

Finding Aid to the Dean Sitton Papers, 1990-1994

Summary Information

Title: Dean Sitton papers

Creator: Dean Sitton (primary)

ID: 122.6240

Date: 1990-1994 (inclusive)

Extent: 0.35 linear feet

Language: The materials in this collection are in English.

Abstract: This is a collection of internal materials from Sega of America, notably documenting the development of *Sonic the Hedgehog* for English-speaking audiences. The materials are dated between 1990 and 1994.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong
One Manhattan Square
Rochester, New York 14607
585.263.2700
library@museumofplay.org

Administrative Information

Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, he has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

Custodial History: The Dean Sitton papers were donated to The Strong in October 2022 as a gift of Dean L. Sitton. The papers were accessioned by The Strong under Object ID 122.6240 and were received directly from Sitton.

Preferred citation for publication: Dean Sitton papers, Brian Sutton-Smith Library and Archives of Play at The Strong

Processed by: Julia Novakovic, December 2022

Controlled Access Terms

Personal Names

- Albano, John
- Paradiso, Dennis
- Schroeder, Madeline (Canepa)
- Sitton, Dean

Corporate Names

- Sega of America (Firm)

Subjects

- Game design and development
- Sega Genesis video games
- Sonic the Hedgehog (Fictitious character)
- Sonic the Hedgehog (Video game)
- Video games
- Video games industry

Biographical Note

Dean Sitton is an American artist and designer who has worked at companies such as Sega of America and Digital Eclipse. Sitton joined Sega as a Consumer Service Representative (also called a “Games Counselor”) in 1990. While there, he became involved with several creative projects, including conceptualizing the name “Dr. Ivo Robotnik” as the main villain in *Sonic the Hedgehog* (1991). Sitton is also credited with naming the Sega games *DEcapAttack* (1991) and *QuackShot starring Donald Duck* (1991). He worked for several game developers in California during the 1990s and 2000s. Since 2018, Sitton has been a self-employed designer.

Collection Scope and Content Note

The Dean Sitton papers are a collection of internal materials from Sega of America, created or kept by former employee Dean Sitton. Notably, the development of the Sonic the Hedgehog character for English-speaking audiences is documented within these materials. Additional scope and content information can be found in the Contents List section of this finding aid.

The Dean Sitton papers are arranged into one series. The materials are housed in one archival document box and one oversized folder.

System of Arrangement

Series I: Sega of America documents, 1990-1994 and n.d.

Contents List

Series I: Sega of America documents, 1990-1994 and n.d.

Scope and Content Note: This series houses internal documentation created and kept by Sitton. Of particular interest to researchers are the “Sonic the Hedgehog Bible” document and “Sonic Comic Book” materials stored in Box 1. Sitton’s list of contributions to various Sega games of the early 1990s rounds out this series.

Box 1

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| Folder 1 | Sega of America – Dean Sitton personnel records, memos, and correspondence; 1990-1991 |
| Folder 2 | “SEGAZETTE” ‘zine issues, May-June 1990 |
| Folder 3 | “Sonic Brainstorming” session flier, June 7, 1991 |
| Folder 4 | “Sonic the Hedgehog Bible” document, Madeline Canepa, n.d. [c. 1991?] |
| Folder 5 | “Sonic character names” and “Sonic Boss Man names” memos, Dean Sitton, 1991 |
| Folder 6 | “Sonic Comic Book” memos, notes, and faxed sketches; 1991 |
| Folder 7 | “Mock game description: Sonic Olympics,” text draft, Dean Sitton, n.d. [c. 1991?] |
| Folder 8 | Sega merchandising concept sketches, n.d. [c. 1991-1992?] |
| Folder 9 | “Dongo and the Attack of the Killer Fleas,” John Pedrigo, game concept, drawings, and confidentiality agreement; 1994 |
| Folder 10 | Dean Sitton list of contributions to Sega games, n.d. |

Oversized

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| Folder 1 | Sega Game Counselor reference map for <i>Sword of Vermilion</i> , n.d. [c. 1990] |
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