

# Frame 352: Making Folklore

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## ABSTRACT

Frame 352 is a solo photo journaling RPG where players craft a folk story about a cryptid using photographic evidence. Play involves physical activity like walking, taking photos, and note-taking, guided by a coin pull divination system. The game, formatted as a printable 1-page zine, can be carried in a pocket. Presented for DiGRA, the game was available in kits including zines, writing tools, an online play guide, and the correct denomination of pocket change. Play records, for those who were interested, were collected and displayed online.

## Keywords

augmented reality games, solo role-playing, pervasive games, analog, mixed reality, folklore, photography

## INTRODUCTION

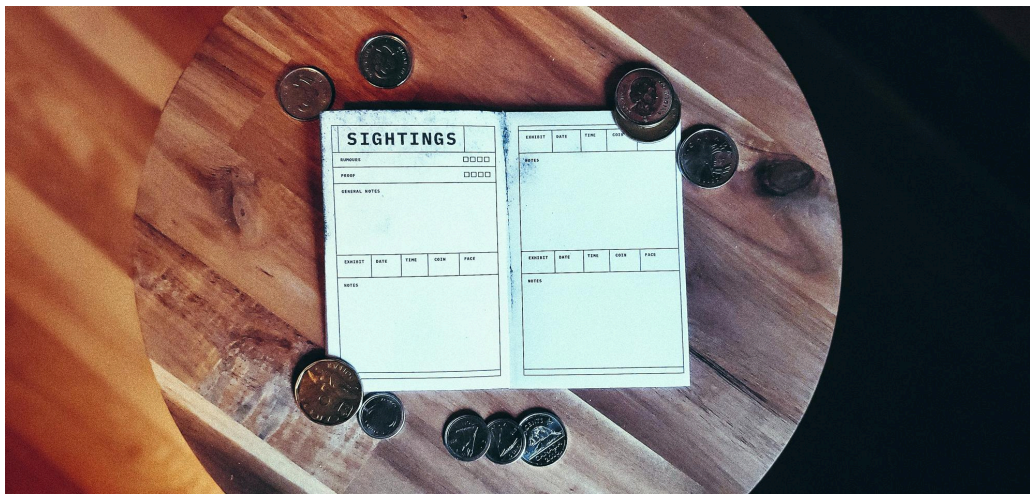
Frame 352 is a solo photo journaling Role Playing Game where players create photographic evidence in order to craft a folk story about a cryptid. Play involves walking (or skateboarding, wheelchairing, bicycling, rollerblading, canoeing, swimming, driving, or moving in some way), taking photographs, and note-taking, in response to the game's central mechanic - a coin pull divination system based on a pocketful of change. Frame 352 is a printable 1-page foldable zine meant to be carried in your pocket with a handful of coins. Each zine includes enough blank space for 1 playthrough of the game. Alternatively, the game supports digital play, through a written record shared to a social media site or blog. Play results in a written record of "sightings" - evidence or remnants of a creature inhabiting your locale. The player's job is to imagine the meanings and create connections between everyday objects and their lore. Graffiti becomes blood, a broken window becomes proof of a lair nearby, and a portrait becomes proof of a close encounter.

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## PRESENTATION


Frame 352 follows a lineage of zine games meant to be small and accessible interventions into larger game spaces, prioritizing reproducibility, experimentation, and artistic vision. Frame 352 was designed at the beginning of the pandemic, as a way to recontextualize the monotony of the little mental health walks the government and health authorities were advising us all to take. Since then, it has been played all over the world as a way to get out of the house, tell a story to friends, engage with a photographic practice, and, most importantly for its potential inclusion at DiGRA, as a way to explore and engage with new and unfamiliar spaces.



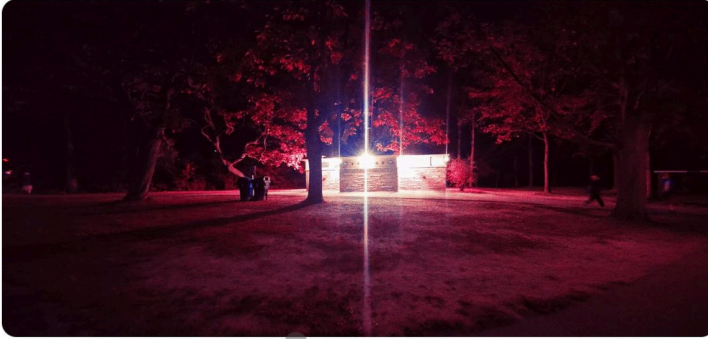
**Figure 1:** Frame 352 zine (Lander 2021)







Presented at DiGRA 2024 conference, I distributed copies of the game in ready-to-play kits. The kits included 2-3 copies of the game zine (each copy is one play-through), a pencil or pen, a supplementary guide for online play, and an assortment of pocket change. Also developed for the presentation was a website ([www.bestiary352.com](http://www.bestiary352.com)) where players were able to submit a record of their play. The website now serves as a living site where players can contribute to the development of a collaboratively written folklore bestiary of sorts.


## Examples of play

 **Max Lander** 🍌 @maxwellander · 2021-08-21 ...  
08/14/21 : 10:04pm : Exhibit A : Dime : Tails

It's not visible, to the human eye at least, except for the red tint that blankets your view when it's near and the way the lights scream in warning, burning bright enough to burst.



 1  2  12   

 **Max Lander** 🍌 @maxwellander · 2021-08-21 ...  
08/20/21 : 8:44pm : Exhibit B : Nickel : Tails

All the shops are sold out of solar powered lights. Anything with a solar panel really. Some bonehead online claimed it saps the beasts power, something about the wavelengths. Anyway, now I can't light the steps up to my house.




Figure 2: Example online playthrough (Lander 2021)



**Gontijo** @gontijodesign · 2021-09-04  
[anatomy + truth]

...

Among the remaining dry leaves I've felt I was being observed I got the first photo of a Kekaroo in my region. It's thick neck and glowing eyes were proven to be true.

[#frame352](#)



1 6



**Gontijo** @gontijodesign · 2021-09-04  
[violence+truth]

...

The burning trees are the lighthouses of the Kekaroos. It doesn't burn them completely but it digs a hole inside the tree and light a fire when a threat is getting closer. This one was not here seconds before I take the photo.

[#frame352](#)



**Figure 3:** Second example playthrough (Gontijo 2021)

## Bestiary 352

Get the game

Frame 352 is a solo photo journaling RPG where players collect photographic evidence of a cryptid in their region. Play involves walking (or skateboarding, wheelchairs, bicycling, rollerblading, canoeing, swimming, driving, or moving in a some way), taking photographs, and note taking, in response to the games central mechanic - a coin pull divination system.

submit your sightings -



Figure 4: Website for submission and display of community playthroughs (Lander & Colpitts 2024)

## REFERENCES

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