

# String Templates

## Overview

Text strings can provide players with necessary information, bare the soul of a character through dialogue, advance a narrative, or just make items in your store a little more interesting. For all of these text uses, there's a template that can make writing, tracking, and hooking up strings easier for your team.

## Asset Strings

Asset strings are associated with an asset in your game, and give players more information and context about those items.

Asset Path	Name String	Description String

- **Asset Path:** The file path for the asset in Studio, to ensure that the strings are matched to the correct asset. (eg: replicatedstorage.models.car.convertible\_red)
- **Name String:** The player-facing name of the asset (eg: Red Convertible)
- **Description String:** If you choose to have descriptive flavor text in your game, this is where it would go. (eg: Feel the wind in your hair as you drive with the top down in this shiny red convertible!)
- **Also potentially of use:**
  - **Localization:** If your strings are going to be translated into other languages, it can be useful to track whether a given string has been localized yet.
  - **Writer:** If you have more than one writer, it may be useful to track who wrote each string in case questions arise.
  - **Approval Status:** Especially if you contract out your writing or have multiple writers, it can be beneficial to have an approval process that ensures quality and consistency of strings.

# Quest Strings

Quests provide the player with goals to direct their play, and are particularly useful in helping players get the most out of limited-time events. Here are some things to define when designing a quest:

Trigger	Name String	Description String	Task 1	Task 2	Task 3

- **Trigger:** What activates the quest for the player? Does it become available upon leveling up, does the player have to interact with a specific character, etc. Trigger information is particularly useful for designers overseeing the distribution of content across the game's progression, and for QA testers ensuring that quests are behaving as expected.
- **Name String:** The player-facing name of the quest, if a name is needed. Names are an easy way to add flavor and lore to the quest system.
- **Description String:** The player-facing description for the quest. If the quest has multiple tasks, this description can tie them together thematically.
- **Task Strings:** These are the activities that the player is being asked to do in order to complete the quest. It is recommended that quantity (how much of the activity the player is asked to do) is kept separate from the string itself, so that the two can be modified independently. This can be accomplished a number of ways:
  - The variable can be placed within the string itself. For example: *Collect {AMOUNT} apples*, where the variable {AMOUNT} is defined in data. If the variable were defined as the integer 10, players would see the task as [*Collect 10 apples*].
  - The variable can be displayed in its own UI container alongside the task string. For example: [*Collect apples:*] [{AMOUNT}] or [*Collect apples:*] [{COLLECTED/AMOUNT}] if another variable, COLLECTED, is included to display the player's progress. These would display to the player as [*Collect apples: 10*] or [*Collect apples: 0/10*] respectively.
- **Also potentially of use:**
  - **Localization:** If your strings are going to be translated into other languages, it can be useful to track whether a given string has been localized yet.
- **Not included, because they belong in a separate tuning and economy spreadsheet:**
  - **Task Quantity:** How much of the activity is the player being asked to do?

- **Task Difficulty:** Often expressed in terms of the amount of time required to complete the task.
- **Reward:** The items and currencies awarded when players complete the task, commensurate with its difficulty.
- **Reward Item Value:** Keeping in mind the relative value of items in your game makes it easier to scale rewards appropriately and protect your game's economy.

## Dialogue Strings

If your game includes characters with dialogue, those characters can be used to frame the event narrative, introduce new mechanics, and comment on the player's progress. Some things to consider documenting:

Trigger	Speaker	Addressee	Dialogue String

- **Trigger:** What causes the dialogue to appear? This could be the player clicking on an NPC, picking up an item, entering a volume, starting or completing a quest, etc.
- **Speaker:** What character says this dialogue?
- **Addressee:** Is the character speaking to the player, or to another character? Which character?
- **Dialogue String:** The player-facing, in-game dialogue spoken by the character.
- **Not included, but potentially of use:**
  - **Localization:** If your strings are going to be translated into other languages, it can be useful to track whether a given string has been localized yet.
  - **Gender:** Because some languages modify words based on the gender of the speaker and addressee, it can be useful to include this information for localization purposes.
  - **Owner:** Who's responsible for producing the asset?
  - **Due Dates:** When do the strings need to be finalized? Localized?
  - **Approval:** If approvals are needed (for example, if strings are being outsourced), this is where you would track whether they have been approved for use in game.
  - **Feedback:** If iteration is needed, describe what changes are needed to the strings before they will be approved.
  - **Dialogue Options:** If the player is provided multiple responses to choose from, give each one its own cell.
  - **Animation:** Is there a character animation associated with the dialogue?
  - **Sound Path:** Is there an associated file of recorded voice or sound effects?
  - **Reference:** A link to the game's style guide, character write-ups or story bible, which would help inform dialogue decisions (especially for outsource writers).

- **Character Limits:** Even if your UI can accommodate a novel, it's best to keep strings short in dialogue. This is particularly true if you're planning on localizing your text -- anything that you write in English will be much longer in German, for example. Shorter text also benefits mobile players. As a general rule, no more than two to three sentences (200-250 characters) are recommended for a given dialogue string, but experiment and see what feels best in your game.

## Promotional Text

While the text that you post on social media to promote your game does not get hooked up in data, it is useful to templatize and track it, anyway -- especially if it is associated with an image.

<b>Platform:</b>		
<b>Post Details:</b>		
<b>Post Date:</b>		
<b>Notes:</b>		
<b>Hashtags:</b>		
<b>Post Image</b>	<b>Post Text</b>	<b>Character Count</b>

- **Platform:** Where will this text be posted? You may want to have different versions of the text for different platforms, due to difference in character limits and audience
- **Post Details:** What is this post for? Is it promoting an event, teasing new content, etc?
- **Post Date:** When day and time do you intend to post it?
- **Notes:** Is there anything else that the writer needs to know, like the dates of the event or sale, or details about a new feature that's being announced?
- **Hashtags:** Using the popular hashtags for your game's genre or content release can help posts reach a wider audience. You may even choose to have a set of approved hashtags specific to your game. Listing them ensures that they are included in the post.
- **Post Asset:** If there is an image associated with the post, include its file name, link, or asset path here.
- **Post Text:** The message that you're posting. If it's about something new coming to or happening in your game, HYPE it! Get players excited by showing them that you're excited, too.
- **Character Count:** Keep in mind that some platforms limit the number of characters in a post, or that some of your post may be cut off or require scrolling if it's too long. Count those characters!