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New Media Techniques
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While reading Eric Zimmerman's *Narrative, Interactivity, Play, and Games*, I began to question what constitutes a game's narrative. Zimmerman states that a narrative requires there to be "an initial state, a change in that state, and an insight brought about by that change". However, a narrative does not have to follow a linear format in order to fulfil these requirements. One example discussed in *hello.processing.org* is the MIT Media Lab logo - an icon that changes shape and color. Even though the logo follows a non-conventional narrative, it still is able to form an identity "...synonymous with the Media Lab's approach to the ever changing nature of technology".