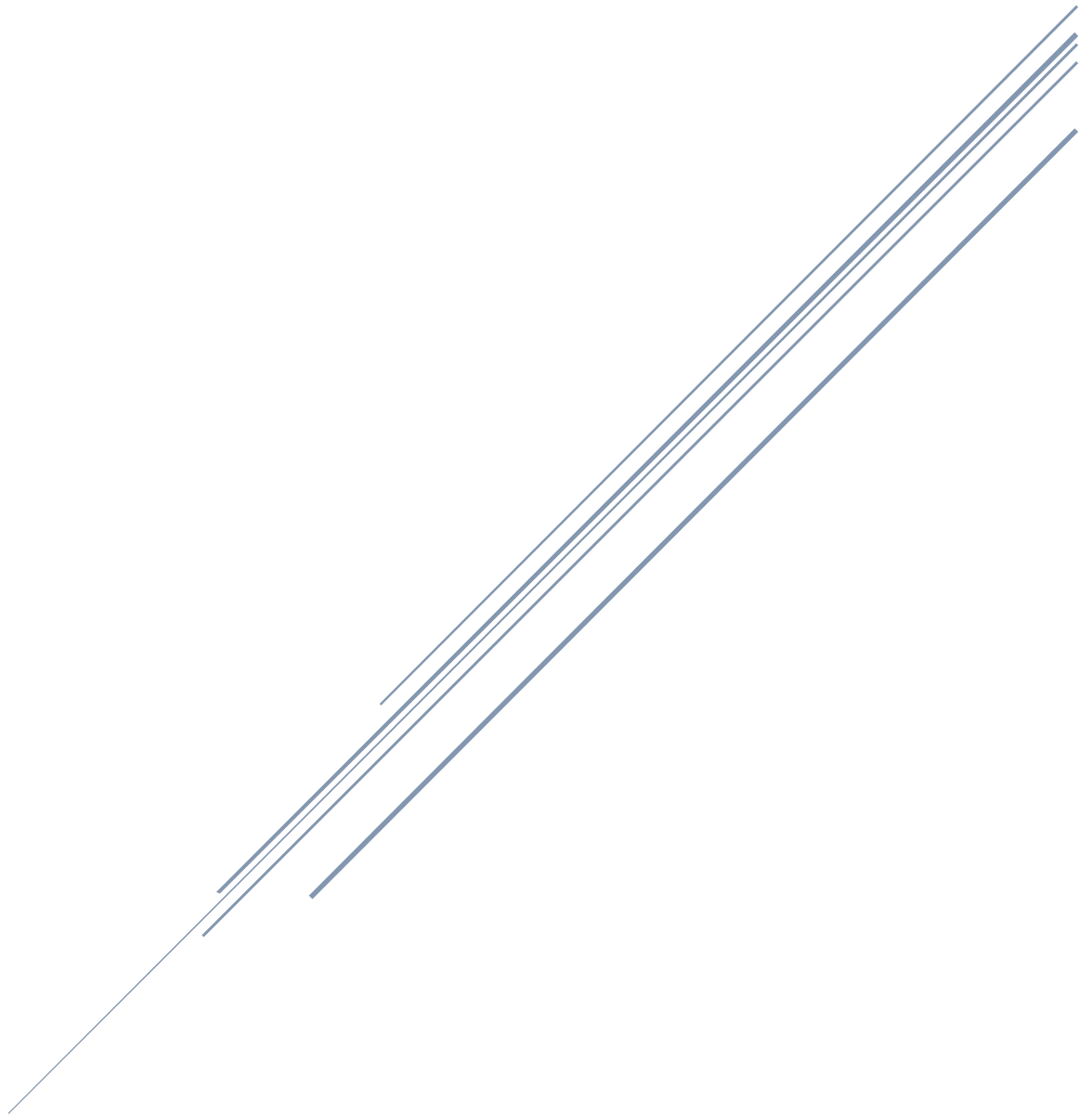


ORUCANI INVASION

Transmedia Campaign



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Transmedia Project

I have chosen to revise my transmedia project from ECW3652 with Mr. Gunshanan.

This campaign is meant to represent a fictional event wherein an unknown, but technologically superior species (the Orucani) arrive at the world of the Dwehaerveen, a dwarven species whose steampunk technology is at a similar level to our own. The primary elements were a series of posts on Facebook from Thydhor Thunderfist, the military leader of the Dwehaer; and Dakath the Supreme Commander of the arriving force.

The launching point for this campaign is the Story-Bible which was generated in ECW2841 with Mr. King, which currently resides on my portfolio website (<https://spwright.weebly.com/professional-writing.html>) and can be accessed by clicking on the cover image for the bible, or the header for the story bible.

The tale begins on Thydhor's Facebook(which is accessed by clicking on Thydhor's character profile within the story bible (<https://www.facebook.com/NamelessGeneral>.) Throughout the event audience members were able to click on Thydhor's listed contact and send a message to his email at Thydhor@gmail.com and receive an automated response which will be copied below. Alternately, the second half of the story was detailed on Dakath's Facebook ((again accessed via character profile within the story bible (<https://www.facebook.com/GeneralDakath/>)).

While the event unfolding was cut short due to unforeseen circumstances, the pre-planning allowed me to include a potential thread going forward. Further in the story bible viewers would find a link available in the Locations labeled as the Library Complex. This link brought players to a Genially page (<https://view.genial.ly/5f21d471204af70d99164a56/interactive-image-library-complex>) with an interactive image of the library complex itself. Attached to this are links which include: a secondary path to Thydhor's Facebook page; a brief history of the complex; a brief summary of alchemy within dwarven culture and how it relates to Thydhor; a hint at the forging of the legendary Blood Blade which Thydhor will bear; and a small note on how the complex is powered.

Below one will see the campaign as it unfolded on Facebook. Beyond this point will be a bulleted list of conceived thoughts and plans which would have kept the momentum running throughout the remainder of the year. Finally, will be the new additions made at this time (4 months after the event) which will allow for the potential of further growth and development.

Facebook Campaign

CHARACTER	DATE	TIME	CONTENTS
Thydhor	7/28/20	12:26:00 PM	<p>ATTENTION ALL CITIZENS:</p> <p>Early this day ground radar detected a series of large object entering orbit around our planet. Please stay tuned for further information and remain calm.</p>
Thydhor	7/28/20	2:28:00 PM	<p>ATTENTION ALL CITIZENS:</p> <p>At this time, we are elevating our emergency preparedness to level Gamma. Over the past few hours we have continued to monitor the incoming objects. They remain unidentified at this time, but they do appear to be maneuvering into position above our largest cities and commerce centers which implies an intelligent design.</p>
Dakath	7/28/20	2:46:00 PM	<p>MY FRIENDS WITHIN THE FLEET:</p> <p>We embarked upon this historic mission together with such high hopes, and against all odds we have succeeded! We now celebrate our arrival at our chosen destination. This world is every bit as lush, beautiful, and mineral rich as we had hoped. WE DID IT!</p>
Dakath	7/28/20	3:00:00 PM	<p>MY FRIENDS:</p> <p>It appears as though the planet is inhabited. It is also now evident by our scans that this life is ... intelligent.</p>
Dakath	7/28/20	3:05:00 PM	<p>MY FRIENDS:</p> <p>We must now begin negotiations with our new partners.</p>
Dakath	7/28/20	3:15:00 PM	<p>At this time MY ship, and mine alone will lower itself below the cloud barrier. The rest of the fleet will remain in position ... for now.</p>
Thydhor	7/28/20	3:15:00 PM	<p>ATTENTION ALL CITIZENS:</p> <p>Emergency level is now increasing to level Delta! The largest object, now confirmed to be a ship of some kind, has begun lowering itself over the capital city. Should this encounter prove disastrous look to my second, Commander Dreyko for guidance.</p>
Thydhor	7/28/20	3:45:00 PM	<p>ATTENTION ALL CITIZENS:</p> <p>Emergency level Beta is now in effect. The objects were indeed vessels, which as you know have taken up position across the globe. The largest of which has descended beneath the clouds and now hovers ominously overhead.</p>

Dakath	7/28/20	4:00:00 PM	<p>MY FRIENDS:</p> <p>My ship is now in position and has been acknowledged by our counterparts on the ground. We will now begin negotiations. Should this not go well, you are ordered to retaliate immediately, and without mercy.</p>
Thydhor	7/28/20	4:05:00 PM	<p>SITUATIONAL UPDATE:</p> <p>The 'visitors' have identified themselves as the Orucani and have entered into negotiations with our highest diplomat Skirfar. I will report again when the negotiations have concluded. Again, should this prove disastrous please look to Commander Dreyko for further instruction.</p>
Dakath	7/29/20	8:30:00 AM	<p>MY FRIENDS WITHIN THE FLEET:</p> <p>Negotiations were long, frustrating, and tedious. However, with the assistance of an unexpected ally within their contingent we have succeeded once more. We are now welcome here! Join me in "embracing" our new partners, and our new home world, Dwehaer awaits us.</p>
Thydhor	7/29/20	8:35:00 AM	<p>ATTENTION ALL CITIZENS:</p> <p>By executive order we are now stepping down from emergency readiness and resuming normal operations. Effective Immediately.</p>
Dakath	7/29/20	1:08:00 PM	<p>Thanks to the efforts of our new friend Skirfar, the leadership of this world has partnered me with their highest decorated official, Thydhor.</p> <p>Together we will be touring their power facilities to determine the best course of action for 'merging' our capabilities. This exercise should prove... intriguing.</p>
Thydhor	7/29/20	10:00:00 AM	<p>CITIZENS OF DWEHAER:</p> <p>Our leaders, with the expert guidance of our own lead negotiator Skirfar, have come to an agreement with the Orucani. They are now, and forever more, our allies. They will be treated as such by all.</p>
Thydhor	7/29/20	1:15:00 PM	<p>It is with great honor that I announce our new partnership with the Orucani Confederacy. It is evident by their journey here that they possess higher technical capabilities than we - Therefore our leadership has determined that I will be partnered with their own Military Liaison, General Dakath.</p>

			<p>Together we will be touring the various facilities within our region and discussing possible options for upgrading, replacing, or augmenting our own machinery with theirs!</p> <p>Together we will move forward unto tomorrow.</p>
Thydhor	7/29/20	2:45:00 PM	<p>Our first stop in our tech journey finds Dakath and I touring the Kuchler Hydro-Electric damn in the country of Crow. She is one of our older, but more efficient power sources and I am curious as to what his reaction will be.</p>
Dakath	7/29/20	3:00:00 PM	<p>The first stop on this informative journey is now complete. Thydhor in all his wisdom began with a hydro-electric damn. He sees a magnificent success of technology and power. I see a small waterfall...</p> <p>Not much we can do to help here beyond making the facility more efficient.</p>
Dakath	7/29/20	3:45:00 PM	<p>MY FRIENDS:</p> <p>Myself and others are now being shown the "technological marvels" of this world - and we are thus far... unimpressed.</p>
Dakath	7/29/20	4:30:00 PM	<p>MY FRIENDS:</p> <p>At this time the plan is progressing as expected and several targets have been identified. Continue to plan accordingly and await my instructions.</p>
Thydhor	7/29/20	5:45:00 PM	<p>After an exciting visit to the Dam, Dakath and I are off to our next location where we will be inspecting the newly constructed Dowhen Solar Collector.</p> <p>- I must admit that while he shared many observations and ideas concerning the Dam, my counterpart did not appear enthusiastic or interested - hopefully this next item will make a better impression.</p> <p>The Collector itself is loosely classified and thus a photo cannot be taken on sight. I provide for you a piece of concept art from the design phase of this project. This work was created by the highly talented D'Haupt.</p>
Dakath	7/29/20	6:00:00 PM	<p>OH MY!! Now we're going to look at a giant Solar Panel.</p>

Thydhor	7/30/20	12:42:00 PM	<p>Cooperative Update:</p> <p>We have completed our tour of the solar collector, and I am pleased to report that my counterpart appears to be pleased with what he and his subordinates have seen across the globe.</p>
Dakath	7/30/20	12:58:00 PM	<p>MY FRIENDS:</p> <p>The information gathering phase of our agenda is nearly completed. This morning completed our tours of the 'magnificent' technological wonders across the globe.</p> <p>Within the hour, my counterpart Thydhor will be joining me on our mothership. Together we will 'discuss' the options for our races merger.</p> <p>BE AT THE READY, COMRADES.</p>
Thydhor	7/30/20	1:30:00 PM	<p>A new journey is about to begin!</p> <p>Now that the various tours of our facilities have been completed, our new partners the Orucani have invited me to join them on their lead ship where I will join Dakath as I am shown the multitude of opportunities which they will bring our world.</p>
Dakath	7/30/20	5:47:00 PM	<p>MY FRIENDS:</p> <p>I have confined Thydhor within my ship. The Time is upon us.</p>
Dakath	7/30/20	3:54:00 PM	<p>Audio File: Execute Order 19</p>
Dakath	7/31/20	1:22:00 PM	<p>We have achieved Victory over this backwater world. Our conquest was swift and the rewards great. We will now begin our true mission here.</p> <p>But first we must address the issue of Thydhor. The last surviving member of leadership currently imprisoned upon my vessel.</p> <p>There will be a public execution in 1 hour.</p>
Dakath	7/31/20	2:25:00 PM	<p>Greetings to the people of Dwehaer:</p> <p>As you know I am the leader of the Orucani presence on your world. We came to your world in friendship, searching for the means to save our home.</p>

			<p>While we were welcomed by the civilians of your various cultures, your leadership and military viewed our arrival as antagonistic. As such they feigned interest in our possible contributions to your societies future.</p> <p>Unfortunately, their true colors were revealed this past evening when they launched a simultaneous attack on our ships.</p> <p>This cowardly action has had unfortunate effects across your world due to the fallout of prolonged battle. Fallout which we will help you to recover from.</p> <p>We will move forward together as we all recover from these events.</p>
Dakath	7/31/20	2:30:00 PM	<p>MY FRIENDS:</p> <p>We ventured to this world in hopes of finding the resources needed to save our own, and thus our race. When we ventured forth, we knew that this world was inhabited, but were unsure of the natives capabilities. Thus, it was determined that we would play nice upon our arrival as a means of investigating their potential.</p> <p>We discovered rather swiftly that, while they did have some promising technology (all of which was identified as potential assets), there was little of value they could provide us.</p> <p>Yesterday, I initiated order 19 and began the global conquest. This afternoon that conquest was completed, and we emerged as the true rulers of this world.</p> <p>In a few moments we will secure our position by removing the final face of the old regime.</p>
Dakath	7/31/20	2:45:00 PM	<p>MY FRIENDS:</p> <p>We will be conducting the execution of Thydhor in 5 minutes.</p>

Email

(Prior to Arrival and continuing through till his execution.)

Greetings,

It is my great honor to be contacted by you at this time.

As you are aware my duties as the liaison between the military and the ruling council are quite demanding of my time. I am currently engaged in matters of diplomatic importance which require my full attention and will be unable to reply to my messages for the foreseeable future.

I apologize if this in any way inconveniences you.

If the contents of this communique are urgent, or in any way related to the above reference diplomatic occurrence please notify my assistant and arrangements can be made.

Thank You,
Thydhor Thunderfist

(Appearing 48 hours after his scheduled execution.)

Salutations,

Through the misinformation provided by General Dakath, and Envoy Skirfar, you have been led to believe that Thydhor, and all those he served and represented were traitors of the people. You have also been informed that all such political insurgents have been summarily dealt with.

This is a LIE!

None of our leaders (save for Skirfar himself) betrayed us. It was in fact they who's trusts were betrayed, and they paid the ultimate price for this treason.

However, hope still remains.
Salvation will come.
Thydhor Will Rise!

Conceived Continuance

This is the sequence of events going forward which would be ideal for this project. For the purposes of this revision I will behave as though this timeline did unfold as described below.

- Dakath informs his fleet of an incursion on his vessel which had resulted in minor damages, and the loss of Thydhor to the attackers.
 - Followed shortly with a concise message to the citizens of Dwehaer that their defiance had met with disaster – the forces had been defeated, their attempted sabotage averted, and their lives forfeit under law.
 - The aftereffects of this treacherous act would see the Orucani instigate martial law across the globe.
- At this point a new character would have appeared on Facebook, the aforementioned Skirfar, who would be communicating to the public from his new position as Envoy to Dakath.
 - Skirfar's main role, and the majority of his posts would be highly contentious as he attempted to put positive spins on the actions of the Orcs, and how those actions would ultimately benefit the Dwehaer.
 - Like all political figures, and public relation officers his messages would always be carefully crafted and worded to fit the agenda of the moment.
 - Skirfar's profile would also link to a functional e-mail address with an automated reply in place.
 - Unlike Thydhor however, this reply would graciously thank the sender for their cooperation with the Orucani Occupation, and a curt – carefully worded warning reminding all of the potential consequences of treason...
 - From this point forward Dakath would not ever communicate with the Dwehaerveen people directly, rather dispersing all messages through the mouth of his envoy.
- The next event of note would be a series of violent encounters between the two races at key locations across the globe. At this point an interactive map would have been hinted at, but not yet revealed as the invading force quickly, and effortlessly took control of the planet.
 - There were to be six such encounters which would be addressed by Skirfar on his profile, and in each he would denounce the unlawful, and seditious actions of the locals as they prevented the benevolent overseers...
 - A further three events would be revealed in communications between Dakath, and his troops as they secretly took control over specific operations and construction sites.
- Now (1 month, 2 weeks, and 4 days after the event) a new profile would appear, but this time it would not be tied to Facebook, but instead would be a Twitter profile simply named 'The Voice of Dwehaer.'
 - The idea being that twitter as a separate program would be independent from, and unknown to both Skirfar, and Dakath, thus allowing for uninterrupted, and unhampered communication.
 - This would run similar to the wartime radio broadcasts that existed during WWII, and were shown in the Harry Potter films, but updated to a modern cyber format.
 - Additionally, this series of messages would be scheduled to occur at specific intervals throughout the day, and the week.
 - Each morning would begin with a listing of the various locations which had fallen to the enemy, and a brief moment of silence for all those who had been lost in the battle.
 - The early afternoons would be a time of repose wherein a short proverb would be shared, with a coinciding message of relevance.
 - This would be followed by a coded update on the welfare of "patient zero." An unknown, but important figure which had been rescued from the command vessel prior to execution and was now healing in preparation for his return to the field.

- Evenings would conclude with a message of solidarity, comfort, and strength as, yet another day of loss was concluded, and another day of struggle visible upon the horizon.
 - Supplemental messages would also be broadcast as each encounter between the warring races was fought and lost. A live update of the status of the union as it were.
- A few weeks into this Twitter feed (running concurrently with continuing messages from Skirfar, and internal communications from Dakath) a new element would be introduced. However, unlike all prior introductions this would not be a singular item, but rather a set of twins.
 - In an effort to garner support for his masters and their endeavors Skirfar would upload an interactive map.
 - This map would highlight the areas where: the Orucani had ‘improved’ the quality of life for the immediate population; the opposing insurgent Dwehaer were damaging and destroying historical, and culturally significant areas in their thirst for violence; and finally, a large glowing icon showing the location of the new capital city being constructed and “gifted” to the Dwehaer by the forgiving Orucani.
 - This map would also include a number of cities, which once highlighted would reveal the populations preferences towards peaceful coexistence with the newcomers as opposed to battle; alongside personal messages of thanks and adoration to the new protectors of the realm (similar to customer testimonials on retail websites.)
 - Simultaneously, over on the Twitter feed a similar map would drop.
 - This one however, would resemble something more akin to a presidential election map wherein each province would be colored according to its current status within the war.
 - Red for free.
 - Green for destroyed.
 - Gold for conquered and/or enslaved.
 - Grey for surrender.
 - Purple for treason (siding with the enemy against their own.)
- The following month would have remained consistent with these elements as the various forces raging across the planet battled for dominance and control. The maps would be updated as needed to reflect serious encounters.
- At the beginning of the third month a new stream of messages would have begun being broadcast as a series of audio clips. These clips would have appeared on Thydhor’s original Facebook page (now renamed as Thydhor will Rise Again.)
 - The audience would hear from Thydhor as he brought gravity and reality to the events transpiring around the world.
 - He would put a face to the violence and uncover the truth of the Orucani invasion.
 - Through his words he would encourage and embolden the population to take action against their overlords.
- Hearing this new element and realizing the effects it was having on the general public Skirfar would immediately launch a smear campaign against him.
- Soon after Thydhor would realize that he had been gone too long, had lost influence, and that the public had already mostly surrendered to its fate. He would need to do something drastic to show his commitment to the cause.
 - On the fifth morning following the beginning of #ThydhorWillRise a video was streamed live on both Thydhor’s page, and the Twitter feed.
 - Citizens across the land watched in amazement as a ragged, and wounded Thydhor stood before them.
 - The world watched silently as he underwent the ultimate punishment and was shaven from head to foot.
 - Immediately following the broadcast, a new message appeared on all media channels.
 - The world will be healed, and the Orucani removed. #NamelessGeneral

New Additions

YouTube Video

Realizing that simply taking on the moniker of the Nameless General, would not be enough to rally the world around him and lead his people to salvation Thydhor embarks upon a quest to forge a mighty weapon of legend. He records a short message to the people upon its completion and broadcasts his words to the masses via every available media source he can beginning with YouTube itself (<https://youtu.be/HQnNycdMulM>)

A little over 4 months ago they came.

At first, they seemed to be friends, benevolent guardians; here to guide us into the future.

This was not the case.

They meant to conquer, and plunder; they meant to dominate.

Too late I learned the truth; too late I chose to react.

I failed!

I was captured, beaten, destroyed, and sentenced to execution.

This was not to be my fate however, and I found myself recovering far from the fight.

I watched the world burn, and I waited for an honorable warrior to guide us to salvation.

No such warrior arose, and our people suffered.

Realizing this I accepted all dishonor unto myself.

I chose to carry the woes of the world, and allow punishment brought forth.

I underwent the ancient ceremony of Eh'M'Phai. Forgoing my name, my honor, and my station.

Thydhor is no more, and the Nameless now speaks.

I have embarked upon a quest and have roamed the vastness of the world.

Materials gathered, I returned to my ancestral lands, and brought forth the power of my family.

Guided by the wisdom of the Alchemists, and fortified by the strength of my forebears, I will rise.

I will remove this blight, and I will free our people.

I will exact vengeance upon our enemies.

With the Bone Blade of ancient Legend, I cannot fail.

With this weapon, I will reshape our world.

With this Blade, Dakath will fall!

E-Mail Body Copy – First Appearing 4 months after apparent execution

My people,

Four months ago, the Orucani arrived and cavorted themselves as our friends. This, as you know was a lie! They did not come in friendship, nor were they here to collaborate with us for a better future as they claimed. They came to conquer.

It was I that failed you, and it was I that allowed this travesty to occur. I endeavored to correct this action, and in this too I failed you.

But I shall not fail you again.

Do not surrender. Do not Despair.

We will endure, and we shall do so together.

The Nameless General; Bearer of the Bone-Blade

Facebook Page

At this time the username for Thydhor's Facebook account was altered an additional time, now becoming the Nameless General.

Assets

Image Assets

Celdaran, (2013, February 13) "[Sunrise over the Sahara](#)"

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Haupt, D., (2016, November 22) "[Sci-Fi Solar Power Tower \(Free-Download\)](#)"

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Robinson, M, (2013, April 16) "[Renewable Energy I Can Believe In](#)"

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The Roaming Picture Taker, (2015, May 15) "[Weir, River Derwent, Derby](#)"

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Vitkus, J., (2016, February 6) "[Brown dwarf](#)"

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Wu, T., (2011, August 28) "[Nobody Died at the war zone—the commander gets a notification](#)"

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Transmedia Accounts

<https://www.facebook.com/NamelessGeneral>

<https://www.facebook.com/GeneralDakath>

thydhor@gmail.com

<https://view.genial.ly/5f21d471204af70d99164a56/interactive-image-dwehareveen-library-complex>

<https://youtu.be/HQnNycdMulM>