

Project Outline

Wordpress Outline – Our WordPress project will focus on the development, impact, and advertising of the Atari 2600, one of the most important early home gaming consoles. Our site will include:

Home Page: A short introduction of us and the Atari 2600, explaining what it is, why it was important, and how it changed entertainment in America.

Proposal and Annotated Bibliography: Separate page used to house these documents for viewing

Project Outline: Separate page used to house this document for viewing

Documentary: Separate page used to house our documentary for viewing

Time Line: A timeline will be utilized to visually organize the key events in the Atari 2600's history. It will show the console's major milestones stemming from its antecedents all the way through its impact on modern technology and its prevalence in contemporary media. The timeline will house the major beats of our project and documentary all in one place. It will be created using TimelineJS and will be housed in our wordpress as its own page for people to interact with.

Development: How the Atari 2600 Came to Be.: This page will explain how the console was created, from early games like Pong and the Magnavox Odyssey to Atari's design breakthroughs such as game cartridges. It will include short bios of key developers such as Nolan Bushnell and Joe Decuir. Photos of early prototypes, diagrams and short video explaining its creation.

Advertising and the Public: Who was the Atari 2600 for?: This page will study how Atari was advertised to families and young players in the 1970s and 1980s. It will feature commercials like "Have You Played Atari Today?" and magazines ads showing how gaming became a popular home activity. Media for this page will include advertisements, commercials, and brief analysis of slogans and imagery used to market the Atari 2600 as a consumer product.

Impact and Effects (Then and Now): This section will look at how the Atari 2600 affected society and technology. It will discuss its role in family entertainment, pop culture, the rise of gaming culture, and its influence on later consoles. It will also mention the 1983 video game crash and the system's lasting legacy. Media for this page will include. Charts, family photos, magazine clippings, and gameplay revival. It will focus on the legacy and modern influence of this artifact of technology.

Media Plan:

We will be using images of the console, ads, gameplay videos, charts of sale, LEGO set, and clips from documentaries such as *Modern Marvels: 70's Tech* and *Atari: Game Over*.

Documentary Outline

STORYBOARD

HIST: 325 Production:
 Date:

ATARI 2600: RISE OF HOME VIDEO GAMES

INTRO: A quick look at modern gaming. 1- 1 1/2 minutes long. Quick words/interviews with UMW E-Sports team	ANTECEDENT THE ODYSSEY AND PONG: Ralph Baer and Magnavox Nolan Buschnell and Computer Space. Pong. 3 minutes max.	THE ATARI 2600: HISTORY AND SPECS What the 2600 has that makes it different from the Odyssey. Very brief talk of the Microprocessor
ATARI IMPACT: Birth of the video game industry. Famous games on the 2600.	APOCALYPSE: VIDEO GAME CRASH '83 Cause of the Video Game Crash *Activision *Low quality games: ET *Rise of Nintendo	ATARI 2600 INFLUENCE: MODERN DAY: Closing the documentary. Talk about cultural influence. Atari 2600+ (Maybe LEGO Model)

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A rough idea (having also watched some documentaries of past projects). Subject to edit and change.

Most research done from these sources (specific chapters):

DeMaria, Rusel. "Somebody's Gotta Be First." In *High Score! Expanded*, 32–46. CRC Press, 2019. <https://doi.org/10.1201/9780429429910-3>.

DeMaria, Rusel. "Landmarks of Electronic Game Prehistory." In *High Score! Expanded*, 11–24. CRC Press, 2019. <https://doi.org/10.1201/9780429429910-1>.

DeMaria, Rusel. "Robot." In *High Score! Expanded*, 103–11. CRC Press, 2019. <https://doi.org/10.1201/9780429429910-26>.