



# The Power of Storytelling

Using a story to create a coherent experience  
from conception to execution



# The Story of *FIRST* Steamworks

*FIRST*®STEAMWORKS<sup>SM</sup> invites two adventurers' clubs, in an era where steam power reigns, to prepare their airships for a long distance race.

Each three-team alliance prepares in three ways:

1. **Build steam pressure.** Robots collect fuel (balls) and score it in their boiler via high and low efficiency goals. Boilers turn fuel into steam pressure which is stored in the steam tank on their airship – but it takes more fuel in the low efficiency goal to build steam than the high efficiency goal.
2. **Start rotors.** Robots deliver gears to pilots on their airship for installation. Once the gear train is complete, they turn the crank to start the rotor.
3. **Prepare for flight.** Robots must latch on to their airship before launch (the end of the match) by ascending their ropesto signal that they're ready for takeoff.

# Game Manual Fonts and Images



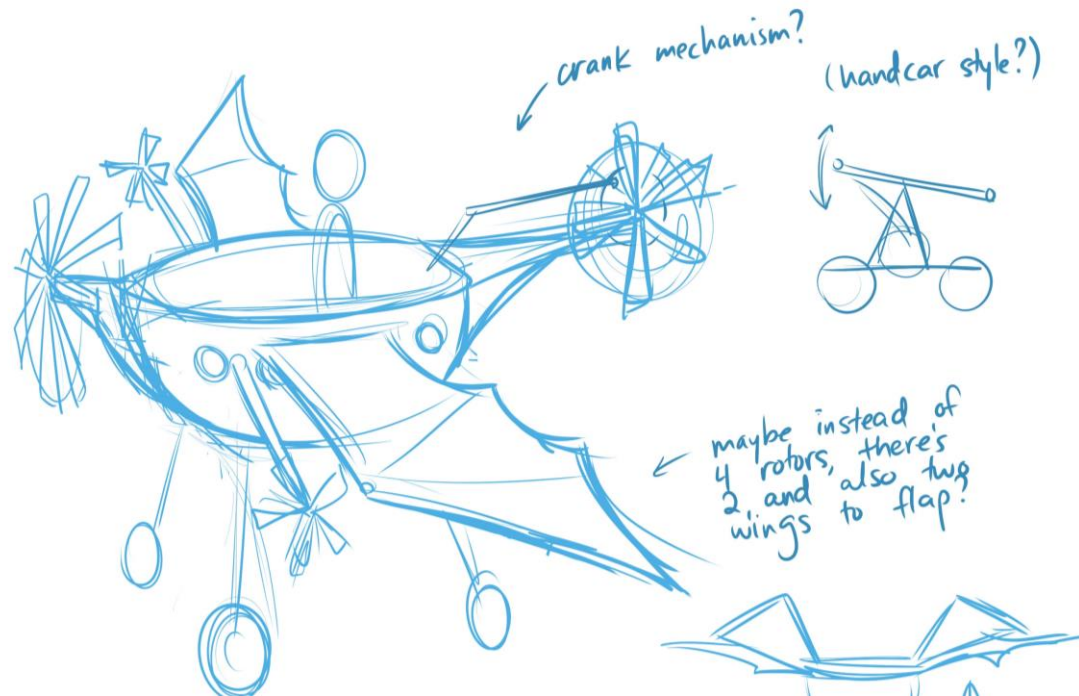
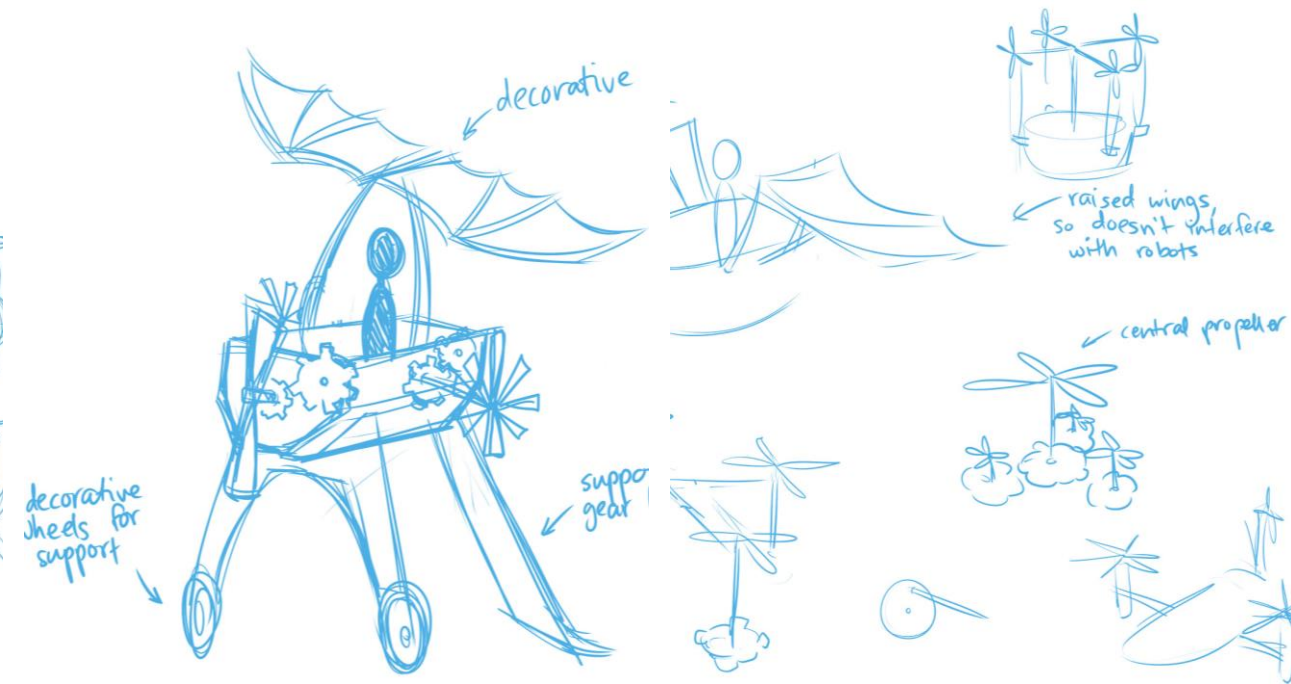
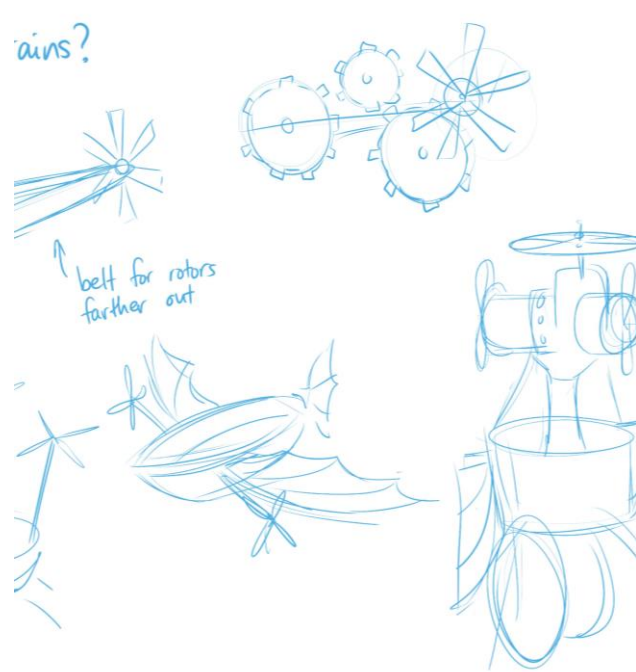
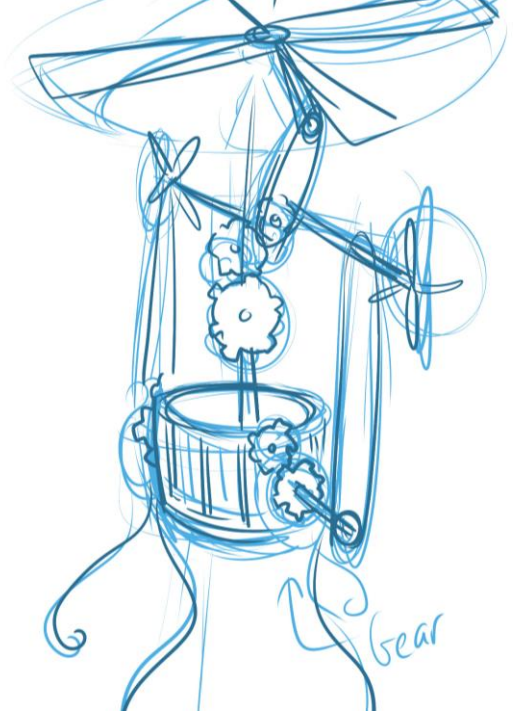
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- Header used steamworks inspired images
- Color palette was pulled from logo colors
- Font was selected from Steampunk artwork\*

\*Shout out to Hananiah Wilson and FRC Team 4534, the Wired Wizards, from Wilmington, NC, USA for creating an amazing style guide that we used.

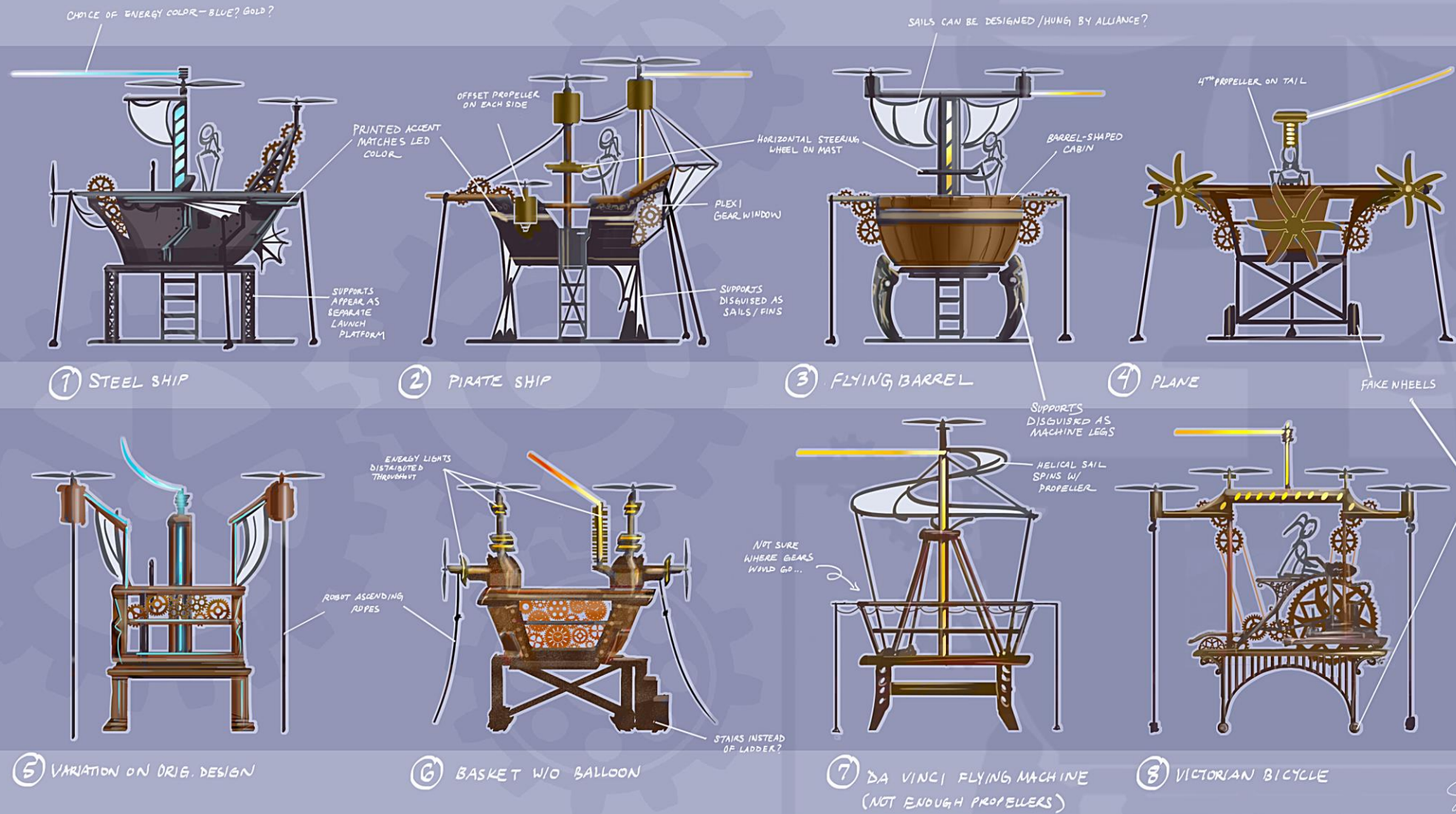




# Field Design: Airships

The story said airships, but what did they look like?

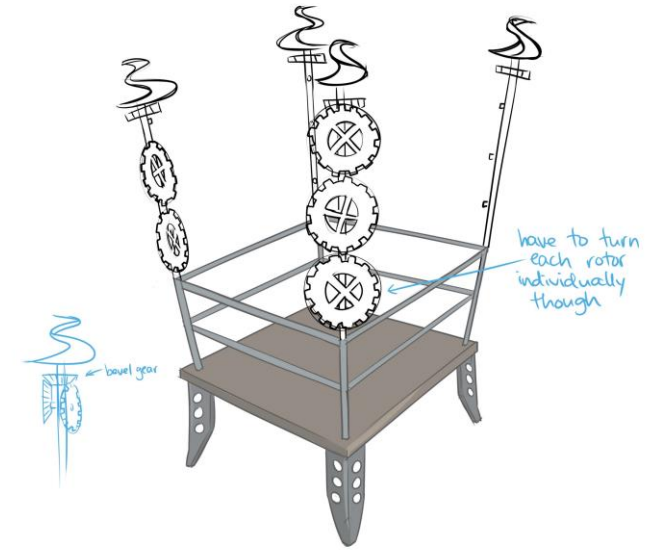
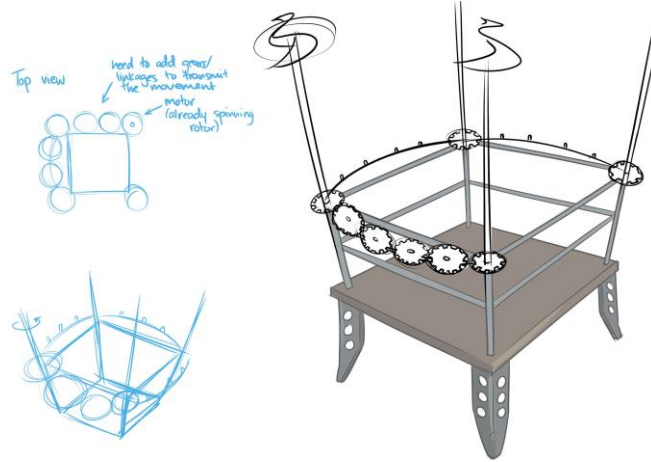
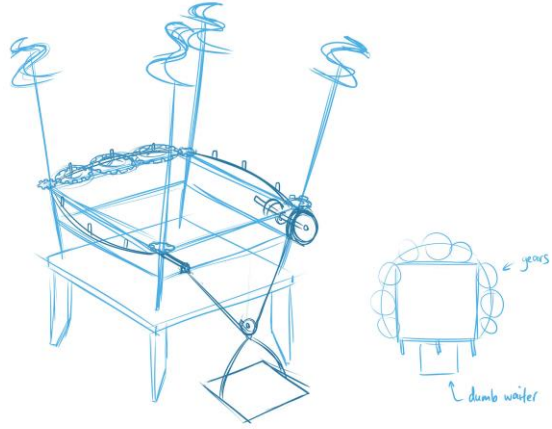
- Simulate flight
- Large enough for human players
- Interactive for human players and robots
- Game piece transfer from robot to making the airship function



# AIRSHIP CONCEPTS

2016.07.21

Concept art for possible airship designs



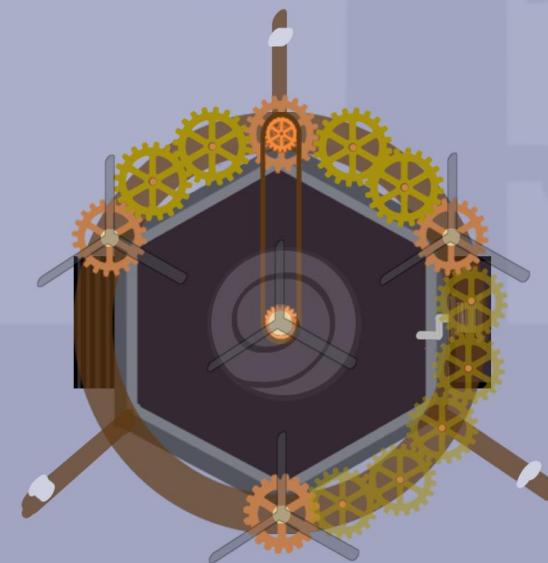
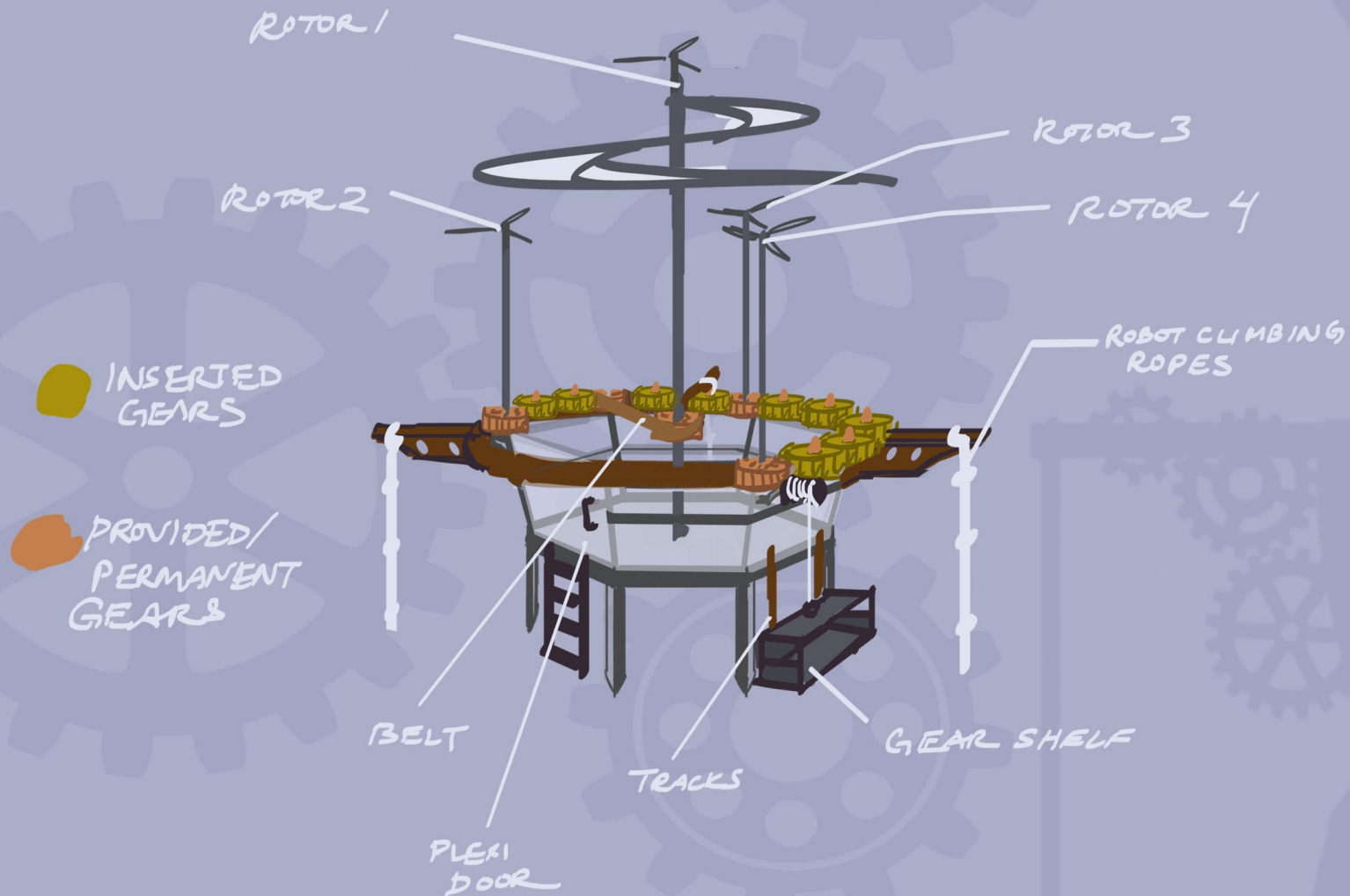
# Field Design: Airships

Gear implementation concept art



(SOME ELEMENTS SHIFTED FOR VISIBILITY)

(MORE ACCURATE DESIGN)



HEXAGONAL PLATFORM

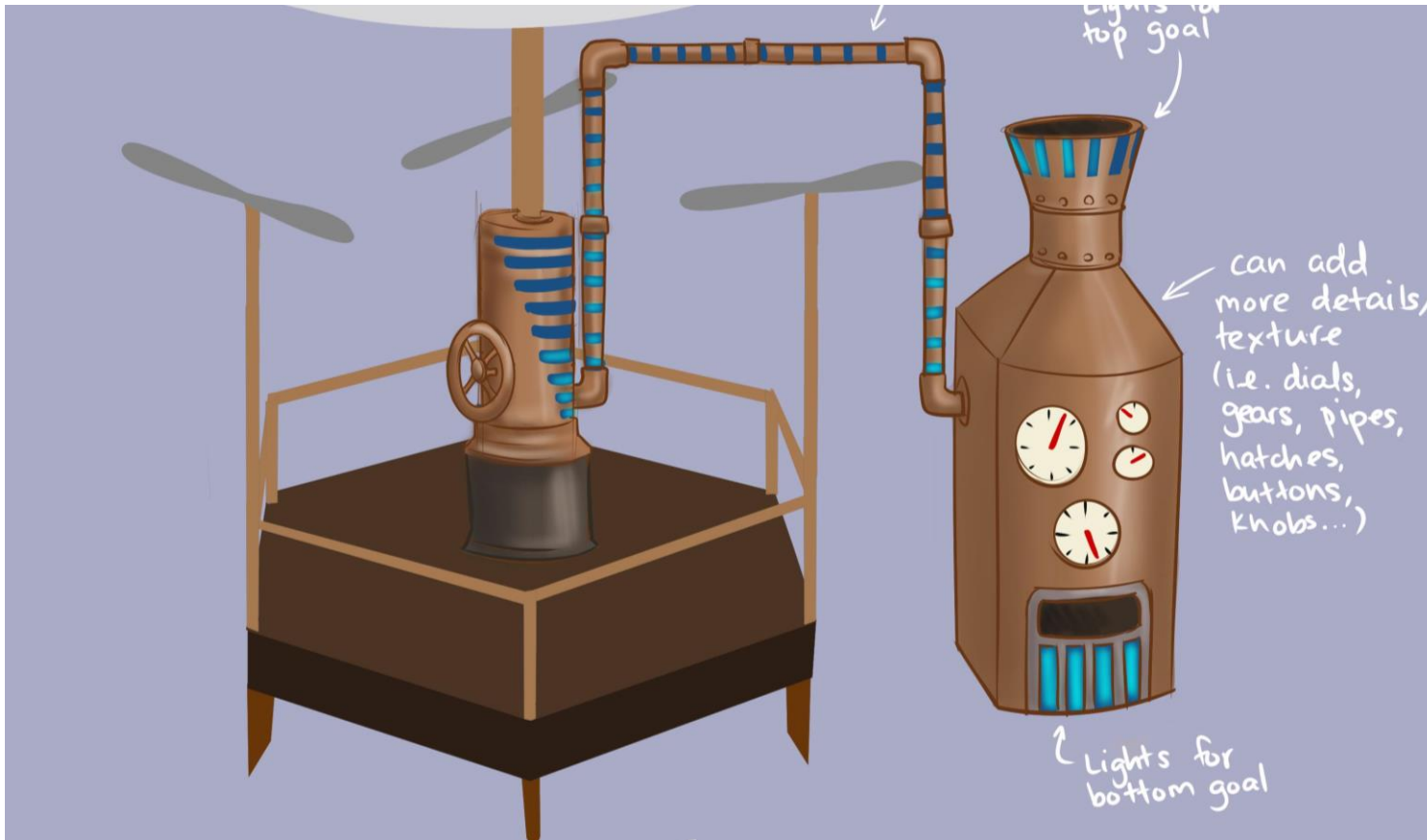
- 3 ROTORS + 1 CENTER ROTOR

- 3 "WINGS" FOR CLIMBING

JS

AIRSHIP CONCEPTS 2016.07.27

Concept art for gear implementation. Notice the beginning of the nomenclature taking form.



The story said the fuel collected powered the airships, but how?

- We needed to connect the airships to the boiler.
- We wanted to capture the pressure building on the field.

## Field Design: Boilers





## Teaser

- Capture the Steampunk theme
- Gears
- Airships
- Color palette
- <https://www.youtube.com/watch?v=37GBEBLfHWA>



## Animation

- Famous steampunk actor for the voiceover
- Hopeful and light-hearted script
- Steampunk-themed human players and robots
- Match opening image to closing image of teaser
- <https://www.youtube.com/watch?v=EMiNmJW7enI>