

Manifesto for a Brazilian Association of Narrative Designers and Game Writers

We, narrative designers, game writers, and other professionals working with narrative in games — whether digital or non-digital —, responsible for weaving the stories, themes, and worlds that integrate with the systems, mechanics, and levels of the games we help develop, come together to claim our space and reaffirm our essential role in game making. We are the voice that brings characters to life, shaping the universe of interactive narratives, contextualizing and enhancing the gameplay experience, holding the power to transform, through the stories we tell, both the present and the future of our society.

In our professional and artistic practice, exploring the potential of our craft and of our Brazilian culture, we recognize that:

- **Games are a form of art.** Games are art as much as music, literature, and cinema, and narrative design is a vital component of this artistic and cultural endeavor. We advocate for the broadest artistic freedom for games, free from censorship, while also standing for responsible and ethical practices in our craft;
- **Games have transformative potential.** As an art form and cultural expression, games are more than entertainment — they are powerful tools for fostering awareness and empathy. They have the ability to teach, move, and challenge players to grow and become more humane. By enabling compelling plots, memorable characters, and captivating worlds, narrative catalyzes this potential;
- **We are workers and deserve respect.** The creative, technical, academic, and technological work we do is no less valuable than any other within the games industry. We need better working conditions, recognition, and appreciation, just like any and all workers. We no longer accept being made invisible, marginalized, exploited, or having our profession devalued;
- **Writing for games is not the same as traditional writing.** While it shares similarities with other script-based arts — such as film, television, theater, and

comics — it also has key differences that define our profession, such as player agency, non-linearity, and integration with gameplay systems and mechanics. We believe that a professional game narrative work, to reach its full potential, must take these differences into account and celebrate the unique aspects of our medium, while honoring the specific training and experience of narrative designers and game writers;

- **Diversity is essential to creation.** A plurality of experiences and voices is what makes the art of game-making truly rich and innovative. Women, Black, Brown, Indigenous, LGBTQIA+ peoples, and other historically marginalized groups must have space and protagonism in both the stories we tell and the teams that build them. We strongly support initiatives aimed at fostering diversity and inclusion;
- **Brazil deserves recognition on the national and international game scenes.** Brazil has one of the richest and most diverse cultures in the world, and Brazilian game professionals are globally recognized for their talent, creativity, and dedication. Our country deserves to be among the top global game producers, showcasing our talent and culture worldwide;
- **The collective is greater than the sum of its parts.** We cannot achieve significant change individually. To secure the progress we seek for narrative and game writing professionals, for Brazil's game industry, and for our society — such as artistic freedom, recognition and respect for our profession, and job and income stability — we need a joint effort, organized as a collective.

In light of this, a year ago, we gathered as a community of game narrative professionals from across Brazil, dedicated to upholding this collective's struggle. Today, after many discussions and shared experiences, we have concluded that it is time to take a decisive step forward.

We therefore make public our intent to found a **Brazilian Association of Narrative Designers and Game Writers**, committed to:

- Fighting for the **recognition, respect, and appreciation** of our craft and of professionals working in narrative design and game writing, as well as in closely

related fields such as screenwriting, research and education, translation and localization, manual writing, and games journalism;

- Fighting for **dignified working conditions** in our field, ensuring, among other goals, that: studios secure positions for narrative professionals; public and private funding notices include our profession—whether through calls specifically aimed at training, production, and dissemination of narrative design, or through inclusion in existing programs; narrative professionals are properly credited for their work; and public policy recognizes and protects our profession;
- Facilitating the **training of new talent**—whether they come from related fields or not—by highlighting the unique characteristics of narrative design, investing in education, training, dissemination, and democratization of the knowledge needed to perform our craft;
- Defending **inclusive and plural narratives** that celebrate diversity, culture, and representation of our people, giving visibility to new voices, especially from social minorities and geographic regions that are traditionally marginalized in our industry;
- Strengthening **Brazil's game creation scene** by valuing our professionals and culture, positioning the country prominently on the global stage;
- Reinforcing **unity among professionals across all areas of game creation and development**, both in Brazil and worldwide, building a more collaborative, respectful, and fruitful environment grounded in the multidisciplinary of our industry, international worker solidarity, and mutual support;
- Building a **democratic, plural, and activist** Association, one that respects and celebrates differences, that fairly and democratically represents all voices within it, and that always stands at the forefront of political and labor struggles in our field.

The recent approval by the Brazilian congress of the Legal Framework for Electronic Games (Law No. 14,852, of May 3, 2024), which, among many victories, formally recognizes the profession of Narrative Designer in its Article 7, Paragraph 3, Item III — a recognition that is **unprecedented worldwide** — proves not only that our cause is just, but also that now is the most opportune moment in history to raise this banner.

Together, we can win the respect and recognition our craft deserves and, as a result, transform the Brazilian game industry into a source of spectacular narratives and unique experiences that will undoubtedly captivate the world through Brazilian creativity and culture.

Fighting and winning is possible!

Signed,

Collective of Brazilian Game Narrative Professionals

<https://www.designdenarrativa.com.br/>