Gamifying creative content futures
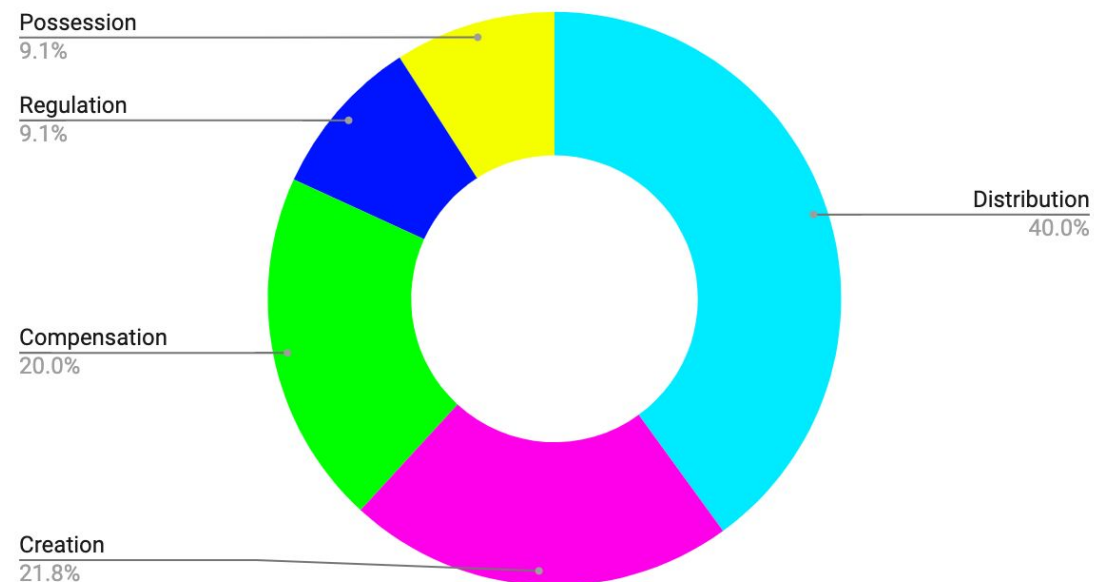
Design Futures 101 Final Project

Shea Molloy | 2022

Goal

- Collect current events and human responses

- Organize moving parts in a complicated landscape

- Make a future by mixing existing factors and new ones

Event	How does this make you feel?	Who does this affect?	What kind of event or idea is this?	What does this affect?	Which future does this fall into?
R Immersive Tech to present at the Q1 Virtual Investor Summit	Curious	Companies/Platforms, C	Technological, Economic	Distribution	A plausible future
andcamp acquired by Epic games	Sad	Creators, Consumers, C	Social	Distribution	The present future
an You Be an NFT Artist and an Environmentalist?	Curious	Creators	Ecological	Creation	The present future
he metaverse is a new word for an old idea	Reassured	Workers, Collectors/Inve	Social	Creation	The present future
atherVerse Explores Open Metaverse Framework	Curious	Creators, Workers, Com	Technological	Creation, Distribution	A plausible future
nsplash announces a 3D assets collection	Unsurprised	Creators	Technological	Creation	The present future
ritique of uploading photos to Unsplash for free	Happy	Creators	Social	Distribution	The present future
victus labs investing in tying NFTs to physical art (sponsored)	Annoyed	Consumers, Collectors/I	Economic	Distribution	The present future
opyright Small Claims For Photographers	Happy	Creators	Political	Remuneration	The present future
leven Year Shutterstock Growth Trends	Sad	Creators	Economic	Remuneration	The present future
oogle Images' License Filter Makes Finding and Buying Stock Ph	Satisfied	Consumers	Technological	Distribution	The present future
nsplash Acquired by Getty Images	Annoyed	Creators, Consumers, C	Economic	Distribution	The present future
yeEm Acquired by New Value AG	Indifferent	Creators, Consumers, C	Economic	Distribution	The present future
hotocase Launches Campaign Against Free Content	Excited	Creators, Companies/Pla	Economic	Creation	The present future
etty Images Goes Public Again – Valued at $4.8 Billion	Indifferent	Collectors/Investors	Economic	Distribution	The present future
hutterstock Launches Shutterstock.AI Platform for AI Creative Sol	Indifferent	Consumers	Technological	Distribution	The present future
rt NFT-Platform SuperRare Launches a Series of Digital Gallery S	Unsurprised	Creators, Consumers	Technological	Distribution	A plausible future
etro Video Game Soundtracks Called Out For Pop Similarities In	Silly	Creators, Consumers	Social	Creation	A plausible future
mazon creates immersive shopping experiences using Substance	Indifferent	Companies/Platforms	Technological	Distribution	A plausible future
ow innovative uses of 3D are transforming entire industries	Curious	Companies/Platforms	Economic	Distribution	A plausible future
dobe's Behance adds support for NFTs and paid subscriptions	Happy	Creators	Technological	Remuneration	The present future
ithub adds sponsors-only repositories	Cool	Creators	Economic	Remuneration	The present future
ehance adds Patreon-like subscriptions to support creators	Happy	Creators	Technological	Remuneration	The present future
umroad faces backlash over alleged NFT ambitions	Weird	Creators, Companies/Pla	Social	Distribution	The present future
l-Generated Andy Warhol Will Star in Forthcoming Netflix Docuse	Weird	Consumers	Technological	Creation	The present future
ongwriters to protest at Spotify LA office: 'music creators' livelihoo	Stressed	Creators, Consumers	Political	Remuneration	The present future
ikTok, Instagram influencers criticize creator payment programs	Stressed	Creators	Social	Remuneration	The present future
witch Ad Incentive Program will pay streamers a guaranteed minir	Happy	Creators, Collectors/Inve	Economic	Remuneration	The present future
ikTok partners with Stripe to expand creator payments	Happy	Creators	Technological	Remuneration	The present future
outube creator funds	Curious	Creators, Companies/Pla	Economic	Distribution	A plausible future
acebook creator fund investment	Curious	Creators, Companies/Pla	Economic	Distribution	A plausible future

What does this affect?

- Possession 9.1%
- Regulation 9.1%
- Distribution 40.0%
- Compensation 20.0%
- Creation 21.8%

Process

- Form experiments:
  - 3+ versions
  - Google form

- Database structure:
  - 50+ signals collected
  - Google sheet

- Visualization research:
  - D3.js

Hypothetical context

- Content/media landscape

- Digital art, content, ownership, distribution and creation

- **Timeframe: 3-6 years**
  - A world in which I have time

Narrative approach

- Addition of color + structure

- Assigning your own emotional response to current events and other people's ideas

- Generative mad libs
  - Propose words that are related to articles that have positive responses

Digital Creative Content Futures 🔮

Help collect events, ideas, and dreams that to shape the future of art and media.

Add an event in present or recent past that relates to digital creative content on the timeline below. Reconfigurations of keywords, nouns, and events from the present will be part of the new ideas you create that help shape the future.
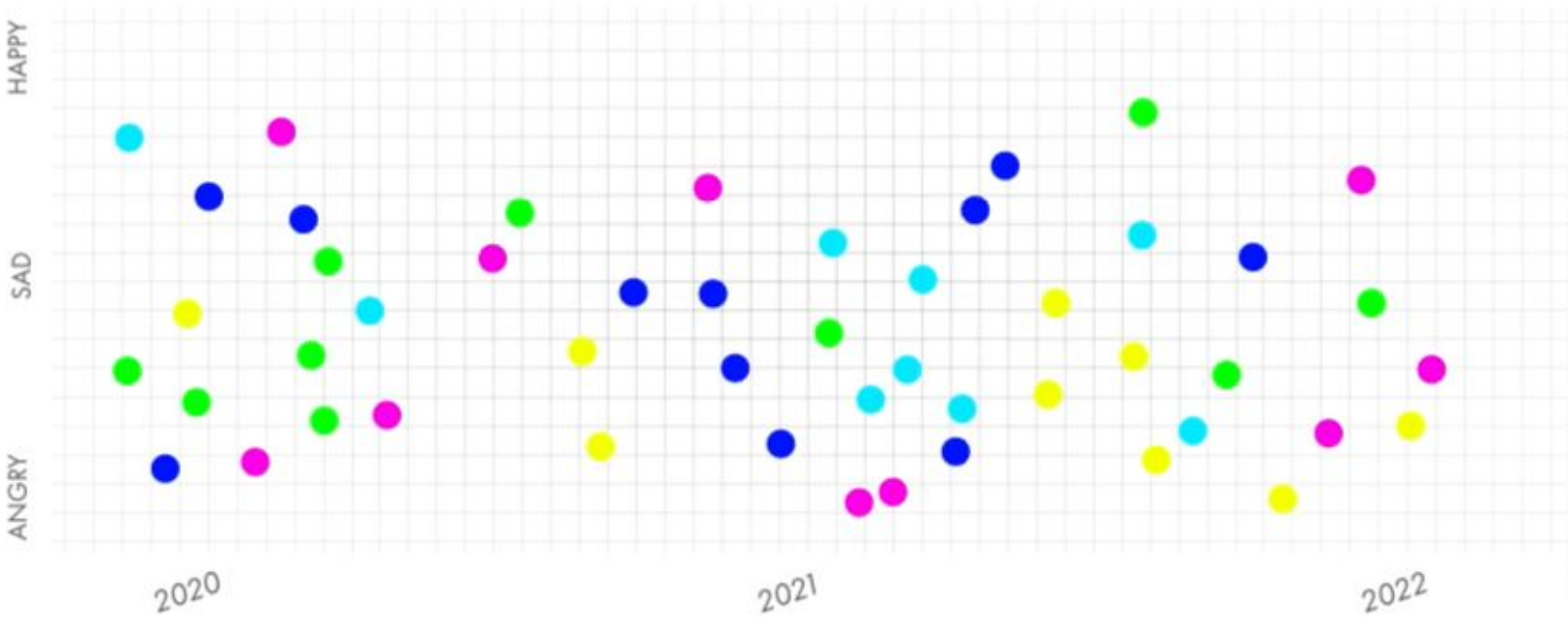
⊕ *Add an event to the current landscape*   ✳ *Create a new idea to shape the future*

Influences   ⫘ *Emotional responses*   **Speculations**

● creation   ● possession   ● compensation   ● distribution   ● regulation

| creators × | consumers × | workers × | investors × | companies × | ⌄ |

preposterous ——————————

possible ——————————

plausible ——————————

📍
You are here

HAPPY

SAD

ANGRY

2020   2021   2022