

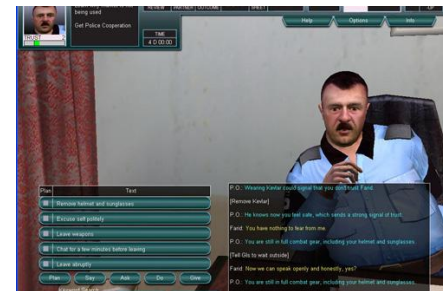


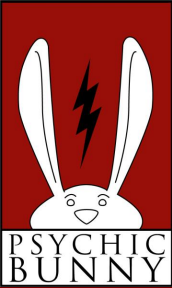
PSYCHIC  
BUNNY

A hybrid media company specializing in  
top-to-bottom content creation for film, new  
media, and interactive

Lead Investigators: Asa Shumskas-Tait and Jesse Vigil

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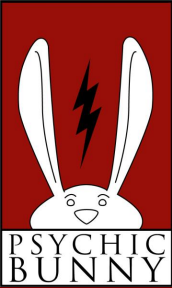


## AREAS OF INTEREST

- Interactive Design and Integrated Content for serious games and interactive training platforms
- Using game mechanics to instruct users or facilitate learning
- Using storytelling techniques to deliver complex content for instruction and discussion
- Working closely with subject matter experts and leading researchers to build their expertise into a polished cohesive package with production value on par with leading entertainment

- CASE STUDY: ELECT BiLAT and UrbanSim
  - Subcontracted with Institute for Creative Technologies (ICT)
    - Designed core gameplay interactions and translation of key doctrine to interactive learning-based mechanics
    - Adapted initial release to later support MiTT and Resilience coursework
  - Content Creation
    - 4 full campaigns, 30,000+ lines of dialogue, 30+ characters, detailed biographies, psychological profiles, and **an entire fictional Iraqi town**
    - **3 short films**, 2 full training courses, and a new Train-the-Trainer guide that helps instructors



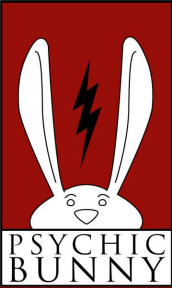


# CAPABILITIES

- Game Design
- Writing for Film and Interactive
- Film Production
- Postproduction
- Animation
- Project Management
- On-Call Creative Services

- CASE STUDY: ExCITE
  - Subcontracted with Institute for Creative Technologies (ICT) for the creation of Experimental Counter-IED Training Environment (ExCITE) for use in the Mobile Counter IED Trainer (MCIT)
  - Created narrative shell for interactive training experience in a physical environment
    - Animation, Live-action, motion graphics, and elements for interactive
  - Content is modular and swappable for narrative variants or v2 content for repeat users
  - Localized across U.S. military branches
  - Localized for NATO allies in Bulgaria, Romania, and Poland
  - MCIT system used by 17,000 soldiers and Marines, and counting.
  - Created over 26 hours of content.





## SEEKING TO ASSIST:

- Groups with a strong research component who need polished implementation and high production value
- Interactive designers/developers who need a graphics and production pipeline that understands interactive
- Organizations that require an outside-the-box or otherwise unorthodox creative partner to develop something unique and engaging

- CASE STUDY: USC Game Innovation Lab
  - Subcontracted on two recent serious games initiatives in partnership with the Corporation for Public Broadcasting and the Center for Higher Education Policy Analysis
- PARTICIPATION NATION (CPB)
  - Collaborated with educators, game professionals, and artists
  - Incorporated key learning goals into mechanics and game content and integration with PBS broadcast component
- PATHFINDER (CHEPA)
  - Game design, art direction, and writing to engage high school sophomores
  - Final content for physical card game, ongoing design for digital version deployed over social networks



# Come Talk To Us

- Asa Shumskas-Tait

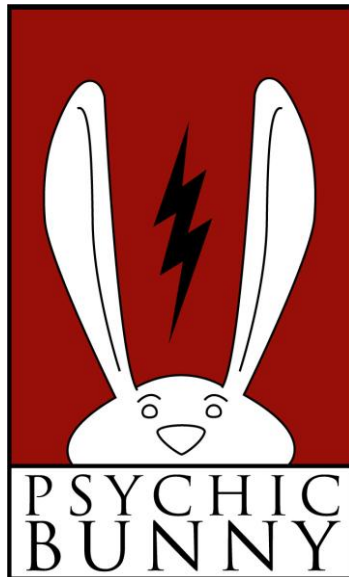
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