



## WRITING COMMUNITY CREATED CONTENT MODULES

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# OUTLINE

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- What is the CCC Program?
  - a. Everything you need to know
  - b. What makes a good CCC writer?
- Writing the Adventure
  - a. Adventure Format
  - b. Writing Tips & Techniques
  - c. Using Preapproved Concepts
- Interactive Writing Exercise
- Discussion

# WHAT IS THE CCC PROGRAM?

*Everything you wanted to know, but didn't know how to ask.*

# WHAT IS A CCC?

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- CCC = Community Created Content
- An Adventurers League adventure written by community contributors, approved by the admins, and published on DMsGuild
- Typically Season agnostic (but you can reference the events of a specific Season) and non-Canon.
- Multiple guidelines and restrictions are in place to ensure quality and consistency with Realmslore.



# TYPICAL WORKFLOW

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- An Event Organizer (EO) applies to AL admins to premier a CCC at a sanctioned event or convention.
- The EO does an open call for submissions or appoints a trusted writer to create the CCC.
- The CCC proposal is submitted by EO to AL admins for approval.
- **Writer's work begins (completed 1<sup>st</sup> draft submitted to AL admins 3 months before event)**
- Revisions are made by writer, edited, and **final draft is submitted by EO 1 month before event.**
- CCC premieres at event.
- CCC is submitted by EO for publishing clearance within 1 month of end of event.
- **EO uploads final package to DMsGuild for AL admins to activate.**

# YOUR ROLE AS A CCC WRITER

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- Treat this as a writing assignment.  
Writing an adventure is no different from other forms of paid writing and some level of professionalism is expected.
- Work off a brief (the adventure concept document).
- The EO is like a manager/client. They will manage the project, liase with you, and liase with AL admins.
- Work with the EO to create a suitable adventure that appeals to your audience.

# QUALITIES OF A GOOD CCC WRITER

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- Good time management is key. Expect tight deadlines.
- Solid mechanics, rules and tactics knowledge.
- Research skills.
- Willingness to take criticism.
- Don't flake out!

*CORE COMPETENCY IN THE ENGLISH  
LANGUAGE IS ASSUMED.  
IF YOU CAN'T WRITE TO SAVE YOUR  
LIFE, NO EDITOR CAN SAVE YOU.*

# WRITING THE ADVENTURE

*Adventure Writing Basics*

A decorative flourish consisting of a thin, light brown line that starts on the left, curves upwards and then downwards, and ends on the right with a similar curve.



# STARTING ON A CCC ADVENTURE

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- Title & Event Code (e.g. CCC-PAIKIA-01 A Better Tomorrow)
- Level Range & Duration (Tier of Play, number of gameplay hours)
- Story Concept & Blurb
  - Define Story Objectives (A, B)
  - Define Bonus Objectives (A, B, if any)
- Rewards & Story Awards.

*A BLURB SUMMARIZES THE IDEA OF THE STORY INTO ONE OR TWO SHORT SENTENCES. IF YOUR STORY IS SO CONVOLUTED THAT YOU CAN'T EVEN DO THAT, IT'S TIME TO GO BACK TO THE DRAWING BOARD.*

# IMPORTANT CONSIDERATIONS

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- All CCC adventures must take place in the Moonsea region of Toril, in the Forgotten Realms campaign setting.
- Planar travel is **ALLOWED** to some degree, but the action **MUST** always start in the Moonsea.
- Magic Items & Consumables are limited to seeds from fixed lists. There is also a tier based rarity cap.
- Flavoring is allowed, but customized items and mechanical benefits are not.

*WITH THE RESTRICTIONS, MOST ITEM DROPS BECOME FLAVOR PICKS THAT TIE IN WITH THE STORY RATHER THAN ANYTHING ELSE.*

# WRITING TIPS & TECHNIQUES

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- Your story idea should make sense in universe.
- Follow the basic Three Act Structure when writing.
- Show, don't tell. Create scenarios for the DM & Players to experience.
- Always provide opportunities for DMs and players to be creative and think outside the box.

*COMBAT, EXPLORATION AND SOCIAL  
FORM THE THREE PILLARS OF D&D.  
AN ADVENTURE SHOULD ALWAYS  
ACCOUNT FOR EACH OF THESE  
PILLARS.*

# USE THE BASIC THREE ACT STRUCTURE

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- The adventure should have a beginning, a middle and an end. Typically, the setup/call to action, confrontation/journey, and resolution/conclusion.
- Story Objective A should be concluded by the end of Part 2 (Middle).
- Story Objective B should be concluded by the end of Part 3 (End).
- The plot should remain logical and consistent throughout the adventure.
- The plot must be resolved at the end of the module.
- Remember: a module should be written as a **standalone** story so it can be played on its own or out of sequence.



# WRITING THE ADVENTURE

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- An adventure is an experience. The DM serves to narrate the story, while the players and their decisions progress the story.
- There must always be a clear goal. This must be communicated to the players at the start of the adventure.
- Wild goose chases, Macguffins and Doublecrosses should be used sparingly. If used, they must be telegraphed early so the players have a fair chance to figure it out.

*A SUCCESSFUL ADVENTURE DOES NOT  
LEAVE THE PLAYERS UNFULFILLED.*

# USING NPCs

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- NPCs are the mouthpieces through which the DM furthers the story.
- NPCs should be clearly defined, with name, description, motivation, personality, and set goals in the context of the adventure.
- NPCs can be both allies and antagonists. These roles can change depending on how the players react and how the DM plays it up. Consider their motivations and how it relates to the plot.

# KEY ENCOUNTER DESIGN CONCEPTS

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- Adventures are typically split into a series of encounters.
- An encounter is a scene that challenges the players and is used as a vehicle to further the plot.
- Encounters have a fixed goal that the players must work towards, and a desired end result.
- Encounters should be robust enough to encompass all pillars of play and account for creative solutions.
- Combat is a type of encounter, but encounters don't always have to revolve around combat.
- Skill based challenges are viable.

# IN AN AL SETTING

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- The adventure is assumed to take place within the scope of a single in-game day (i.e. no long or short rests).
- Each encounter should consume a portion of player resources. Typically, this is 20% to 30%.
- The number of encounters also depends on the duration of the adventure. A typical adventure should have 2 to 3 major encounters that further the plot, and maybe 1 or 2 smaller ones.
- Combat takes up the most time. Exploration can be boring if not executed well. Social comes with expectations that players are capable of RP.
- A healthy mix of all three are helpful when planning encounters.



# BALANCING COMBAT ENCOUNTERS

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- AL adventures are optimized for players in averaging in the middle of the level band for each tier.
- Encounter design should be scaled for this value, and then adjusted for difficulty accordingly.
- You can use any stat blocks from MM, MtoF, Volo, and any hardcover books based in FR. Remember that you can re flavor monsters to suit your needs.
- You cannot alter the published stat blocks.
- Any changes you made should be called out in a side bar in the monster entry.

# USING PREAPPROVED CONCEPTS

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- There are four (4) Tier 1 concepts that do not require complex AI admin approval.
- These four concepts are quite open ended and can be developed by writers who want to try their hand at CCC creation.
- The story hooks, locations and loot drops in each of these concepts are fixed.
- Writers can work with their EOs to develop all other aspects.
- To publish a preapproved concept, you still need to have a sanctioned event approved by AL admins.
- The benefit of using a preapproved concept is that you can cut down on the paperwork and expedite the process.
- AL admins are currently NOT accepting any further CCC proposals or applications, so the only way you can publish now is to write a preapproved concept (or Pipyap).

# WRITING EXERCISE

*The Four T1 Concepts.*

# OPTION 1: THE THAYANS DID IT!

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- ***Magic Item Unlock.*** *helm of comprehending languages*
- ***Consumable Item.*** Up to two (2) common or uncommon consumables from magic item tables A, B, or C
- ***Story Awards.*** none
- **Location.** Any Moonsea city

*THERE IS CONTINUED UNREST IN THE CITIES AROUND THE MOONSEA. THE RED WIZARDS ARE RUMORED TO BE KIDNAPPING VISITORS—BUT WHY?*



## OPTION 2: RAIDERS OF THE MOONSEA

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- ***Magic Item Unlock.*** *lantern of revealing*
- ***Consumable Item.*** Up to two (2) common or uncommon consumables from magic item tables A, B, or C
- ***Story Awards.*** none
- **Location.** Land or sea within 20 miles of the shores of the Moonsea.

*THE AREA SURROUNDING THE MOONSEA IS OFTEN HOME TO BANDITS, ORCS, AND WORSE. THESE MISCREANTS THREATEN THOSE THAT TRAVEL WITHOUT APPROPRIATE PROTECTION, AND NOW WORD OF STRANGE LIGHTS AND HARSH WHISPERS PLAGUE THE AREA.*

## OPTION 3: GRANNY KNOWS BEST

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- ***Magic Item Unlock.*** *decanter of endless water*
- ***Consumable Item.*** Up to two (2) common or uncommon consumables from magic item tables A, B, or C
- ***Story Awards.*** none
- **Location.** A new village or thorp of your own creation, that does not exist in other game materials outside of your event.

THEY SAY THAT THE OLD COUPLE IN THE WOODS ARE ANCIENT. THEY SAY THAT THE OLD COUPLE HAS ALWAYS JUST... BEEN THERE. AND NOW THEY SAY THAT YOU MUST SECURE THEIR WISDOM.

## OPTION 4: ESCORT MISSION

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- ***Magic Item Unlock.*** *immovable rod*
- ***Consumable Item.*** Up to two (2) common or uncommon consumables from magic item tables A, B, or C
- ***Story Awards.*** none
- **Location.** merchant wagon or caravan on a trade route between the established cities of the Moonsea.

**CARAVAN DUTY: THE STEREOTYPE FOR  
A NEW ADVENTURER. BUT  
SOMETIMES EXCITING THINGS  
HAPPEN WHEN YOU LEAST EXPECT  
THEM!**

Q&A

