

Sid Meier's Case History

An exploration of the history of narcissistic titles of video games

What's with the "Sid Meier's This" and "Sid Meier's That" business?
Do you hand out business cards that say, "Sid Meier's business card"?

"Actually the full inscription is 'Sid Meier's business card, a division of Sid Meier's Omnimedia, a registered trademark of Sid Meier Intergalactic.' Look for our IPO later this year."

-- Interview with **Sid Meier** from Computer Gaming World,
republished at QuarterToThree.com

Daniel Salinas

March 16, 2004

STS 145: History of Computer Game Design:

Technology, Culture, Business

Professor Henry Lowood

Daniel Salinas

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An exploration of the history of narcissistic titles of video games

If the music industry is characterized by rock stars and the movie industry is known for directors and actors, the video game industry holds its designers up for the world to see. But as an industry, it isn't dependent on stars to create and sell games in quite the same way as the other entertainment industries. Although legendary designers are responsible for many top selling games, game companies are just as likely to gain a strong fan following. This is in part a result of marketing which rarely headlines designers, instead focusing on the contributions of design studios. While designers often build hype for a game by offering interviews and "design diaries" to the media hungry enthusiast crowd, they are rarely involved in formal marketing campaigns. However, there is one game designer who has been an icon like marketing force since the early days of the industry. Sid Meier, best known for 1991's Sid Meier's Civilization, is "one of the few people whose products became associated with the creator immediately"¹, and with titles like this one, it's easy to see why. This tradition of launching games preceded by the designer's name, best exemplified by Sid Meier, is an interesting practice which never caught on with very many other designers. Sid Meier's long career in the computer game industry demonstrates many benefits of this marketing technique, as well as some important issues which might have been overlooked.

Although games with Sid Meier's name preceding their titles have become commonplace over the past decade, this was not always the case. Sid Meier began his video game career in the early 1980s writing games for MicroProse. Meier's first games were flight simulators, such as Spitfire Ace and F-15 Strike Eagle, on which he worked as both programmer and designer². While they were not responsible for promoting Sid Meier directly, they did help build interest in MicroProse as a company. Sid Meier's fourth game, released in 1985, sold surprisingly well and became one of the few submarine games from the era to be remembered today³. This game, Silent Service, greatly increased Sid Meier's name recognition by including a note on the back of the box declaring the game was "By Sid Meier" in a signature script. After this early success, Sid Meier began working on a group of World War II strategy games with the help of Edward Bever. On most of the domestic versions of these games, released between 1985 and 1986, Sid

Meier is credited with creating the game on the back of the box in a format similar to that on Silent Service. While the marketing in the US did not change very much, the changes in the UK were much more pronounced.

The initial UK release of Silent Service, published by third-party US Gold, went even farther to promote Sid Meier than it's US counterpart by printing a special "designer's notes" section on the back of the box. This rather large section, which took up half the box, gave Sid Meier the chance to explain some of the philosophical goals of the project and the advanced technical features the game included. This pseudo-interview helped increase interest in the game, as well as interest in the creator, who came off as passionately dedicated to the product. Shortly after this, MicroProse ended their contract with US Gold and re-released a version of the game that did not mention Sid Meier. To build the company's name in the UK, MicroProse created a box to stress the company's achievement rather than the individual designer's. US Gold, on the other hand, was only a publishing house and had nothing to gain by promoting MicroProse, and so they sought to champion the designer. On Sid Meier's later WWII games, MicroProse adopted the same technique in the UK. Rather than giving Sid Meier and Edward Bever specific credit, the box merely said that the game is "From the creators of Silent Service and F-15." The packaging intentionally makes it unclear whether they are referring to the design team containing Sid Meier, or MicroProse the company. The process of crediting teams and company's rather than individuals would become more popular as the game industry continued to grow.

Considered by many to be the "Father of computer gaming"⁴, Sid Meier has had the unique experience of developing games throughout the entire history of PC gaming. As the industry grew from its humble beginnings, Sid Meier experienced first hand the changes in game development as games increased in size. Silent Service was undeniably Sid Meier's game, since he was responsible for design, programming, documentation, and half the graphics credit⁵. This was a typical division of labor for games created during this time period, since hardware limitations allowed a single person to create an entire game from start to finish. As the scope and complexity of games grew, game creation was transformed from a solitary activity, similar to novel writing, into a group endeavor more similar to a theatre production or a film⁶. As the game development "team" began to coalesce, legendary designers of the past were replaced by legendary studios, filled with talented, yet faceless, developers. Compare Id Software, a

company of individuals fronted by John Romero and John Carmack, to the monolithic Blizzard Entertainment formed just 4 years later in 1994. Despite the company's tremendously successful games, Blizzard has always presented an image of a unified team, such as the Blizzard North group responsible for Diablo, rather than creating individual design celebrities. As team sizes grew, it became increasingly awkward to award one developer special credit when they came from a large, talented team. American McGee wrestled with this issue when working on his adaptation of Lewis Carroll's Alice in Wonderland. Although the game shipped as American McGee's Alice, he "fought against" having his name on the product from the beginning since "it diminishes the perceived involvement of all of the other artists, level designers, programmers, producers, animators, etc., that were involved with the game"⁷. If placing a designer's name before a game title was simply meant to honor their creative achievement, this method of titling would have died off in the early 1990s with the extinction of the solo game developer. But there are other factors at work which motivate companies to adopt this curious naming scheme, which explains why Sid Meier's Civilization III, a product created by over 30 people, is still fronted by Sid Meier's name.

In 1987, the first game with the now familiar "Sid Meier's" preceding the title was released. Sid Meier's Pirates! was a major departure from Meier's earlier war games and flight simulators⁸. In fact, it was a departure from any established game genre, combining elements of action, adventure, and historical simulations like never before³. Like his earlier games, Sid was responsible for the design and programming on this project, but his large involvement was not the reason for the "special" title. MicroProse was worried that a game simply titled Pirates! would not sell because the company had only developed a reputation for flight simulators and war games. Rather than bet the company's good name on an unproven product, a marketing decision was made to attach Sid Meier's name to the title⁹. The hope was that Sid Meier's earlier successes would transfer onto this new game to increase consumer interest. Perhaps it was felt that an individual could be more creative and original, shifting genres more quickly and smoothly than a large company. But regardless of intent, the convention of Sid Meier selling his name had begun.

Interestingly enough, not all versions of the game focused on Sid Meier's involvement to the same degree. The initial release contained Sid Meier's name above the title on front of the

box and even had a short description on the back to inform buyers who Sid Meier actually was, since his name was not yet widely known. However on the “Awards Release,” put out after the game received critical acclaim, all mention of Sid Meier was dropped from the back of the box and Sid’s bio was replaced by a blurb praising MicroProse for creating the novel game. The NES version, released in 1991, made no mention of Sid Meier at all. Sid Meier has always been a PC game developer, creating games marketed mainly towards adults. MicroProse probably felt that it was pointless to include his name since it would not carry any weight with the NES’s juvenile demographics. In 1993, when MicroProse updated Sid Meier’s Pirates! for the next generation of computers, all mention of Sid Meier was dropped, leaving only Pirates Gold!. Even statements on the box referring to the preceding game shorten the title to just Pirates!, and no reference of Sid Meier’s role in the development of the original is made. Of course, on these later releases the simple name “Pirates” was no longer an unknown product, making it safe for MicroProse to assume sole credit for its creation. Sid Meier had also moved onto bigger things, having already found a much more comfortable title on which he could place his name: Civilization.

Sid Meier’s Civilization, released in 1991, is considered by many to be Sid Meier’s magnum opus³. Working as both designer and sole programmer on the game, Sid Meier more than earned the right to place his name before the title for creative achievement alone. However, the branding of Civilization with his name would have far reaching consequences for the future. Unlike earlier games which Sid Meier placed his name on, Civilization hit it big with the non-gaming public³. The public was instantly sold on the idea of Sid Meier being *the* name in turn-based strategy games, giving him an unprecedented ability to sell. After completing his masterpiece, Sid Meier took an extended break to work on CPU Bach, an AI toy that would create classical music pieces. But MicroProse was anxious to ride the success of Civilization. The result was Colonization and Civilization II, designed by Brian Reynolds, yet sold with Sid Meier’s name preceding their titles³. Fans assumed that Sid Meier was the creative force behind these games, since they had his name in the title, but his actual role was limited to some play testing and consulting during the early stages of development. Brian Reynolds, the actual designer of Colonization, Civilization II, and later Alpha Centauri, would have a difficult time explaining his role in these “Sid Meier” titles when marketing his first independently produced game, Rise of Nations¹⁰. Sid Meier’s personal belief is that games bearing his name simply

mean they have been developed using a design strategy centered on tweaking gameplay from day one⁹. By using bits and pieces of old games during the early design phase, designers of “Sid Meier games” are able to spend more time developing gameplay to insure a title that has been “heavily played” and is enjoyable⁹. Despite Sid Meier’s personal opinion, this practice is somewhat deceptive, since many fans understandably believe the “Sid Meier” in the title means the “legendary designer” has worked on the game personally. However, the overall quality of Sid Meier products has remained high, regardless of Sid’s involvement, to the point that even diehard fans never really know the difference.

There are many reasons to brand a game with a designer’s name that appeal to both game companies and designers. In lecture, Bill Swartz explained that every game requires an investment in intellectual property, which can either be licensed or created in house. Games with strong characters, like Mario or Harry Potter, lend themselves well to an established intellectual property. However, a whole subset of games exists, especially flight simulators and strategy games, which have a much more awkward model of intellectual property. These games tend to focus on mimicking the real world, which creates a troublesome paradox: games need to set themselves apart to protect themselves legally, yet the most successful simulations will mimic real life which cannot be copyrighted. In addition to this, these games often have titles based on generic objects or vague concepts, such as Civilization, Capitalism, or F-19 Stealth Fighter. When a game is based not on original works but information available in the public domain, maintaining control of the brand becomes a major challenge. Any gamer from today will remember the inundation of “Tycoon” titles after the tremendous success of RollerCoaster Tycoon. Fast Food Tycoon, Zoo Tycoon, Airline Tycoon, and Car Tycoon are just a few games that follow the “Generic Business” + “Tycoon” formula that many third-rate developers used to ride the wave of RollerCoaster Tycoon’s success. Sid Meier managed to divert the expected product glut after Civilization’s success by protecting his games with the “Sid Meier Brand.” Games with similar names and similar gameplay can try to ride the success, but the fan community will learn to attribute good games with the name *preceding* the overly generic title. The company is happy because their product is protected from imitators for the cheap cost of printing a name on the box. But this strategy is even more attractive to game developers, who gain more power over the brand they have worked to create. This turned out to be a huge asset for Sid Meier during his later years.

In 1996, Sid Meier, Brian Reynolds, and Jeff Briggs separated from MicroProse to form Firaxis, a company devoted to designing games that live in the “minds and imaginations of people the world over”¹¹. The unfortunate consequence of Sid’s breakup with MicroProse, which greatly troubled fans of his classic games, was the separation of Sid Meier from his most beloved creation, Civilization. MicroProse owned the copyrights to Civilization, limiting Sid Meier to only create a “game in the spirit of” his magnum opus¹². But since Sid Meier could not be legally separated from his name, all games released by Firaxis were still able to use the Sid Meier brand that had fantastic “recognition among strategy game players”¹³. Hasbro would eventually reunite Sid Meier with the Civilization license, but even when working on games not connected to his earlier series, the gaming public was aware that these games coming from a new company were the product of Sid Meier because of the familiar naming scheme. This was a tremendous asset for Sid Meier, who was able to escape the increasingly stifling corporate atmosphere of MicroProse without losing the brand he was responsible for building over the years. Famous developers often leave to form their own companies, and game enthusiasts will follow their migration. But the identical shelf presence that Sid Meier was able to maintain throughout the transition, through the use of his well known name, is a strong argument for all developers to adopt this naming practice.

In mid 2001, Sid Meier announced that the development of his most recent game, Sid Meier’s SimGolf, was underway with a planned release of early 2002. The game, a real-time simulation blending the best aspects of SimCity, RollerCoaster Tycoon, and The Sims was marketed as a team project between Will Wright and Sid Meier¹⁴. Longtime fans of Sid Meier were skeptical at first since the game was a departure from the turn-based strategy games on which Meier had built his reputation. Some fans surely suspected that the entire project was a publicity stunt, combining two famous designers for one game timed to ride the success of The Sims. However initial previews of the game, as well as the well received demo, put the community’s fears to rest. From the initial design idea, prompted by a magazine contest, to the game development and play testing, Sid Meier was quick to share his involvement in all aspects of the development process⁸. Unlike many games that have born his name, Sid Meier’s SimGolf was a game that was actually designed by Sid Meier.

Sid Meier's SimGolf was released shortly after Civilization III, and the difference in marketing used on each title is very interesting. Civilization III was much like Civilization II in most respects, an update of the original that wasn't actually "designed" by Sid Meier. He certainly played a role in the development, offering input and doing play-testing of concepts, but the project was not under his control. Yet the box is plastered with references to Sid Meier. Besides the title on the front, the inside flap contains a graphical rendition of Sid Meier calling attention to his recent induction into the Academy of Interactive Arts & Sciences "Hall of Fame." Both the back of the box and the CD jewel case also make note of the game coming from Sid Meier, "the creative genius behind some of the most critically acclaimed computer games ever produced." Selling Sid Meier seems to be one of the chief goals of the marketing, yet Sid Meier is not credited with any original work for the updated version, only for designing the "Original Civilization"¹⁵.

In contrast, Sid Meier's SimGolf, a game Sid Meier worked on as both designer and programmer, makes no mention of Sid Meier besides the tasteful title. Sid Meier's name definitely helped build initial interest in the title, but it was not heavily stressed in the actual marketing. After the initial announcement of collaboration between the two designers, many people naively wondered whose name would front the title, Sid Meier's or Will Wright's, despite the fact that Will Wright has yet to publish a game with his name in the title. In many ways however, the game *is* selling Will Wright rather than Sid Meier. Magazine advertisements followed the style of those used by The Sims, and the layout of the box resembled that of Wright's most successful game. The Sims advertised the ability to build houses, buy furnishings, and live out stories where SimGolf offered players the opportunity to design courses, customize golfers, and play golf in a similar laundry-list format. While it must have been slightly odd for Sid Meier to create a game and have it advertised as someone else's for a change (despite his name being on the front of the box), the fact is that Sid Meier's name would simply not have sold as well on a game outside of his genre.

The marketing decision made for Sid Meier's SimGolf raises an interesting problem that arises when games are branded with the names of prominent designers. When a designer uses his name on a game, they are inadvertently creating a brand that must be protected. The Sid Meier brand fits very well among historical simulations, primarily those that are turn-based. If, for some unknown reason, Sid Meier were to create a first-person shooter and brand it with his

name, he would confuse the audience familiar with his other works and end up damaging the brand as a whole. American McGee is a designer who is very conscious of the brand-like status of his name. He recently made a decision to branch off from only creating twisted games set in familiar children's literature (Alice, Oz, and Grimm). However, when expanding his horizons, he was very careful not to damage the "American McGee brand" he uses on his current games. As part of his new project with Trevor Chan (another designer who incidentally uses his name on games), American McGee plans to use "American McGee Presents" rather than the possessive title used in American McGee's Alice to avoid confusing the "core American McGee audience"¹⁶. This not only drives home the idea of the name as a "brand," but also highlights the danger of using the same name on two very different products.

In the beginning, Sid Meier attached his name onto many games that he created, in a variety of different genres: Pirates! was an action/adventure/strategy hybrid, Railroad Tycoon was a simulation/management game, Civilization was a turn-based strategy, and Covert Action was an action/adventure blend. However, after Civilization, Sid Meier's name became stuck on turn-based strategy games. After forming Firaxis Sid Meier used his name on several Civil War battle simulations, but this was still in keeping with the historical slant of Civilization. SimGolf, and the failed Dinosaurs project, surely confused fans who knew Sid Meier by his staple products, historical, turn-based strategy games. When asked about the fan response to the SimGolf announcement, Sid Meier dismissed the reaction by citing his earlier games, which rarely belonged to an established genre. But when creating those games, Sid Meier's name was simply selling creative, original game design, not turn-based strategy games. While Sid Meier the person has continued to create original games throughout his career, his name has become stuck on Civilization and its derivative sequels. Although it is not a common occurrence in the video game industry, the dichotomy between Sid Meier the person and Sid Meier the marketing brand is the curious result of historical forces and the uncontrollable creativity of Sid Meier. While the idea of maintaining control of a brand by using a designer's name might seem attractive, it has the potential to alienate design teams and confuse fans if not used properly.

End Notes

- 1 - Richard Garriot
- 2 – Game credits from Spitfire Ace and F-15 Strike Eagle
- 3 – Terry Coleman, GameSpot
- 4 – Firaxis Company Site, “About the Team”
- 5 – Game credits from Silent Service
- 6 – Richard Rouse, Gamasutra
- 7 – American McGee at Just Adventure
- 8 – Sid Meier interview on SimGolf
- 9 – Nordramor, Proceedings from E3 featuring Sid Meier
- 10 – Microsoft announcement of Rise of Nations.
- 11 – Firaxis Company Site, “About the Company”
- 12 – Sid Meier’s Alpha Centauri synopsis at MobyGames
- 13 – Brian Reynolds interview at Apolyton
- 14 – EA Developing Sid Meier’s SimGolf
- 15 – Game credits for Sid Meier’s Civilization III
- 16 – American McGee interview at IGN

Appendix A
Silent Service

MICRO PROSE
SIMULATION SOFTWARE

SILENT SERVICE™

Exciting World War II Submarine Action in the South Pacific!

By *Sid Meier*

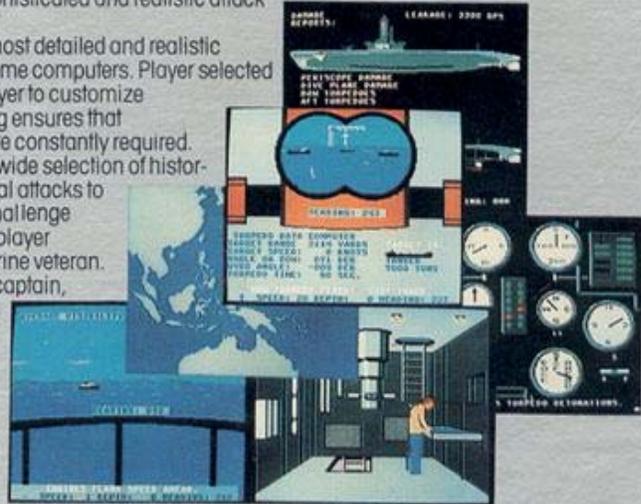
0400 hours, Tuesday, August 12, 1942... BATTLE STATIONS!! BATTLE STATIONS!! Enemy convoy identified on radar!!

SILENT SERVICE, The Submarine Simulation, brings exciting action, great strategy, detailed graphics and an ultra-realistic simulation of a World War II U.S. submarine in the South Pacific.

SILENT SERVICE's outstanding features include: all the critical battle stations — engine room, conning tower and ship's bridge; challenging and realistic combat versus single ships and heavily escorted convoys; and an infinite variety of situations using complete maps and charts for the entire Southwest Pacific and a sophisticated and realistic attack plotting system.

SILENT SERVICE is the most detailed and realistic submarine simulation for home computers. Player selected "reality levels" allow the player to customize complexity, and time scaling ensures that the actions and decisions are constantly required. SILENT SERVICE provides a wide selection of historical scenarios from individual attacks to patrol missions that bring challenge and fun to both the first time player and the experienced submarine veteran.

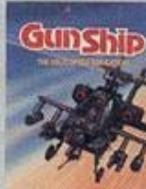
Will you, as submarine captain, select a quiet patrol sector in the Marianas Islands, or choose the dangerous waters off the coast of Japan? Is the submerged daylight periscope attack best, or do you charge in on the surface at night using only radar bearing to guide you? Do you pick off the enemy with a single torpedo shot? These decisions and many more are yours to make as you take your place among the elite ranks of the SILENT SERVICE!



Try these other exciting simulations from MicroProse:



Challenging and Exciting Air Combat From the Modern Electronic Cockpit!



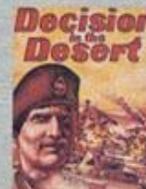
Daring Attack Helicopter Action in the AH-64 Apache!



Thrilling Decathlon of Aerobatic Events in Your Own Personal Jet!



Exciting Speech and Graphic Air Traffic Control Action!



You are in Command — North Africa 1940 - 1942!

MICRO PROSE™
SIMULATION SOFTWARE

120 Lakefront Drive, Hunt Valley, Maryland 21030 (301)667-1151

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Moby Games

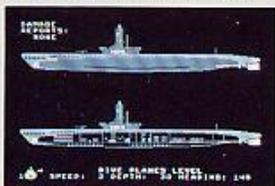
mobygames.com

Silent Service, MicroProse US Version

THE FIRST AUTHENTIC SUBMARINE SIMULATION

• FIVE AUTHENTIC BATTLE STATION SCREENS

Thrill to the initial sighting of the enemy's strike force in your periscope as their ships come into your range. But watch out — the enemy's escorts have just



sighted you. You're the hunter — but suddenly — you've become the hunted!

As Commander, you must sink their ships and keep your submarine from being destroyed — if you can. Will you select a quiet patrol sector in the Marianas Islands or choose the dangerous waters off the coast of Japan?

• FIVE PACIFIC SCENARIOS

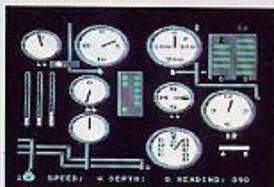
Is a submerged daylight periscope attack best or do you charge in on the surface at night using only radar bearings to guide you? Do you fire a spread of your precious torpedoes or



can you close the range and pick off the enemy with a single torpedo shot? These decisions

• SUPERB DOCUMENTATION

and many more are yours to make as you take your place among the elite ranks of the SILENT SERVICE!



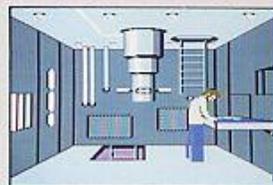
A NOTE FROM THE DESIGNER...

This simulation was inspired by the book "Clear the bridge" by Richard H O'Kane, commander of the USS TANG during World War II. My hope was to capture in this simulation some of the



tense situations, quick decision making, and decisive action so characteristic of World War II undersea combat. The design of this product included extensive research, examination of actual WWII submarines, and assistance

of both current and former submariners. The software includes a number of specially designed subsystems, including a dynamic map generation module (loosely based on the mathematics of fractal curves), simultaneous processing of data for five separate graphic battle station screens, and a detailed simulation of Japanese anti-submarine tactics. We hope that this simulation will provide enjoyment for the new player, a sustained challenge for the avid gamer, and perhaps a glimmer of recognition

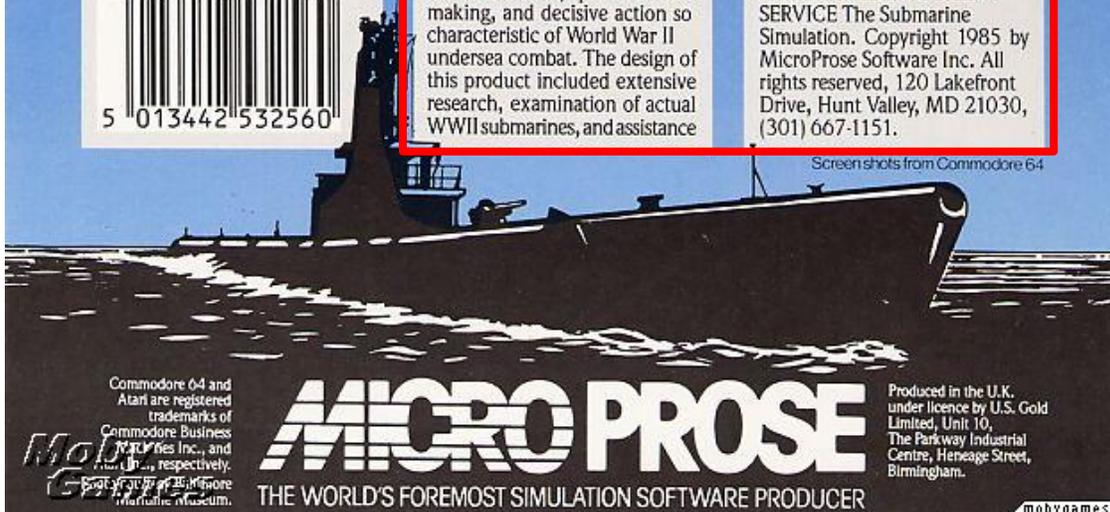


to all those who knew or heard tales of those intrepid American undersea warriors of the Second World War. Happy Hunting!

Sid Meier
Sid Meier

MICROPROSE simulation — software PRESENTS SILENT SERVICE The Submarine Simulation. Copyright 1985 by MicroProse Software Inc. All rights reserved, 120 Lakefront Drive, Hunt Valley, MD 21030, (301) 667-1151.

Screen shots from Commodore 64



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MICRO PROSE
THE WORLD'S FOREMOST SIMULATION SOFTWARE PRODUCER

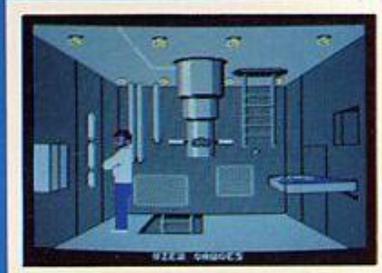
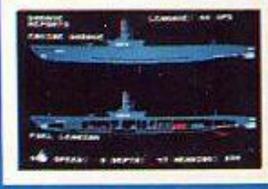
Produced in the U.K. under licence by U.S. Gold Limited, Unit 10, The Parkway Industrial Centre, Henegate Street, Birmingham.

mobygames.com

Silent Service, US Gold Version

Another simulation from the creators of F-15 Strike Eagle

SILENT SERVICE



SCREEN SHOTS MAY VARY

Captain your own World War II submarine in the treacherous South Pacific. Silent Service is a highly accurate simulation of actual combat missions. Your submarine features all the critical battle stations – the engine room, conning tower and ship's bridge – and has a sophisticated attack plotting system.

As captain, you'll not only face the threat of single ships, but heavily escorted convoys. The action is heart pounding; the pressures are intense.

Will you select a quiet patrol sector in the Marianas Islands or choose the dangerous waters off the coast of Japan? Is it better to make a submerged periscope attack or a surface attack at night?

Actions and decisions are constantly required as you find, attack and sink the enemy's shipping. There are four skill levels and various 'reality levels' so you can customize complexity. Get ready to take the helm.

SILENT SERVICE FEATURES

- ▶ Exciting and realistic simulation
- ▶ Superb graphics
- ▶ Sophisticated attack plotting system
- ▶ Accurate historical scenarios
- ▶ Sound effects
- ▶ 4 skill levels
- ▶ Various 'reality levels'
- ▶ Comprehensive Tactical Operations manual
- ▶ Endless hours of constructive entertainment

CONTENTS

1 Silent Service disk or cassette. Tactical Operations manual. MicroProse catalogue. Full warranty.



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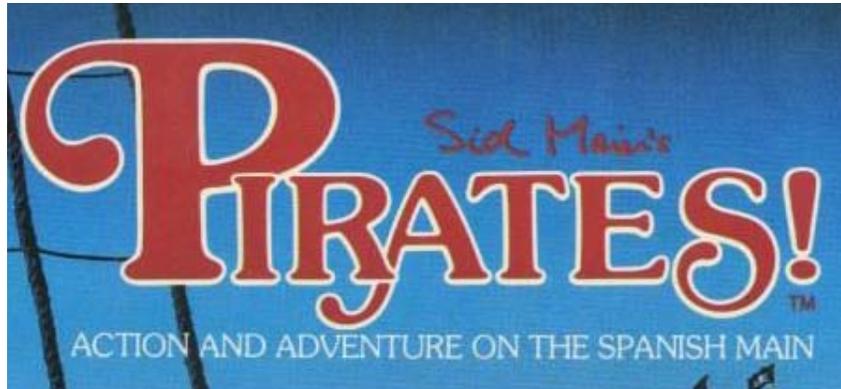
MICROPROSE SOFTWARE LIMITED, 2 MARKET PLACE, TETBURY, GLOUCESTERSHIRE GL8 8DA, UK. TEL: 066631 54326 FAX: 43422 MP/UK



mobygames.com

Silent Service, MicroProse UK Version

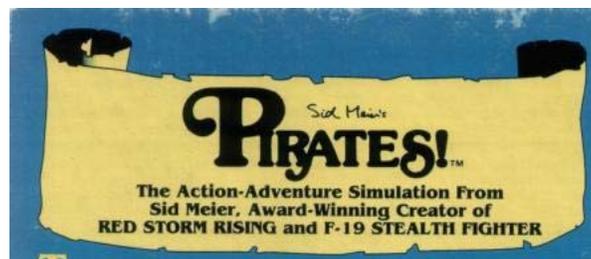
Appendix B
Sid Meier's Pirates!



Original Cover of Sid Meier's Pirates!



"Original Release" Back Cover of Sid Meier's Pirates!



"Second Release" Back Cover of Sid Meier's Pirates!

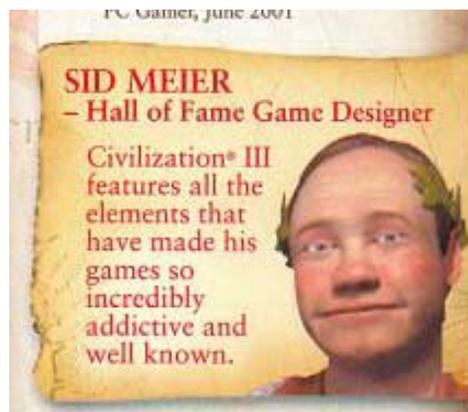


"Awards Release" Back Cover of Sid Meier's Pirates!

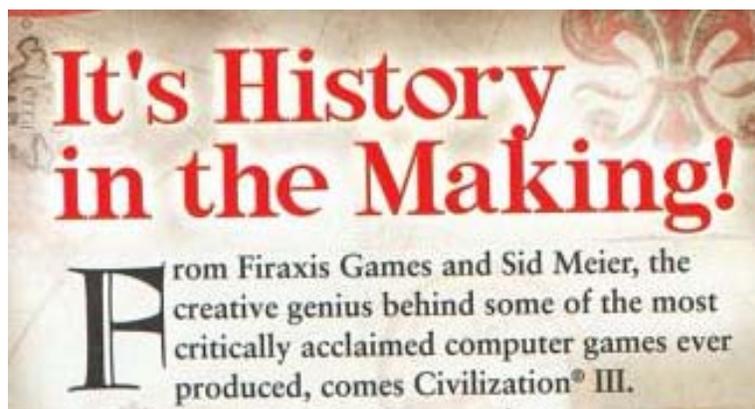
Appendix C

Sid Meier's Civilization III

Front Cover



Inside Flap



Back Cover

Appendix D

The Sims and Sid Meier's SimGolf

The Sims What They Do With Their Life Is Up To You!

Build
Whether it's a one-room bachelor pad or a grand 40-room mansion, use the game's powerful architectural design tool to build the home of your dreams for your Sims.

Buy
Hot tubs, swimming pools, lawns, pool tables, giant screen TVs—choose from over 150 different objects to furnish your home and keep your Sims happy.

Live
Choose a career and guide your Sims well. They may ultimately become an astronaut, an award-winning actor, a clinical neurosurgeon, an international spy, or even the Mayor of SimCity.

Create Your Own Sims!
Select everything from the look of their faces to the clothes on their backs.

Do you want a grumpy old man or...
 Neat Outgoing Active Playful Nice
 an outgoing dorkster?
 Else each of your Sims their own unique personality that affects how they react to their environment and your commands.

Moby Games

The Sims

Design and Play the Course of Your Dreams

Design
Choose one of 16 locations for your first golf club. Build the perfect course by creating rolling fairways, lush greens, and strategically placed water hazards and sand traps. Tweak the course by raising and lowering terrain and adding streams, scenic trees, pot bunkers, and many other natural elements.

Build
Listen to your Sim golfers and respond to their needs by building resort facilities. Keep them happy with everything from ball washers and pro shops to luxury hotels and casinos. Build a first-class resort and your membership rolls and profits will grow.

Play
Create your own golf pro and then test your course. An easy-to-use shot selection and point-and-click play mechanic will get you in the game quickly. Develop your golfer's skills and compete in one-on-one matches and tournaments.

Customize
Each Sim golfer has his or her own name, personality, appearance, and dialogue that are fully customizable. Re-create yourself, your friends, or your family and see how they perform on your course.

Enhance your course with over a dozen landmarks, from pyramids to pagodas.

Selling home sites will earn quick cash, but beware, some golfers see these new homes as eyesores.

Create a championship level course and get ready to host and play in MobyGames.

Moby Games

Sid Meier's SimGolf

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