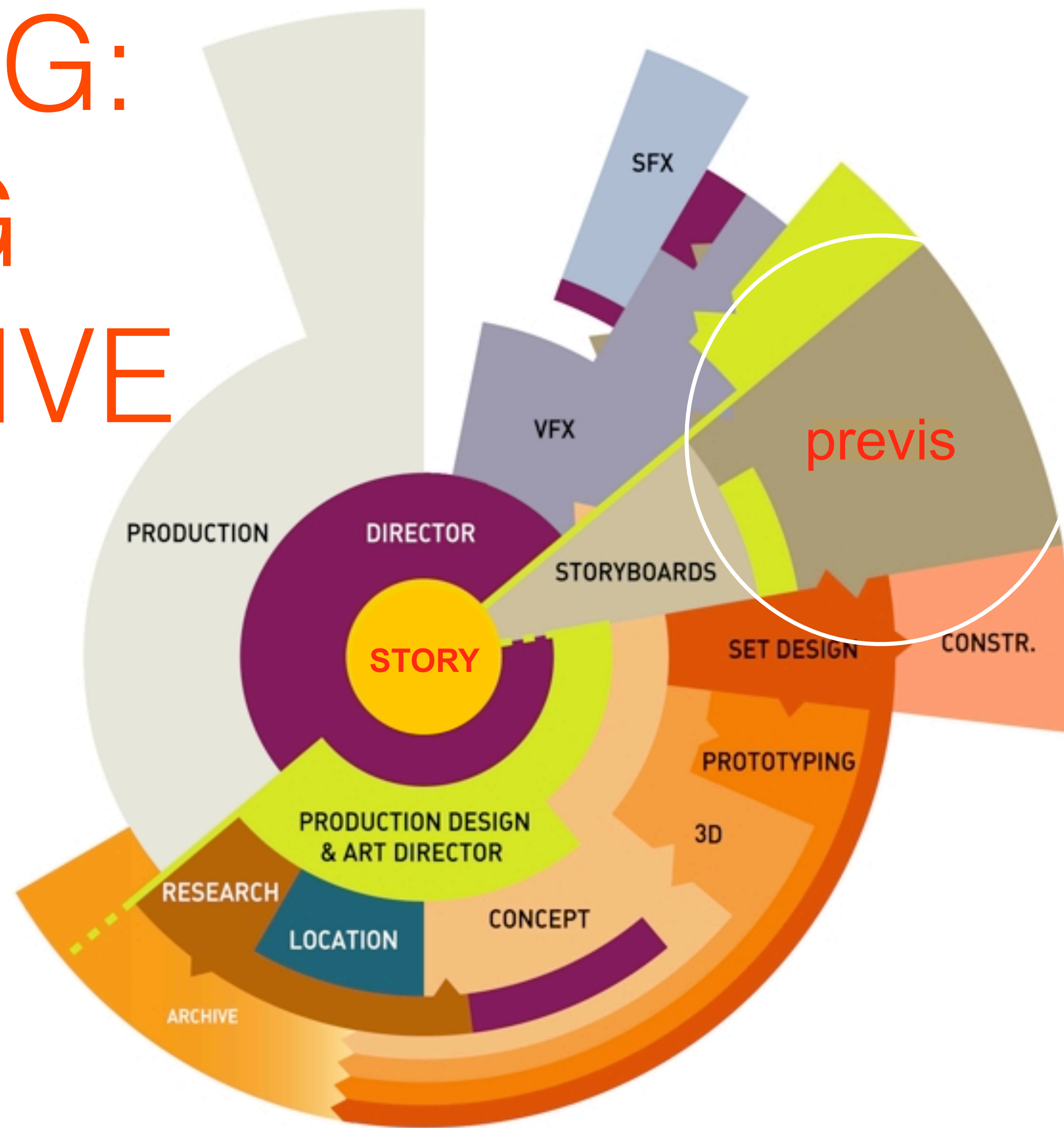
# INCEPTION



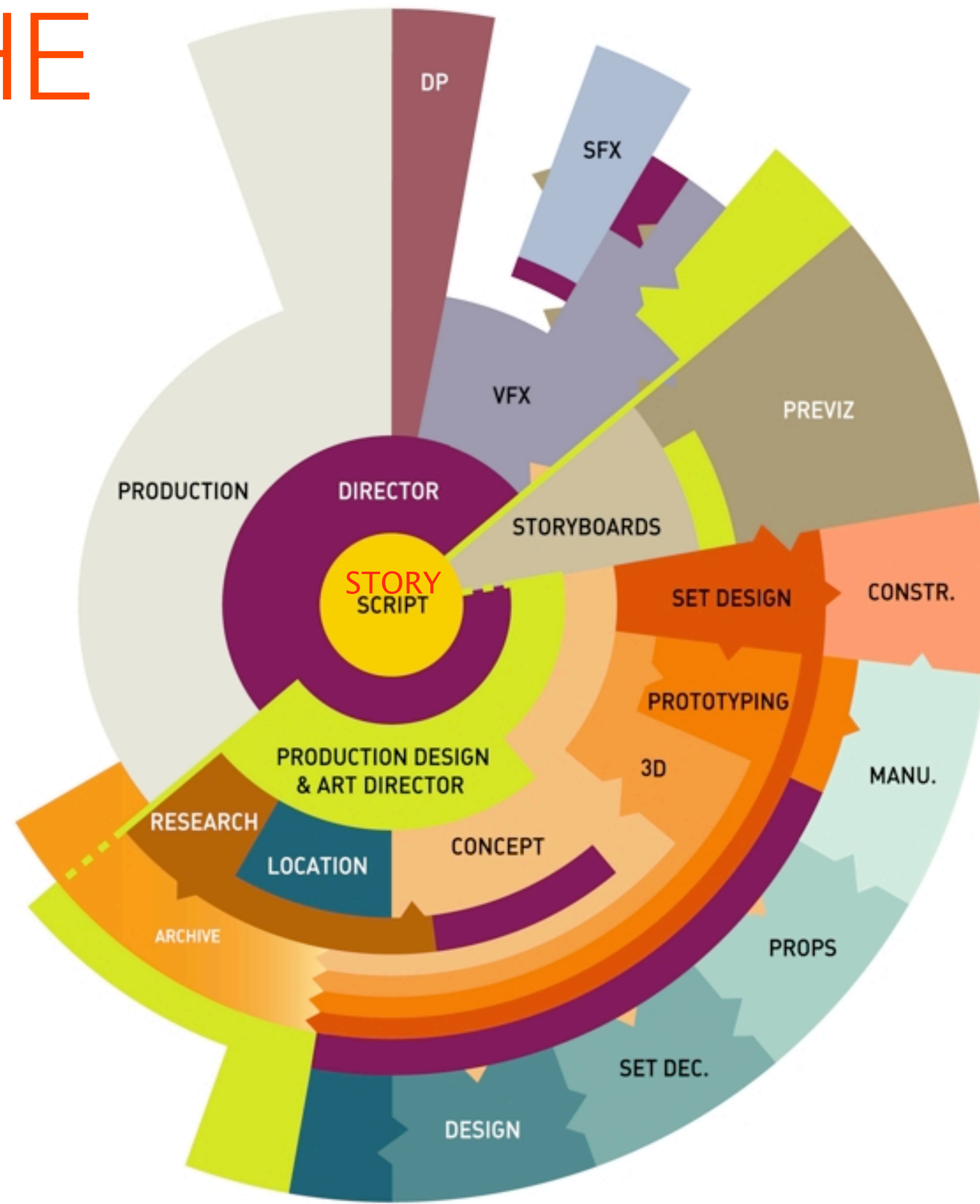
# PROTOTYPING: VISUALIZING THE WORLD



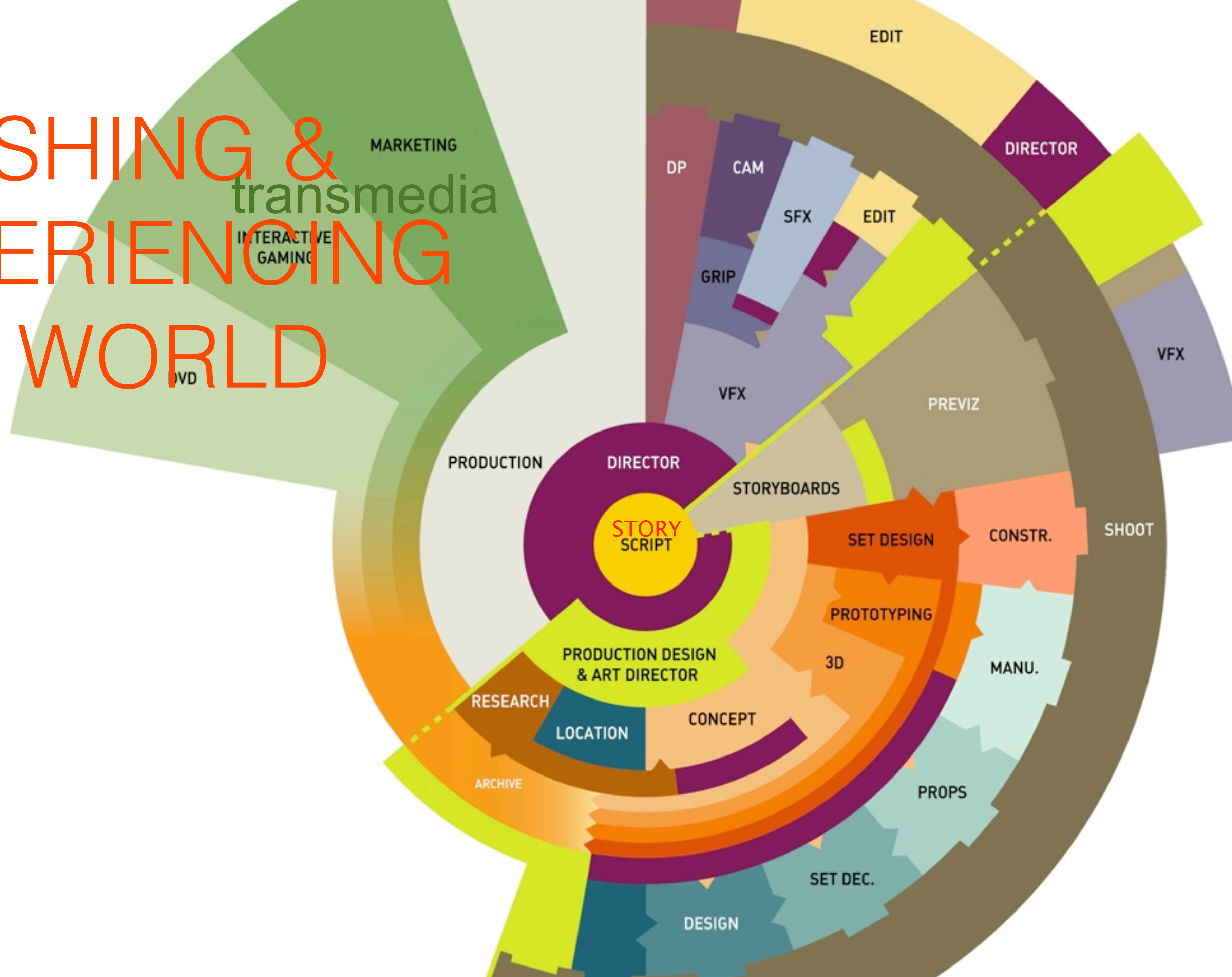
# PROTOTYPING: ASSEMBLING THE NARRATIVE



# BUILDING THE WORLD



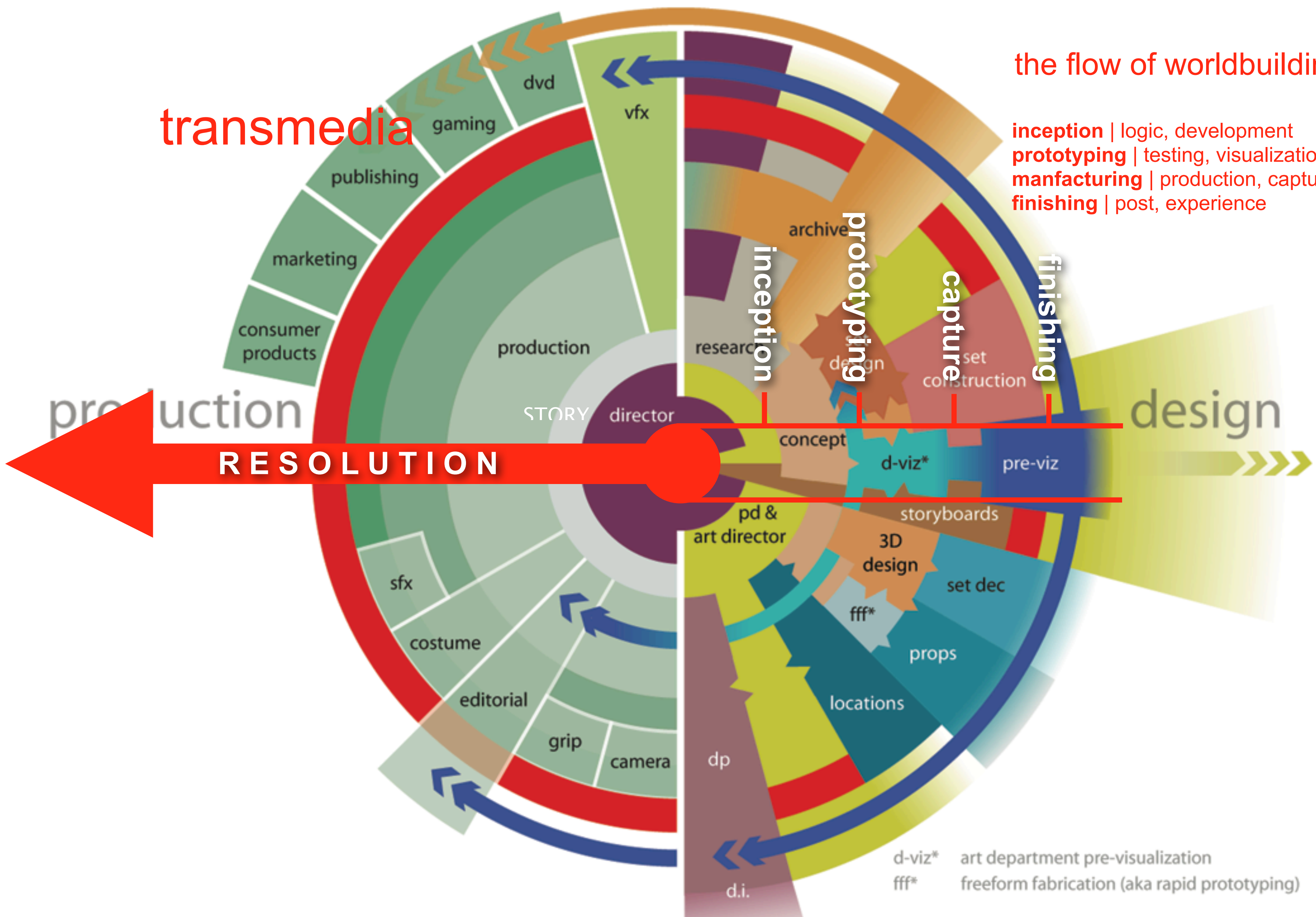
# FINISHING & EXPERIENCING THE WORLD

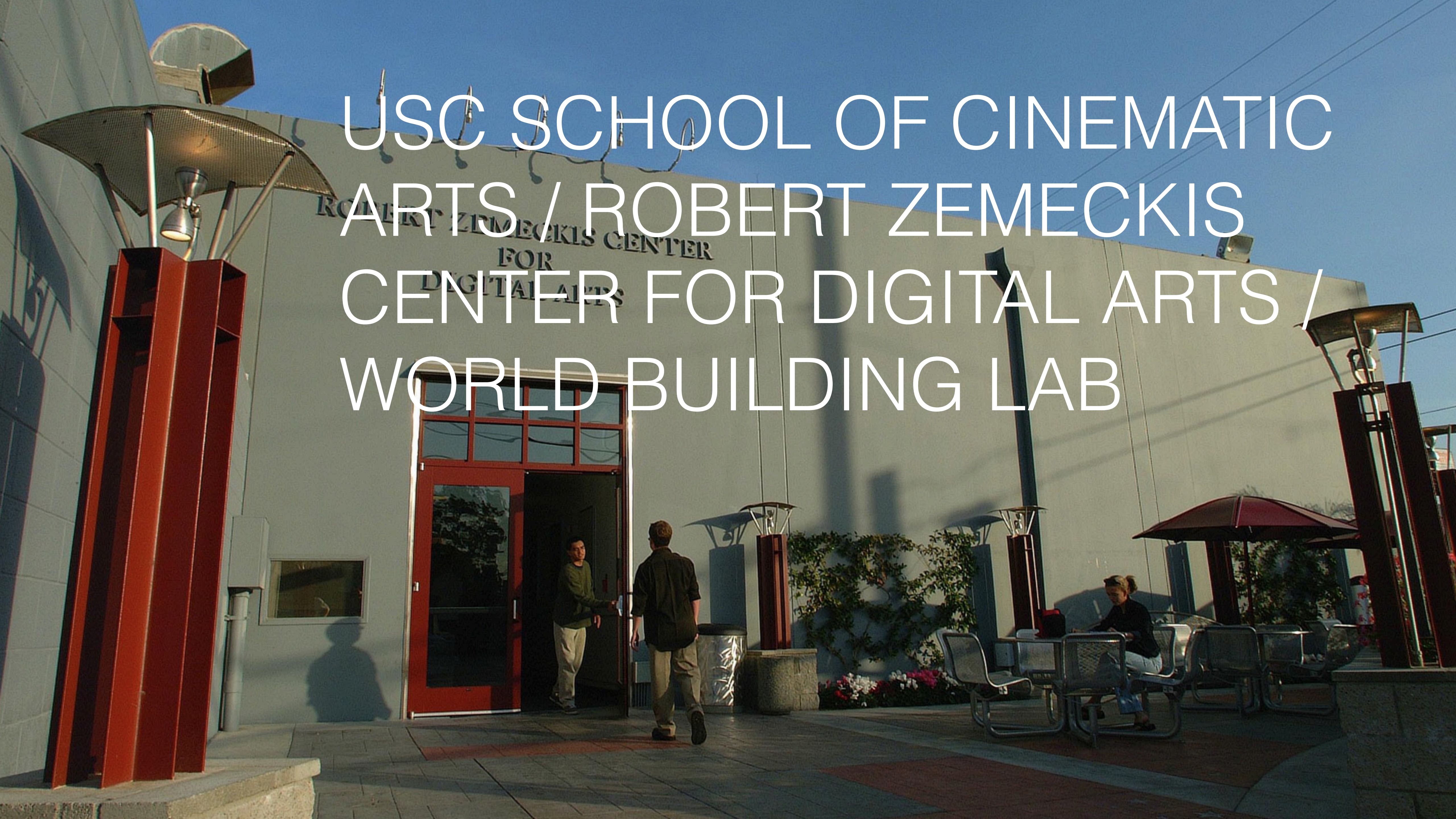


transmedia

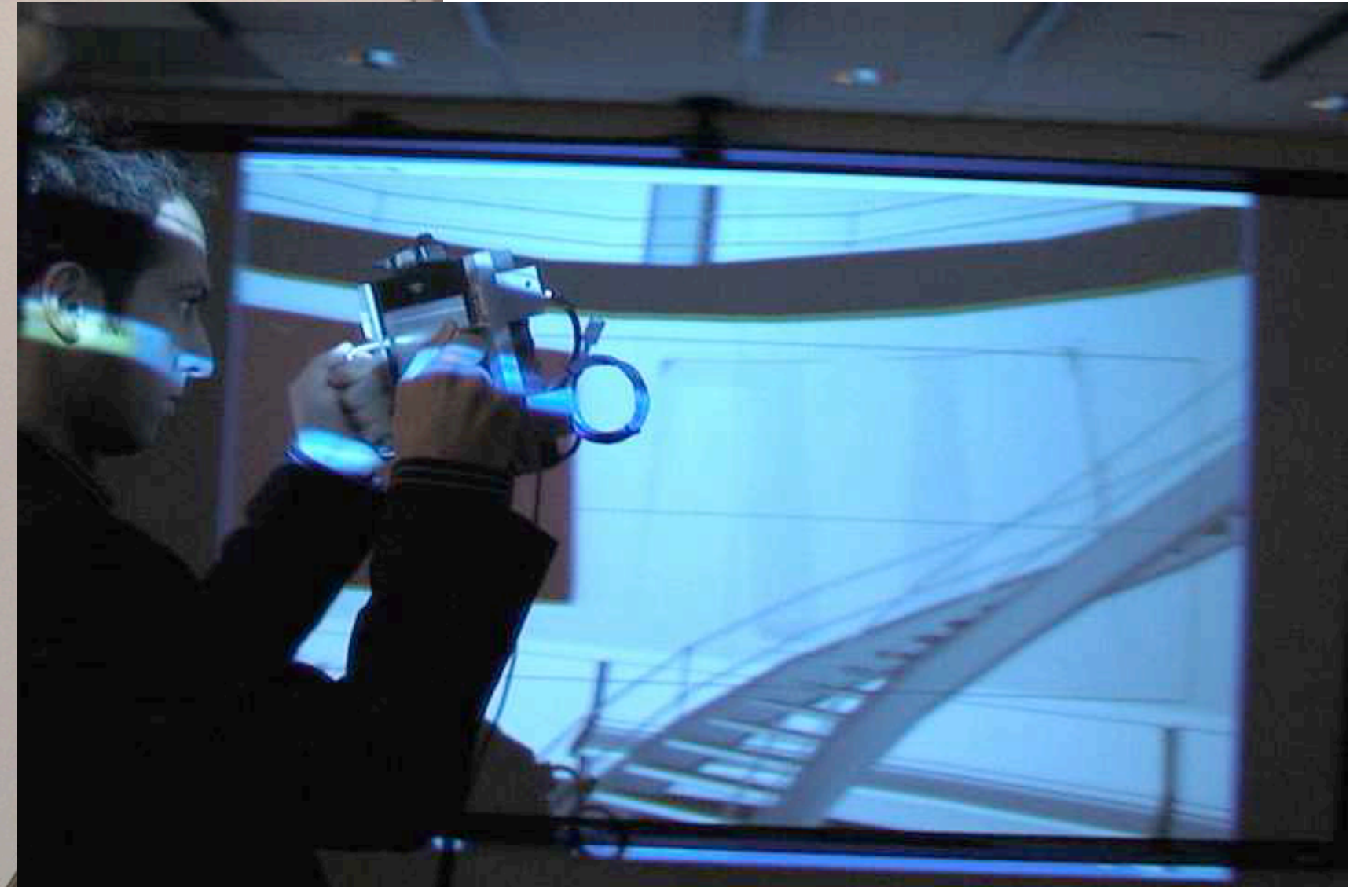
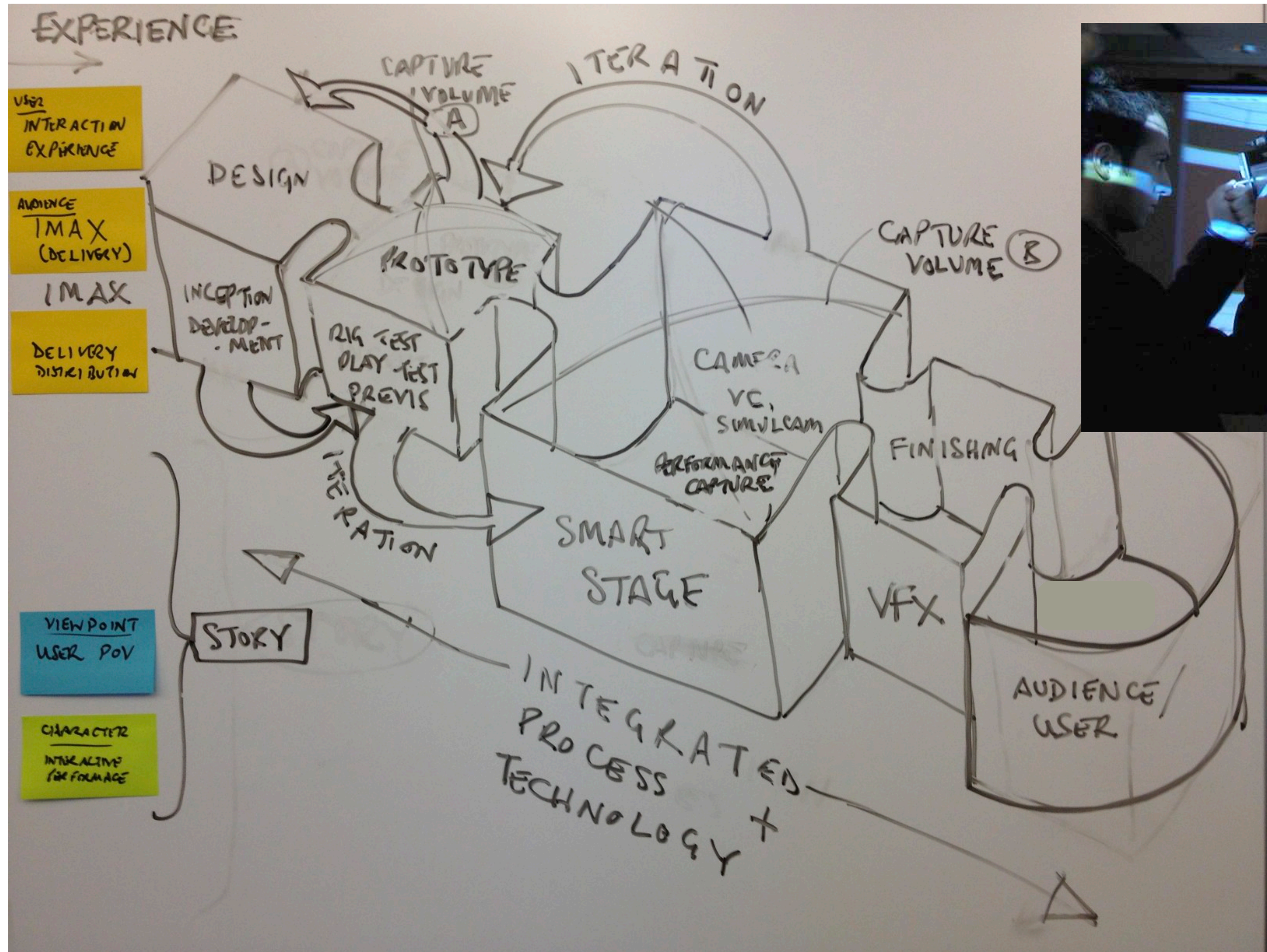
the flow of worldbuilding:

**inception** | logic, development  
**prototyping** | testing, visualization  
**manufacturing** | production, capture  
**finishing** | post, experience



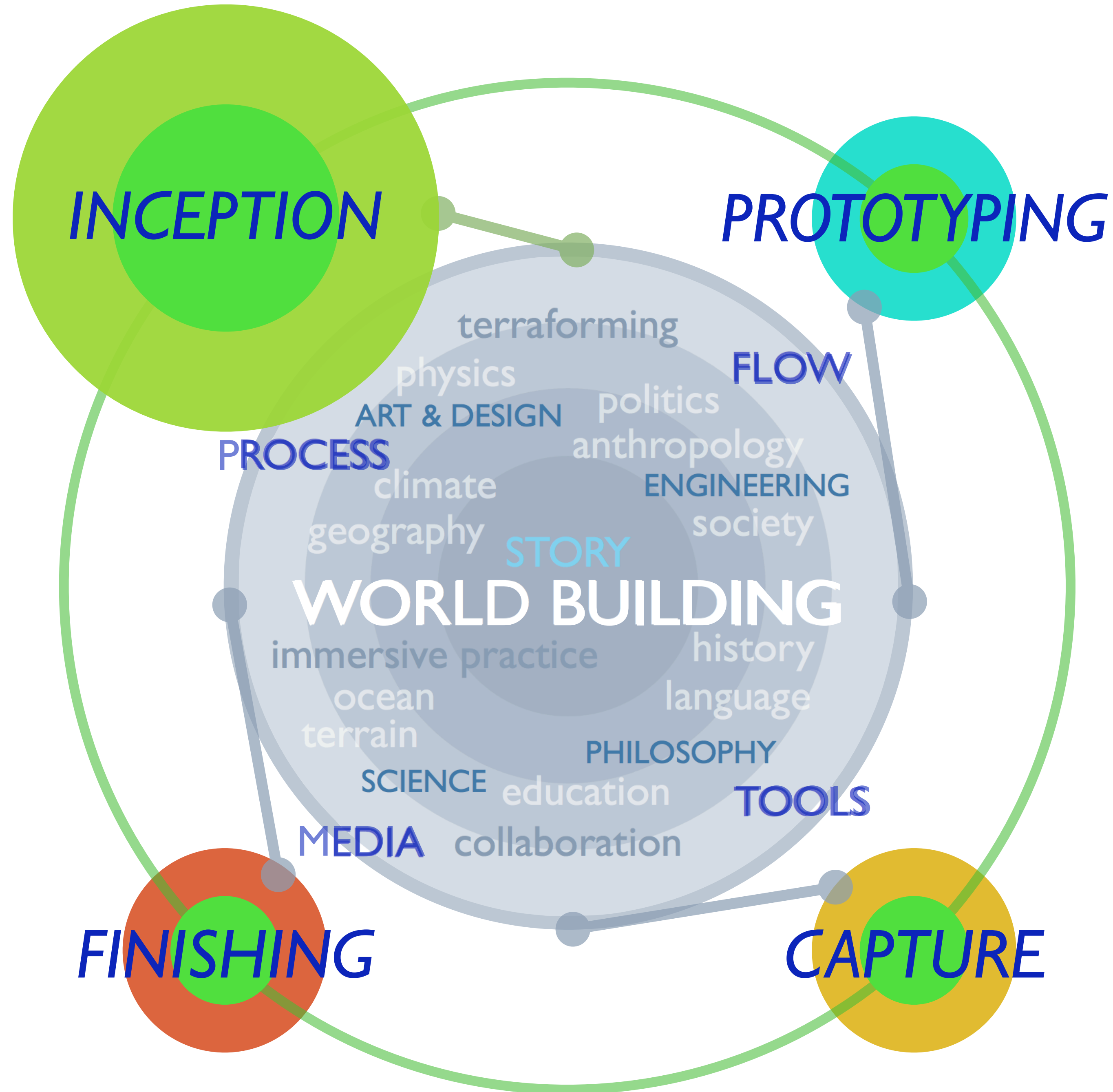
The image shows the exterior of the USC School of Cinematic Arts building at dusk. The building is a light-colored, modern structure with a large glass entrance. In the foreground, there are several tall, dark red, rectangular light fixtures. To the right, there is an outdoor seating area with metal chairs and tables, and a person is sitting at one of the tables. The sky is a deep blue, and the building's name is visible on the wall above the entrance.

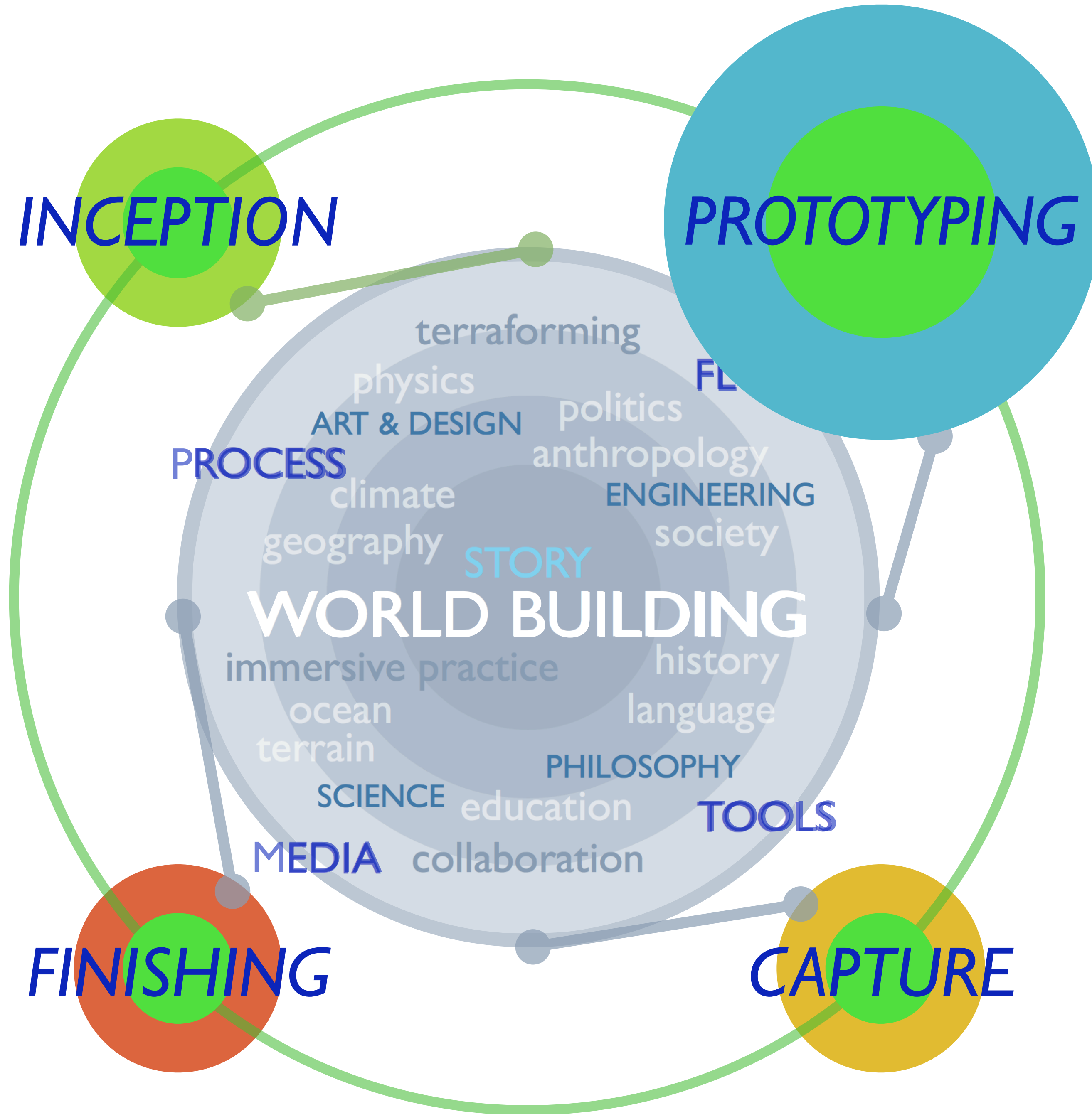
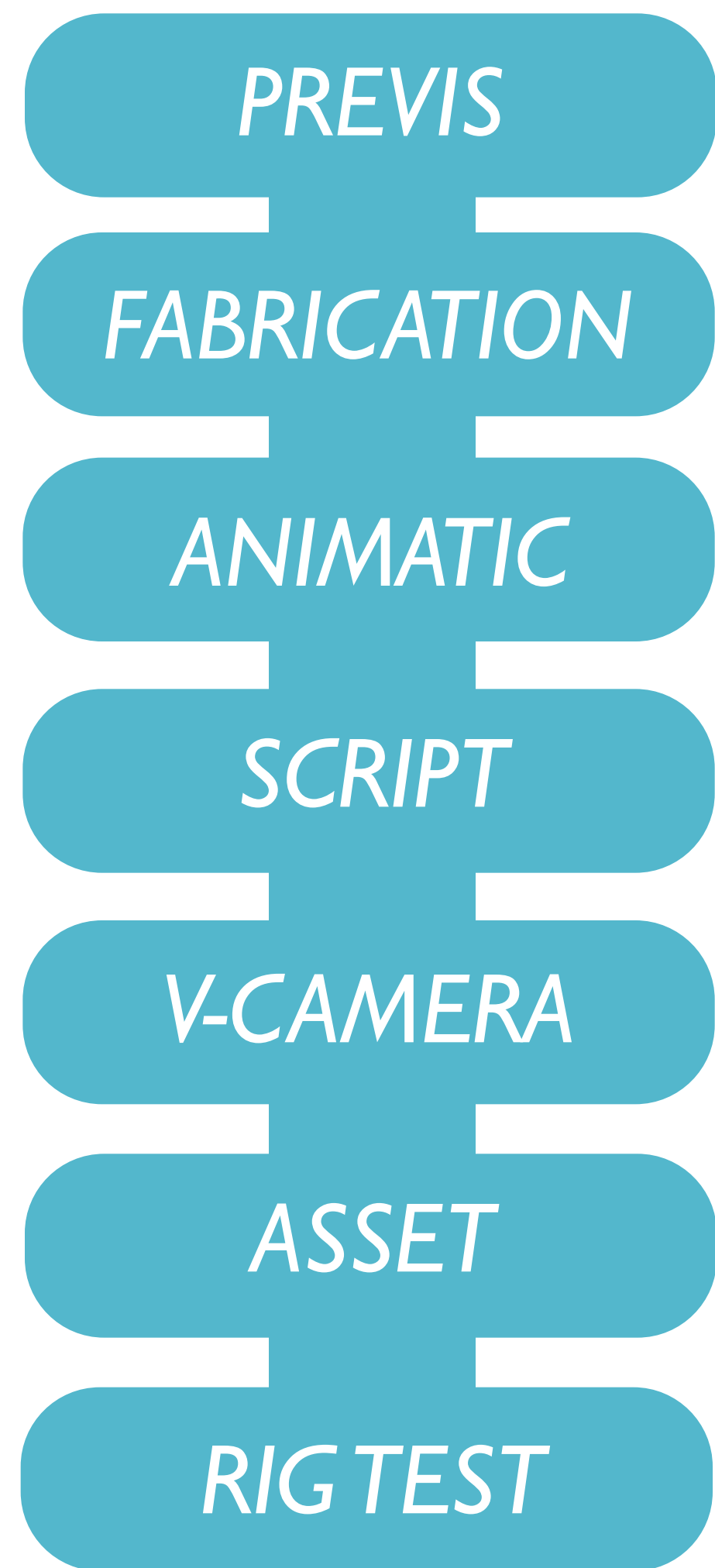
# USC SCHOOL OF CINEMATIC ARTS / ROBERT ZEMECKIS CENTER FOR DIGITAL ARTS / WORLD BUILDING LAB



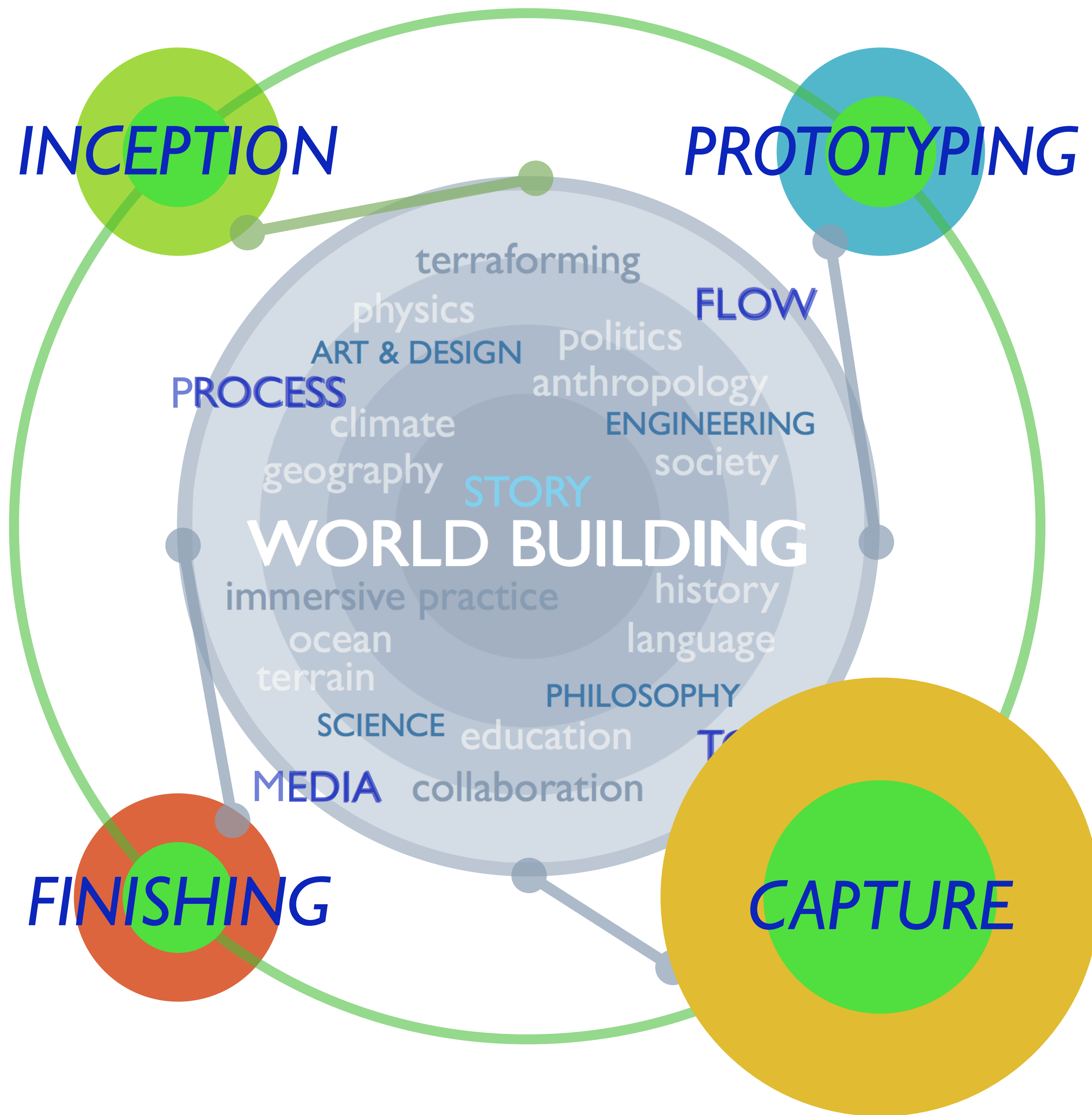
INTEGRATED  
PROCESS  
ACROSS  
VIRTUAL &  
REALITY

- TREATMENT
- DESIGN
- D-VIS
- V-SCOUTING
- STORYBOARD
- CONCEPT
- RESEARCH
- CHARACTER

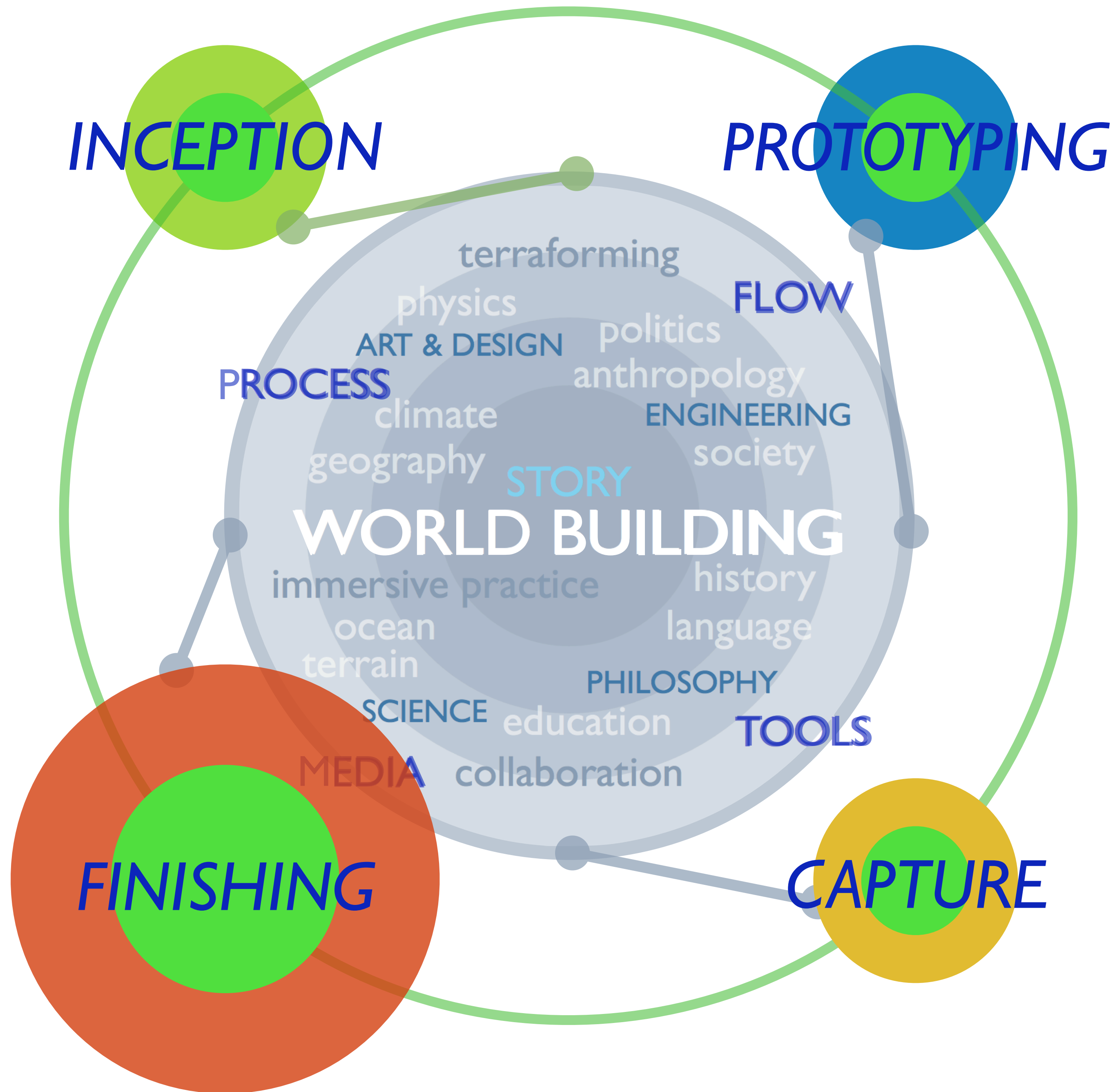




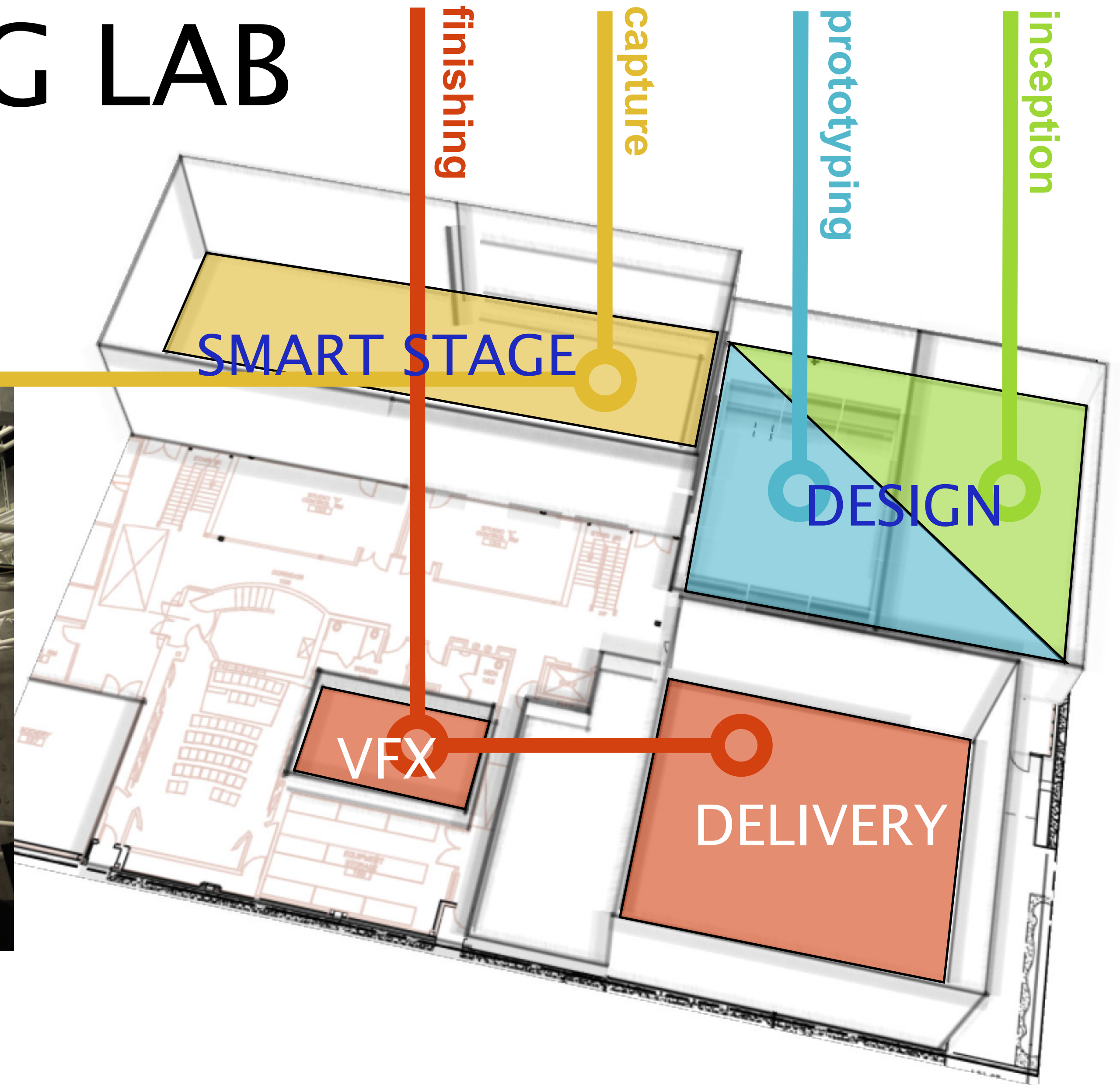
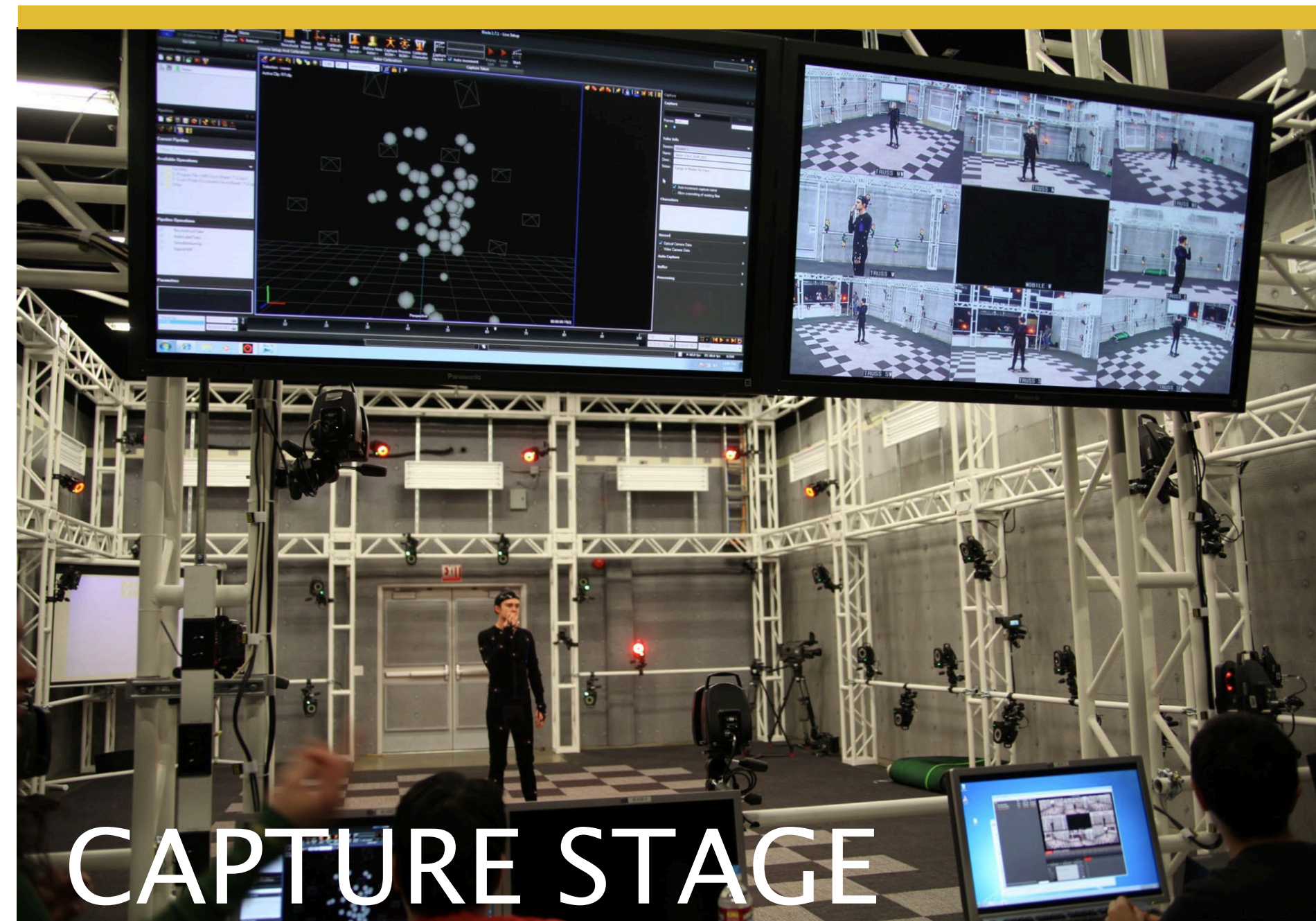
- PERFORMANCE
- MO-CAP
- CAMERA
- ON STAGE EDIT
- SIMULCAM
- VIRTUAL SET
- PHYSICAL SET



- DYNAMICS
- COMPOSITING
- RENDERING
- SURFACING
- TEXTURING
- LIGHTING
- EDITORIAL
- ANIMATION



# WORLD BUILDING LAB

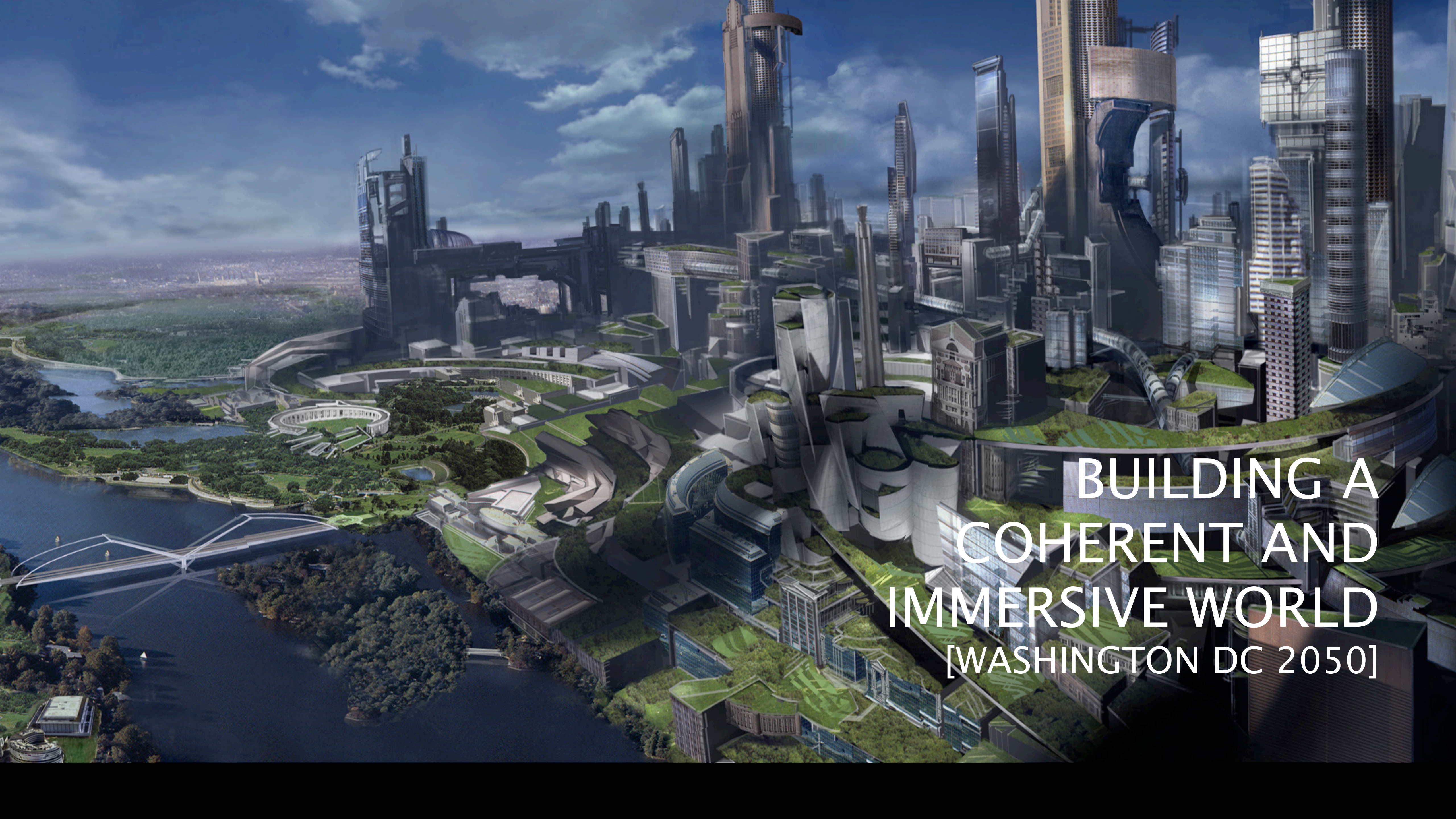




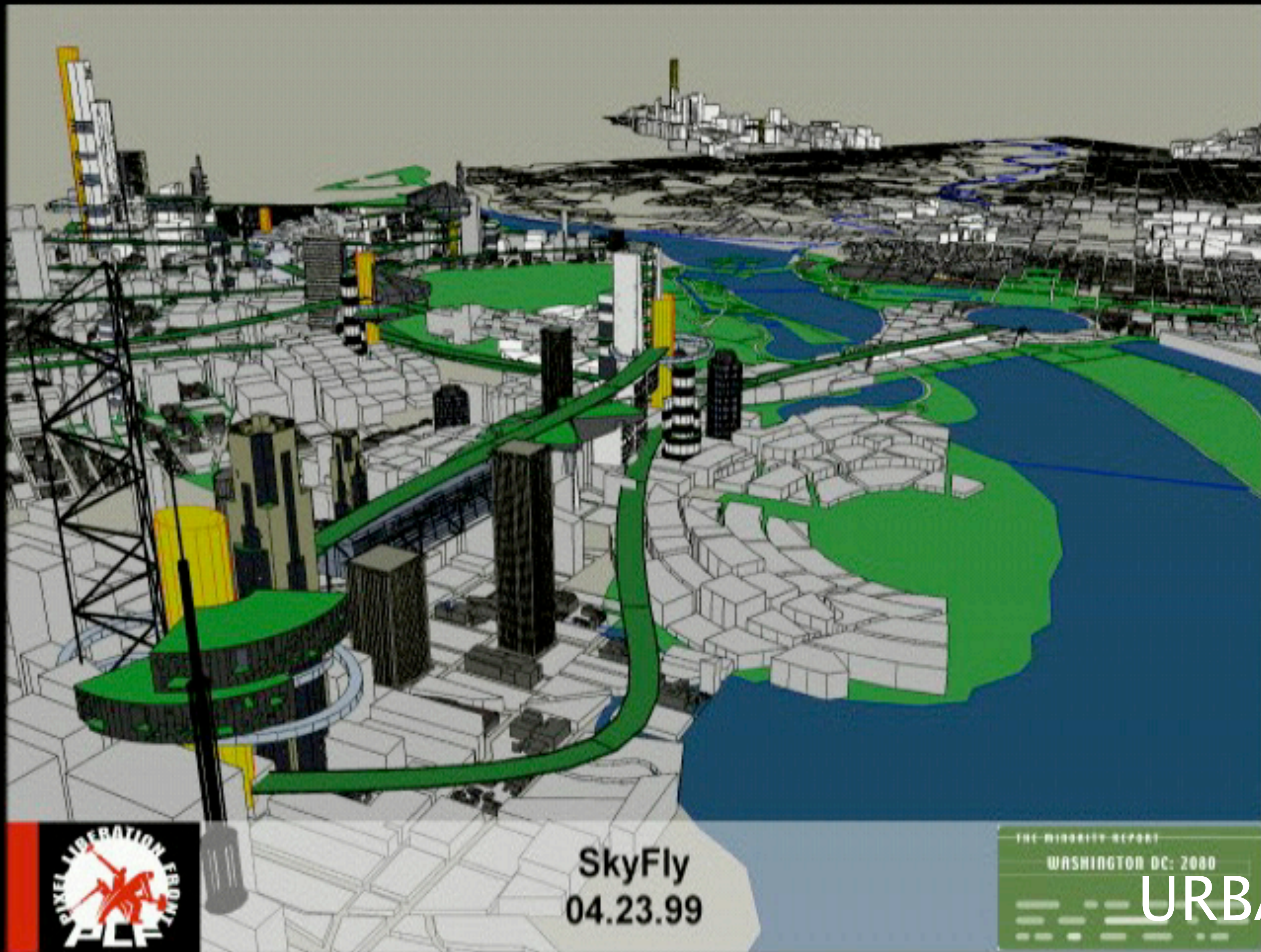
**interface | minority report**



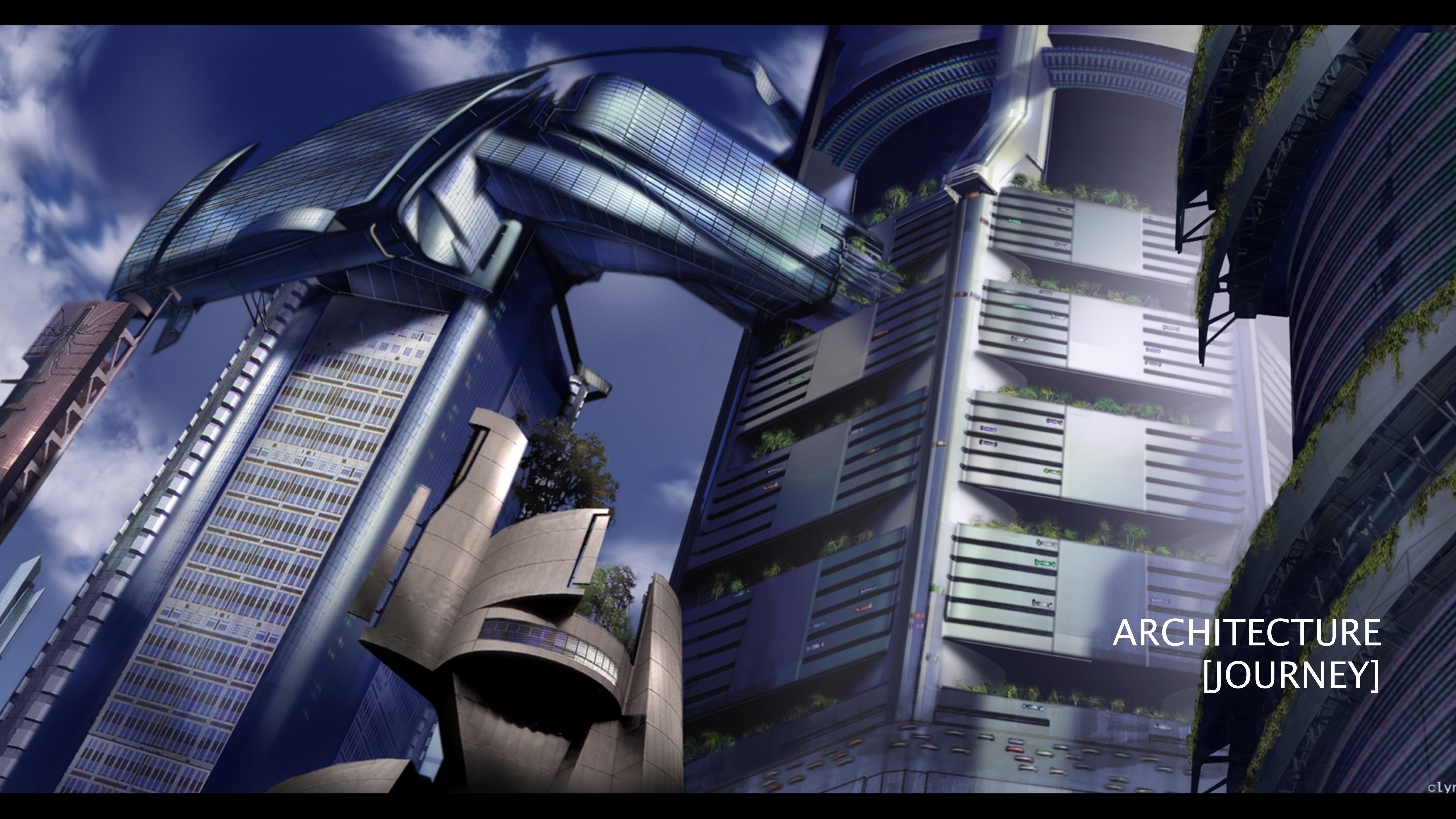
**interface | a virtual collaborative process**



BUILDING A  
COHERENT AND  
IMMERSIVE WORLD  
[WASHINGTON DC 2050]



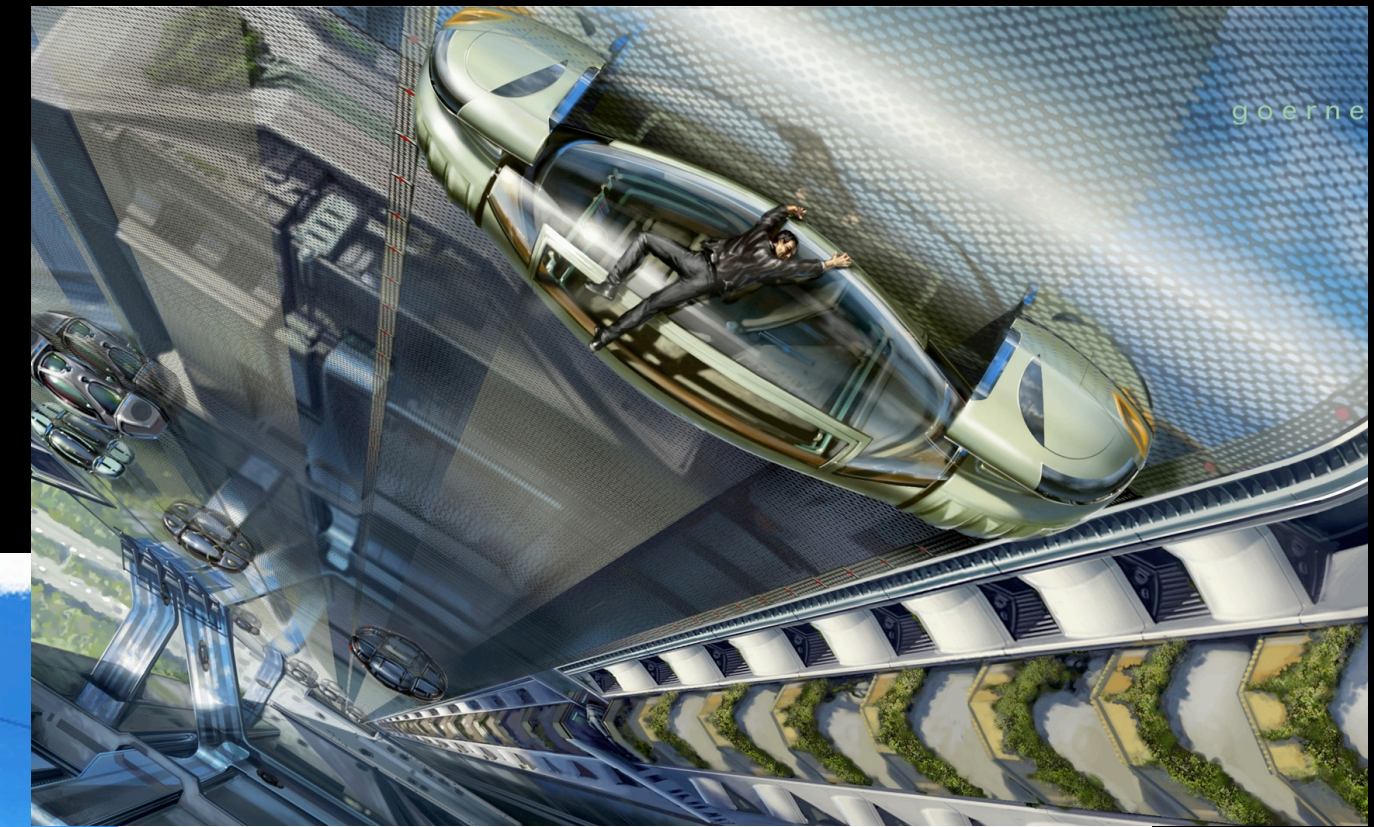
URBAN PLANNING



ARCHITECTURE  
[JOURNEY]

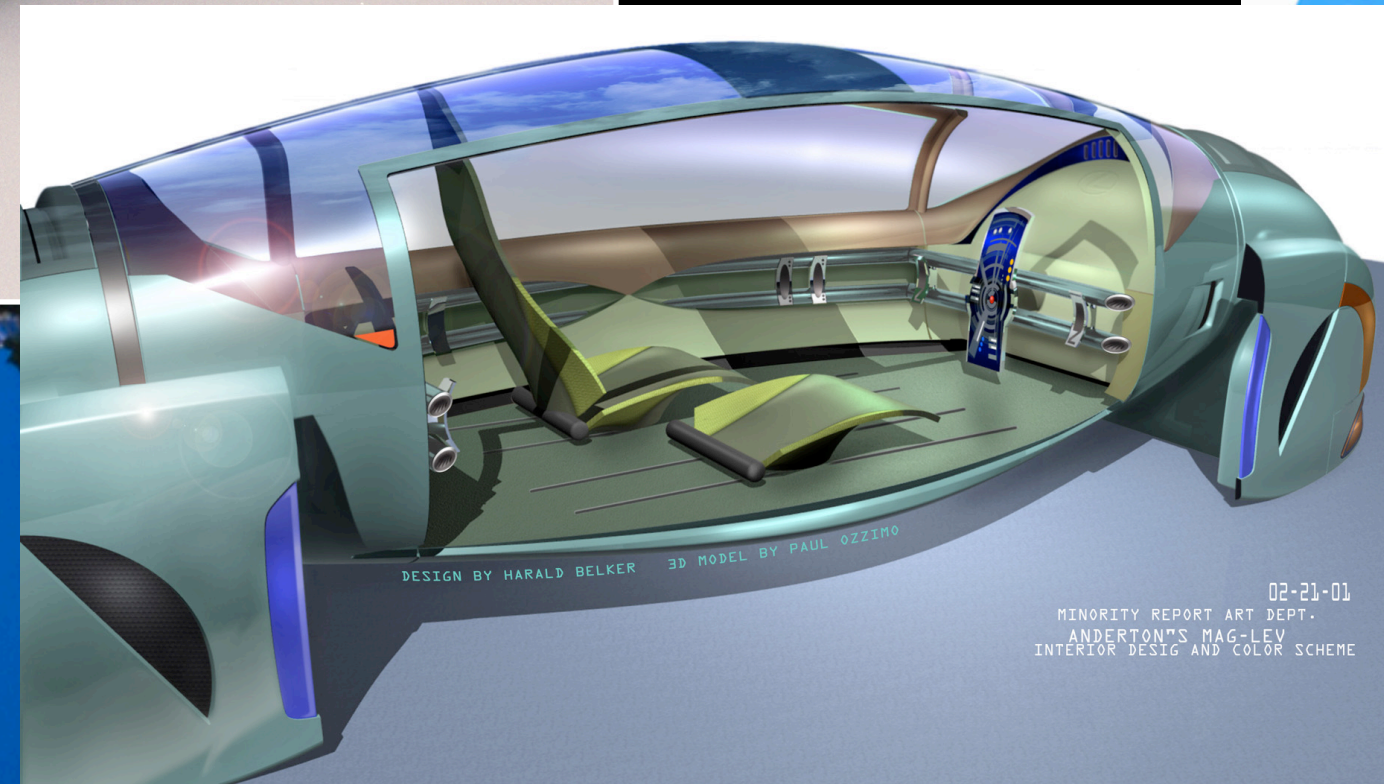
rapid prototyping: 3D Printing

photoshop over model

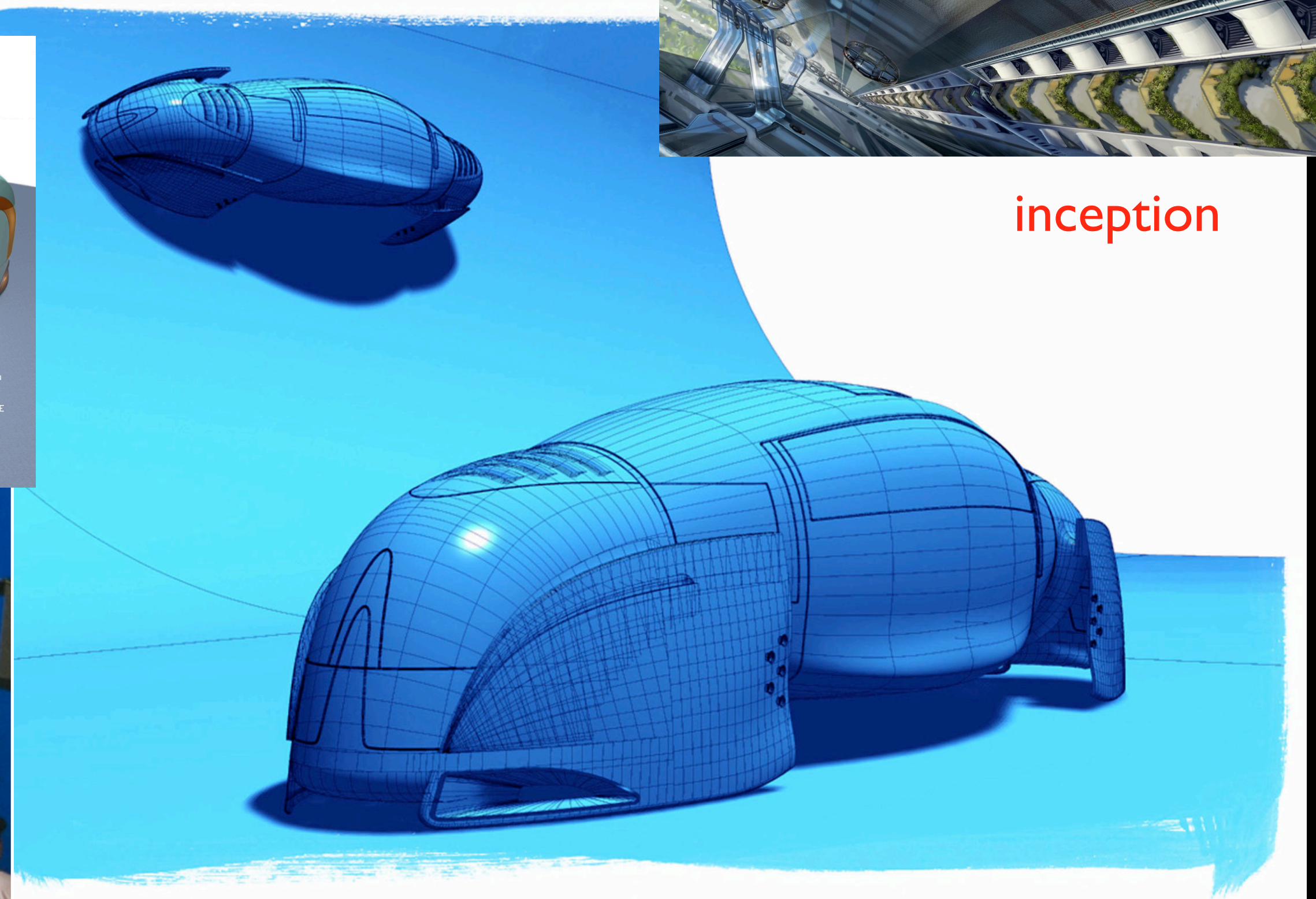


prototyping

manufacturing

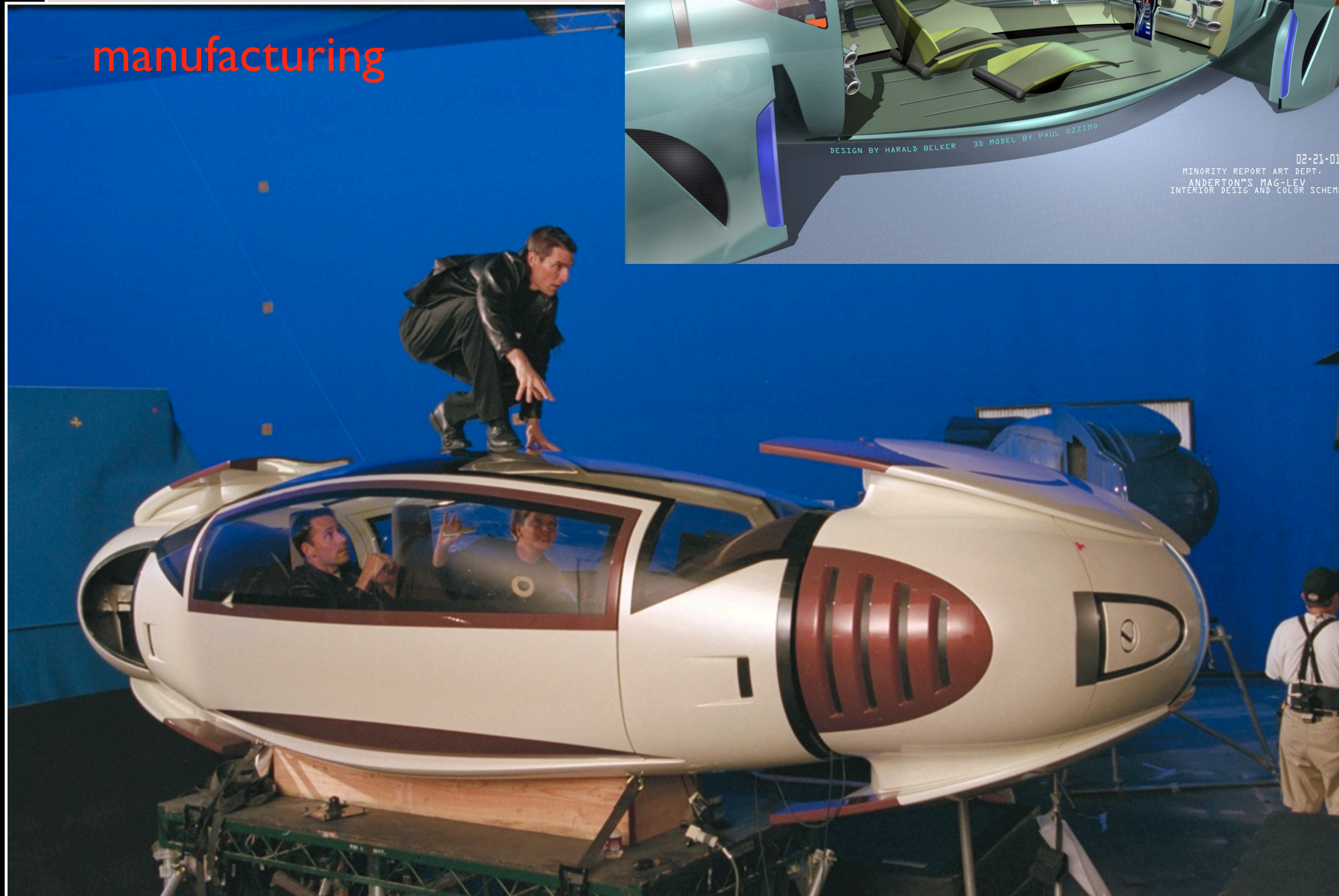


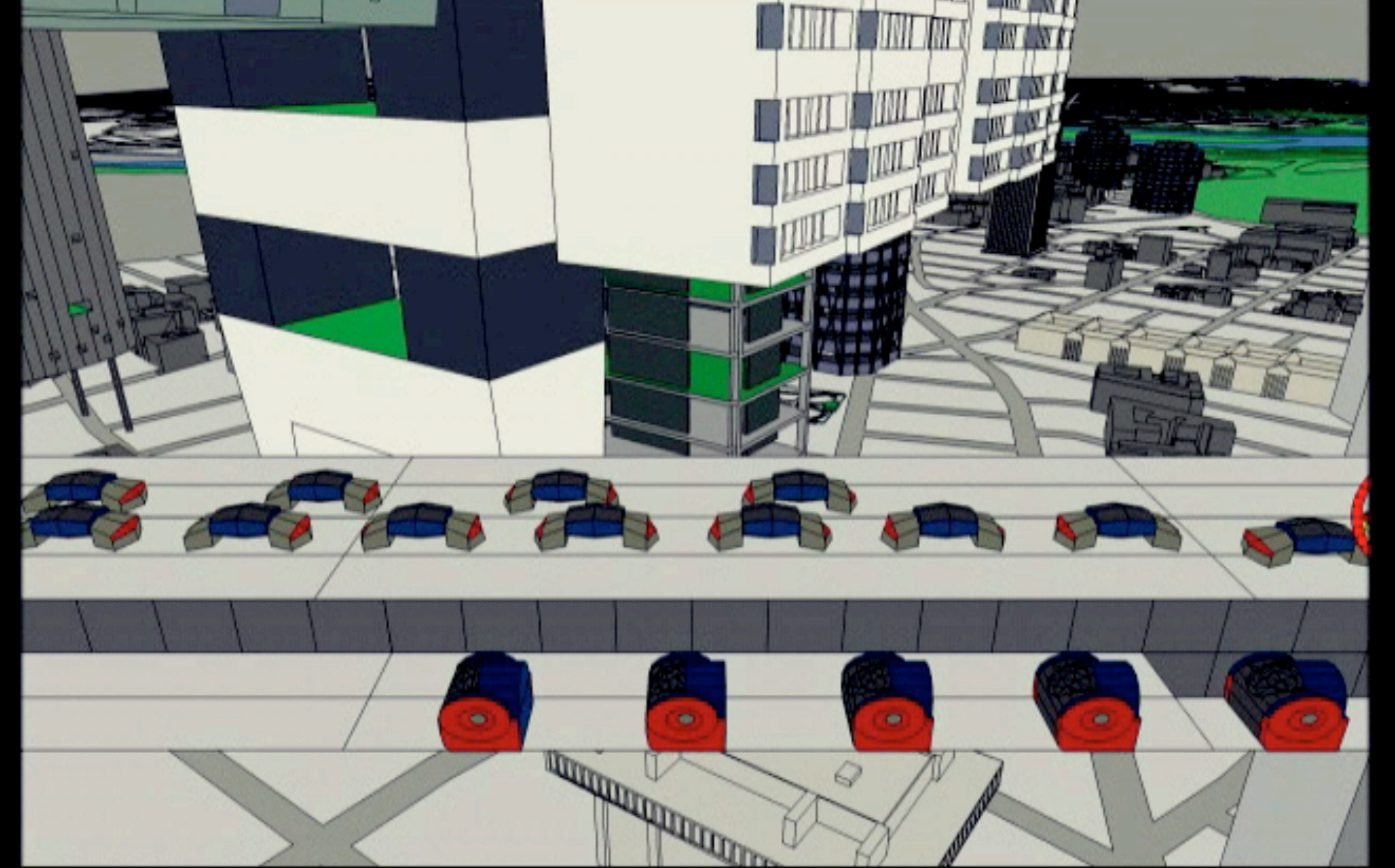
inception



CNC sculpting and moldmaking

NON-LINEAR DATA





# MINORITY REPORT



DEATH & THE POWERS/ MIT  
MEDIA LAB/ TOD MACHOVER





NEW CITY

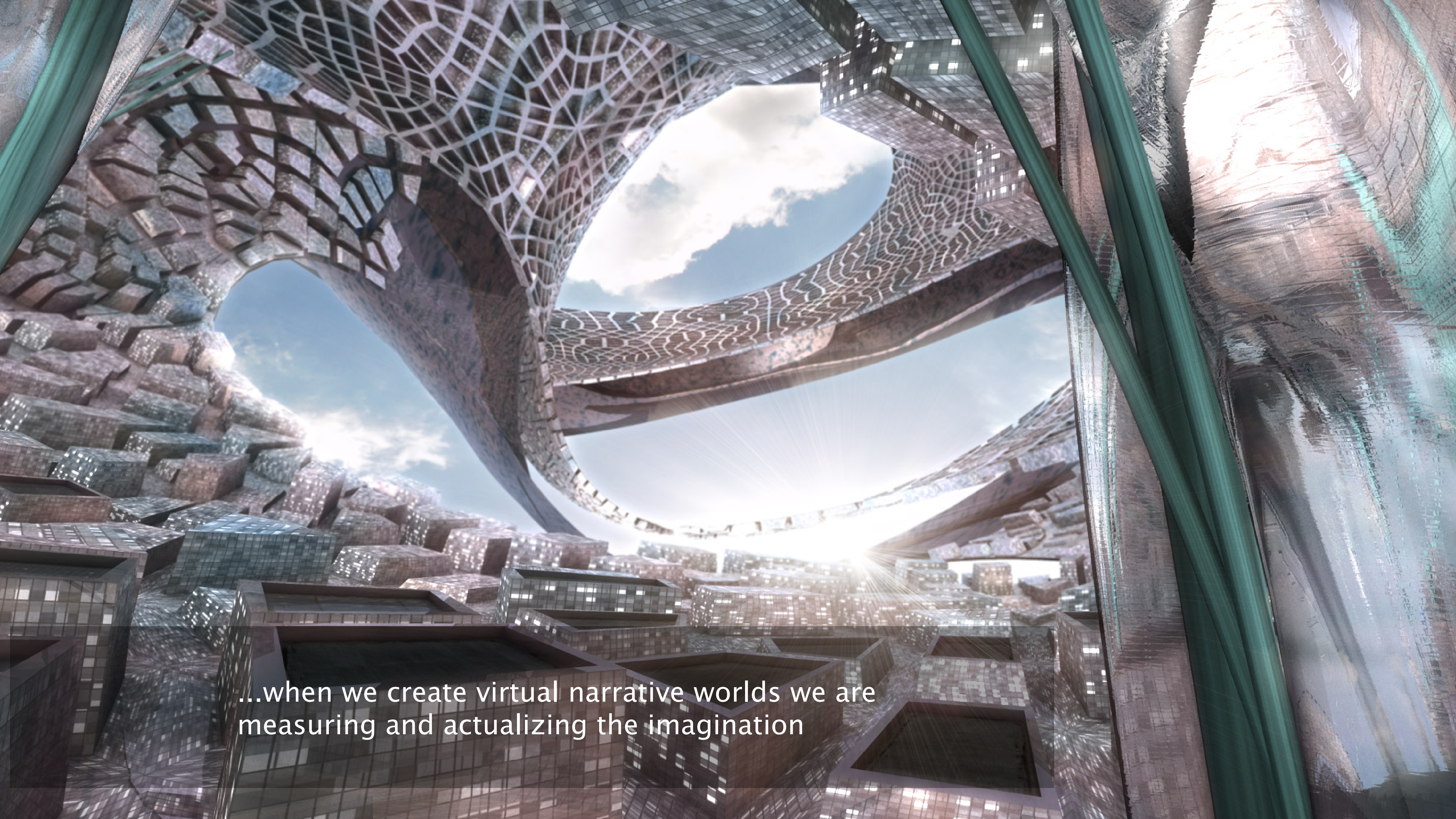
# the world as a narrative machine

New City, a Web-based virtual environment developed for the MoMA exhibition design and the elastic mind, is conceived of as a seeded manifold world, a laboratory for experiments in visualization, architecture, design, information, simulation, and experience.



# NEW CITY

New City, a Web-based virtual environment developed for the MoMA exhibition design and the elastic mind, is conceived of as a seeded manifold world, a laboratory for experiments in visualization, architecture, design, information, simulation, and experience.



...when we create virtual narrative worlds we are  
measuring and actualizing the imagination

5dorganization.com



5dinstitute.org

[the city and the book/ SCA/ sept 20, 21]

Studio 37 

UPSIDE DOWN