

# Resonance

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A LONG TIME AGO IN A GALAXY FAR, FAR AWAY....



THE PHANTOM MENACE

ATTACK OF THE CLONES

REVENGE  
OF THE  
SITH

A NEW HOPE

THE  
EMPIRE  
STRIKES BACK

RETURN  
OF THE  
JEDI

STAR  
WARS



The background features a complex pattern of thin, overlapping lines in shades of purple and blue, creating a sense of depth and movement. A solid vertical purple bar runs along the left edge of the frame.

# Some Ideas just stick

Why is that?



We know what we like

On a very deep and intuitive level.

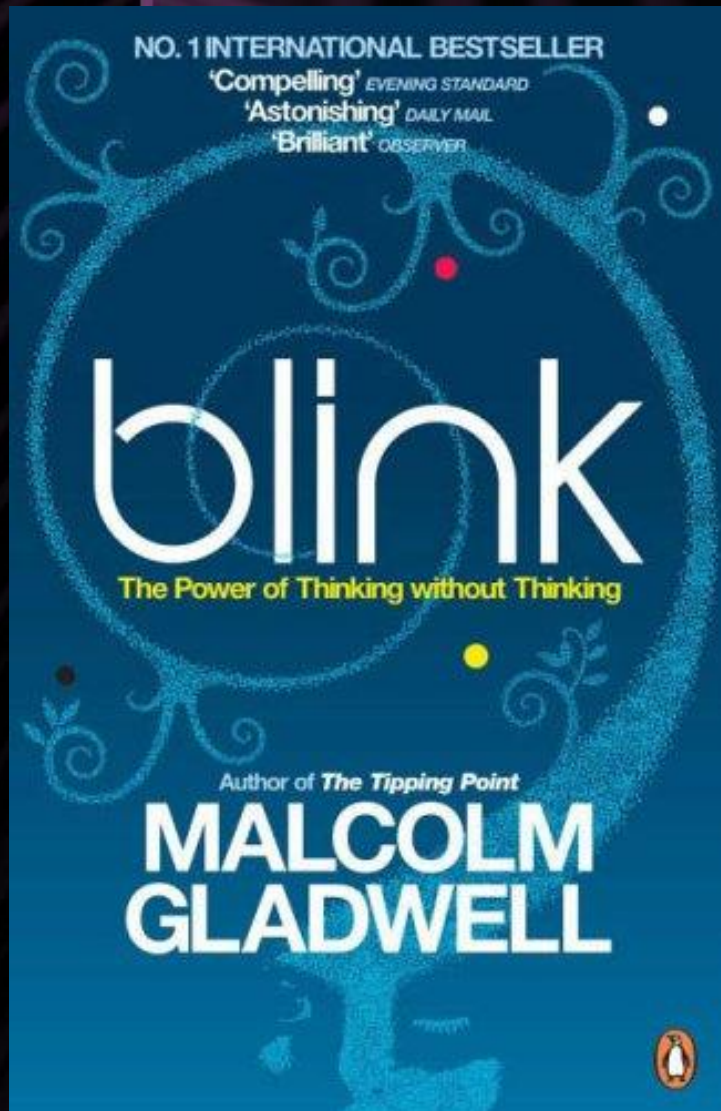
You know the Producer's 'Five Minute Prototype'?





It might be 4 minutes and 58 seconds too long.





According to Gladwell, 2 seconds is often how long it takes a person to make a decision about a person, a Song, a movie, anything.

After that, you're overcoming prejudice.

This prairie dog  
Earned a cult  
Following in 5 seconds.

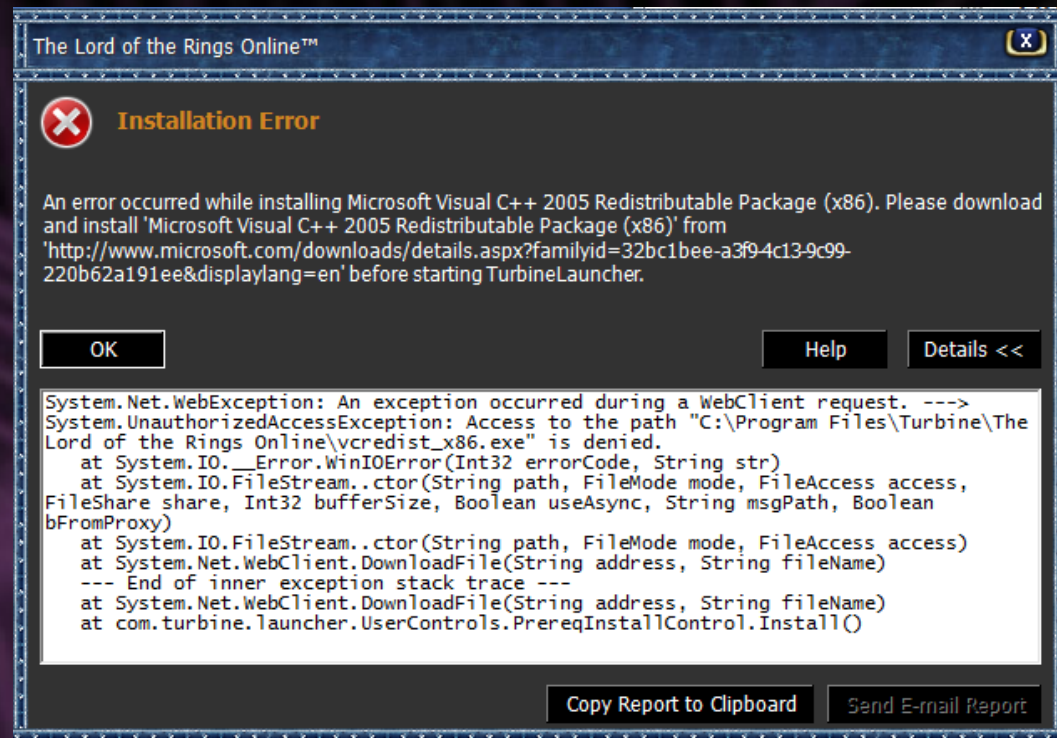




Speed dating is built on  
this principle.



- So What are the first two seconds in your game?



It's Jump,  
isn't it?

How good  
is your jump?



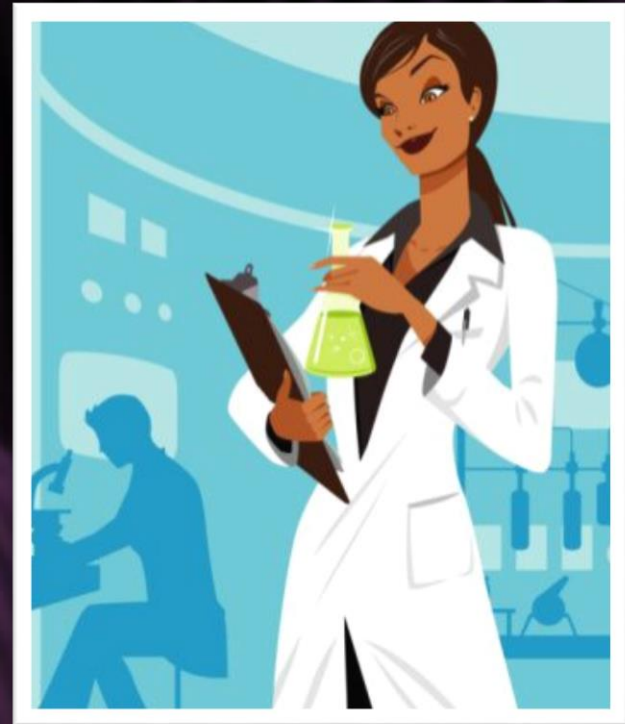


One video game designer claims to have done research, and found that the perfect jump duration is 1.8 seconds.

Is this true?

More curiously, is there always a formula  
to resonance?

Unsurprisingly, people have been thinking  
about this for a long time.

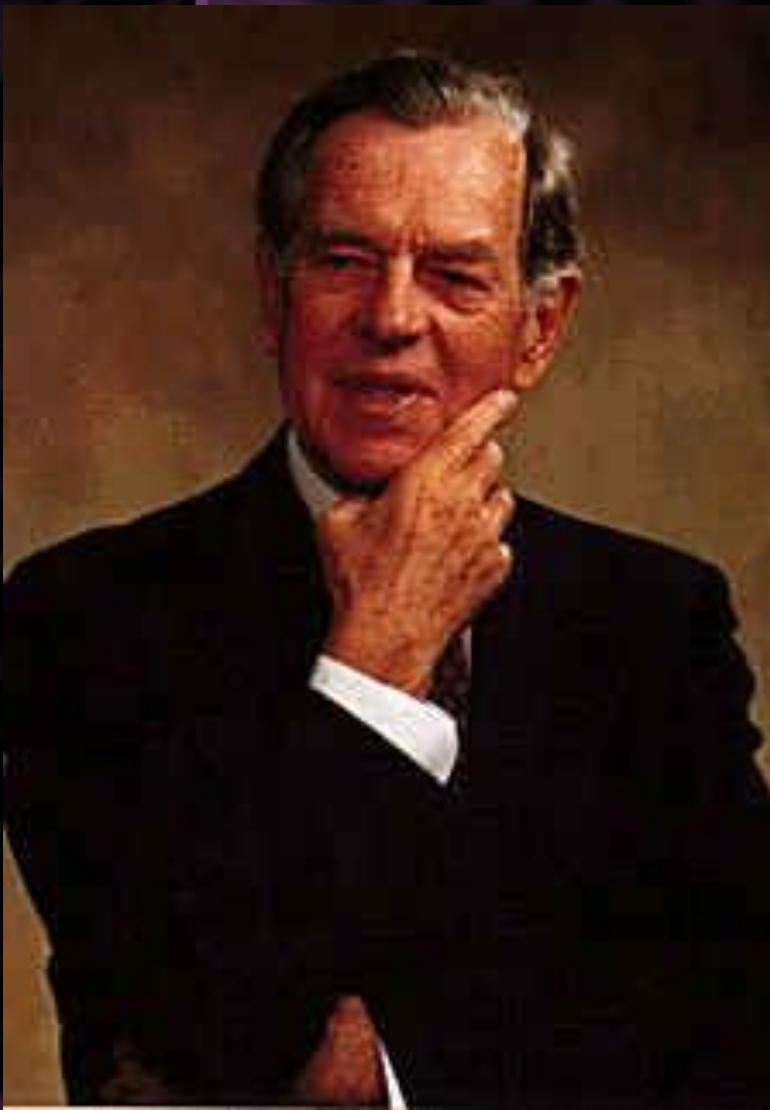


Science is working on this problem of making hit music.





Jungian's  
Archetypal  
Psychology and Collective  
Unconsciousness  
Is an attempt to  
Explain why some concepts  
resonate



Joseph Campbell's  
*Hero of a Thousand*  
*Faces* seeks to  
Explain...





Why the Matrix and Star Wars are the Same Movie.



Is this instinctual or just borrowed  
resonance? Hitting the notes of  
something someone loves is okay.



[www.godofwar2.net](http://www.godofwar2.net)

God of war tries to incorporate poses and scenes you recognize from other movies and games.



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Alpha Centauri didn't resonate like Civ because people didn't have a frame of reference to draw on.



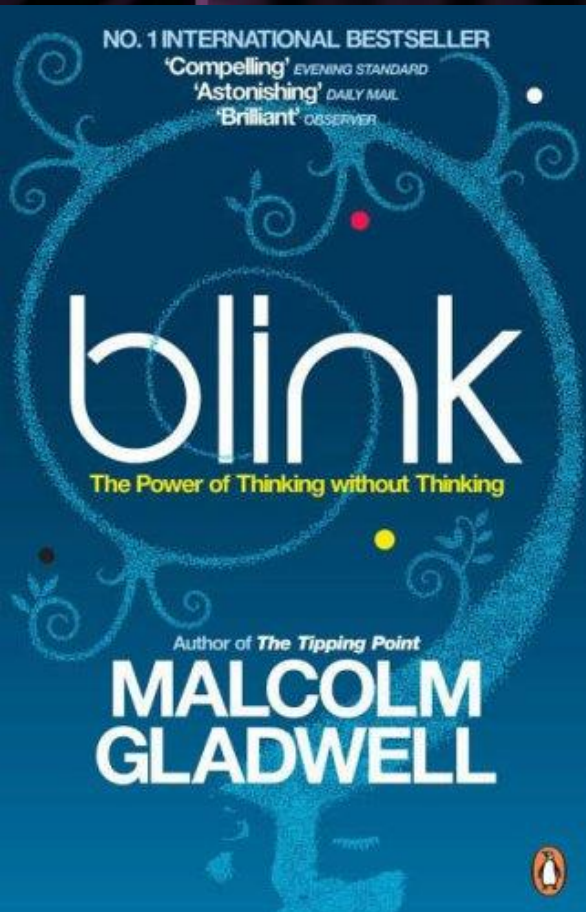


Licenses and sequels are the fastest way to earn immediate resonance. Keeping it is another matter.





Awkward  
segueway  
slide.



Gladwell says that experts can  
make  
Decisions about resonance  
quickly and accurately...

But that accuracy fades  
if you take too long.



So trust your instincts

Moreso when they tell you something is  
wrong.



## Conclusions:

- The first impression is vital.
- Leverage the resonance you do have
- Create the resonance you don't
- Trust your instincts.
- Verify.