In the news

American history unfolds in ' Assassin's Creed 3' Larry Frum, CNN October 19, Summary Assassin's Creed 3 is the newest installment in the action adventure franchise set during the American Revolution. This game had to overcome the challenge in trying to fit a fictional character into such a well-known part of history, so Steven Masters, the lead game designer for Assassin's Creed 3, added historian Maxime Durand to the team to keep the facts straight. Durand's valuable input about the events during that time featured mainly on the main character's heritage as a British-American Mohawk Indian. Because of this, the team had to do extensive research on the native tribes around the area at that time aside from everything else about the American Revolution to keep the story as realistic as possible (Frum).

Analysis

This focus on keeping the history accurate is what sets this game apart from other games. Aside from providing entertainment, they also aim to let people experience history in a way that exceeds that of a book or a lecture. The enhanced storytelling provided by interactivity enriches the experience and brings history to life.

Knowledge about marketing tells us that setting your product apart from others is a good way to attract customers. By delving into the history and making it interesting, the game becomes more than just playable; it also becomes memorable and encourages the consumers to talk about the product to other people. By making it interesting, people will buy the product and will talk about it, encouraging other people to buy the product. It just goes to show that in marketing, even the smallest attention to details can be significant in selling a product. If they had not hired a historian, the game

would have lost its uniqueness of being relatable to history.

Work cited

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