

## **Jakob Ion Wille: Designing story world in film and media**

### **Abstract**

Audiences visit movie theatres in expectation of visual rewards or even of overwhelming cinematic experiences, therefore it seems to be a paradox that, at least in Denmark and Scandinavia, relatively little focus is on developing and designing that very experience. This cannot be explained by lack of will or talent, but rather points towards a need to rethink methods used in the creation of visual fiction and story worlds.

In 2017, The National Danish Film School (DDF) and The Danish Royal Academy of Fine Arts, School of Design (KADK) launched a network, including film and media professionals and educational institutions, aimed at collecting and exchanging knowledge on, and experience in, creating story worlds as the point of departure in the creation of film, television series, animation and transmedia production. Inspired partly by the thoughts of production designer and professor of film practice at University of Southern California, Alex McDowell, the premise of the story world network is that design of the world is as important to the development of the narrative as the script is to the development of the design.

On the basis of interviews with screenwriters, producers and designers in the entertainment industry, the current proposal presents preliminary findings relating to decision making and methodology in the early stages of development of film and television production. The proposal also presents results from story world workshops and other educational projects done within the framework of DDF and KADK.

### **Bio**

Jakob Ion Wille is Associated Professor at The Royal Danish Academy of Fine Arts, School of Design and head of Production Design master program, and Game & Production Design, Bachelor program at The Royal Academy of Fine Arts, School of Design. He has been working as a scriptwriter, script consultant and consultant on exhibition design. In 2012-2014 he participated in the project on classical music and experience design, funded by EU. Phd thesis on production design and film as design. Currently working on research in "Story World Building."