# [Adam Patyk]











Author ✠ Narrative Designer ✠ Creative Consultant

# [Introduction]

As an internationally published author, I have written, edited and consulted on high-quality, best-selling material for many of the iconic characters and brands that define modern popular entertainment, from wacky family-friendly favorites like Bugs Bunny and Sonic the Hedgehog to legendary heroes such as Batman and the Transformers.

My printed graphic novel work has sold well over a million copies and my digital writing and scripting can be found in dozens of popular action and social games which have gone on to generate millions of dollars in sales worldwide.

Additionally, my experience includes a wide range of multimedia projects encompassing animation development, nonfiction feature articles, IP creation, online content, promotional/marketing materials, toy line synergy and more!



# [MATERIALS]

I offer a full range of creative writing, consulting and editorial services for emerging as well as established brands and intellectual properties.

I'm able to draw from years of experience working in a variety of styles and formats to produce a fresh take on a project that accentuates its brand's uniqueness without losing sight of its narrative essence, keeping it appealing to an already established fanbase while also enticing new readers.

This fusion of imagination and intuitive understanding allows me to meld the creative energy of my work with the realities of the industry and primary needs of the client, producing results that are not only innovative and competitive, but—most importantly—emotionally engaging to multiple audiences.

## SERVICES

- ✧ Scripts (all types, formats)
- ✧ Nonfiction articles and features
- ✧ Treatments
- ✧ Narrative design documents
- ✧ IP one-sheets
- ✧ Proposals (internal, partner)
- ✧ Game design documents
- ✧ Story springboards
- ✧ Character bios
- ✧ Timelines and backstories
- ✧ Plotlines and story arcs
- ✧ Gaming scenarios
- ✧ Brand lexicons
- ✧ Titles and names
- ✧ Dialogue strings, inserts, localization and rewrites
- ✧ Specs, files and breakdowns
- ✧ Misc. story-driven content
- ✧ Guidebooks
- ✧ Stylized or formatted mock materials
- ✧ Strategy/execution road maps
- ✧ Document analysis and feedback
- ✧ Brainstorming
- ✧ Advertising, marketing and promotional materials
- ✧ Copy and descriptions (packaging, product, etc.)
- ✧ Internal and instructional creative materials

# [APPROACH]

Every project is a unique entity that requires an earnest approach to reach its creative objective, ultimately providing readers with a satisfying experience that captures their hearts and imaginations by organically channeling the intangible qualities that breathe life into a brand.

This requires effectively collaborating with talented and innovative peers to build distinctive worlds from the ground up—populated with iconic but one-of-a-kind characters and ideas that can be set loose across various media platforms driven by an ideal blend of prose, dialogue and drama.

It's not just selling product. It's not just making entertainment. It's all about creating an identity!

## AREAS OF EXPERTISE

- Writing/scripting
- Narrative design and strategy
- IP generation and concept development
- Character creation
- World building
- Singular and ongoing storylines and arcs
- Creative and editorial direction
- Video game design
- Wordplay
- Dialogue and dialects that reinforce character essence (written, voiceover, etc.)
- Storylines and scenarios that encapsulate a franchise's desired tone
- Reimagining icons
- Establishing brand-driven names, language and phrases
- Narrative checks and balances
- Distilling brand identity
- Adapting fiction between mediums
- Brand marketing and positioning
- Producing content that matches developer capabilities with licensor goals
- Multimedia materials
- Magazine articles, columns and editorial
- Graphic novels/comics
- Subject matter research (fiction and nonfiction)

# [BRANDS & PARTNERS]

I have provided writing, editing, consulting and narrative direction on hundreds of projects for numerous high-profile companies' new properties and long-running A-list franchises, in genres ranging from gritty action to all-ages comedy to character-driven science fiction.































































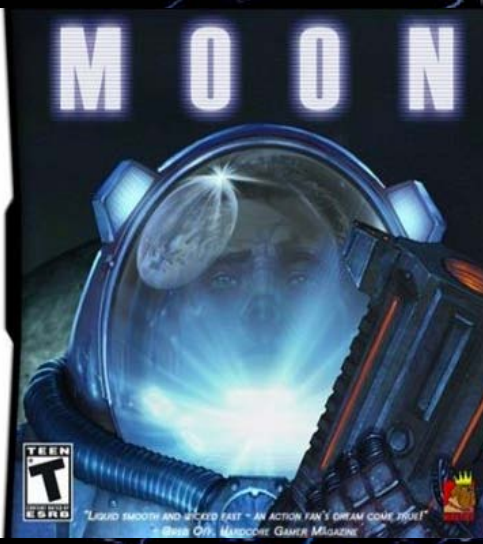


# [SUMMARY]








- Years of experience working on a wide selection of both fiction and nonfiction, generating millions in sales through successful projects that have included video games, publishing, marketing/promotional materials, animation/toy development and more, all with a track record of providing exceptional work that arrives to clients on time and within budget.
- A diverse skillset that includes world building, narrative development, creative writing and an extensive knowledge of multiple styles and genres, along with a deep understanding of the core elements that make brands tick and the ability to analyze, encapsulate and expand upon them for maximum effect.
- With today's savvy young readers, the benefits of strong characters, engaging narrative concepts and unique brand beats cannot be overstated. Ensuring that next level of creativity, depth and polish for each project is integral to differentiate any IP in an increasingly crowded market where the "total package" of a brand has become a primary determinant of success and longevity!

# [CONTACT]











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Samples, references and more available upon request...

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