

Finding Aid to the Guy Welch Collection, 1988-2019

Summary Information

Title: Guy Welch collection

Creator: Guy Welch (primary)

ID: 2013.welch

Date: 1988-2019 (inclusive); 1990-1998 (bulk)

Extent: 7.75 linear feet

Language: The materials in this collection are in English, unless otherwise noted.

Abstract: The Guy Welch collection is a compilation of materials featuring two notable American video game companies: Sierra On-Line and Microsoft. Items in this collection include correspondence, sketches, animation cels, artwork, published advertisements, magazines, corporate records, concept design documents, and more. The bulk of the materials are from between 1990 and 1998.

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. Intellectual property rights for materials in this collection may be owned by former employees of Sierra On-Line, Inc., or Microsoft.

Custodial History: The Guy Welch collection was donated to The Strong as a gift from Guy William Welch. The papers were accessioned by The Strong under Object IDs 112.1022 (Activity ID 11223); 112.3065 (Activity ID 11227); 119.5393 (Activity ID 14021); 122.64 (Activity ID 14845); and several separate paper drawings under Activity ID 11677. Additional materials were received under Activity IDs 11900, The papers were received from Guy Welch in several shipments, occurring in February 2012, May 2012, May 2013, December 2013, October 2019, and December 2021.

Preferred citation for publication: Guy Welch collection, Brian Sutton-Smith Library and Archives of Play at The Strong

Processed by: Julia Novakovic, October 2013

Revision Note: Additional materials were added to this collection in December 2022.

Controlled Access Terms

Personal Names

- Cole, Corey
- Cole, Lori Ann
- Lowe, Al

- Welch, Guy
- Williams, Ken, 1954-
- Williams, Roberta, 1953-

Corporate Names

- Microsoft Corporation
- Sierra Entertainment, Inc.
- Sierra On-Line, Inc.
- Vivendi Universal
- Yosemite Entertainment

Subjects

- Computer adventure games.
- Computer games
- Computer games--Design.
- Game design and development
- Gears of War (Game)
- Leisure Suit Larry (Game)
- Phantasmagoria (Game)
- Sierra On-Line, Inc.

Biographical Note

Guy Welch is an American video game designer and product manager. He began his career in the gaming industry at Sierra Entertainment in 1998. Since 2007, Welch has worked for Microsoft as a product manager within its Xbox 360 division, handling franchises such as *Gears of War* and *Mass Effect*. Welch is interested in preserving early video game history and making artifacts available to fellow game historians.

Collection Scope and Content Note

The Guy Welch collection contains materials from 1988 through 2013, with the bulk of the materials dated between 1990 and 1998. This collection, amassed by Guy Welch during his time at both Sierra Entertainment and Microsoft, holds game development materials, artwork, sketches, animation cels, published advertisements, magazines, corporate records, concept design documents, ephemera, and more. Additional scope and content information can be found under the “Contents List” section of this finding aid.

The Guy Welch collection is arranged into three series, one of which has been further divided into subseries. The materials are housed in three archival document boxes, three flat print boxes, and six oversized flat folders.

Related Materials

For more information on Sierra On-Line and its founders, see also Ken and Roberta Williams' Sierra On-Line collection, housed in the Brian Sutton-Smith Library and Archives of Play at The Strong. The International Center for the History of Electronic Games at The Strong also holds many computer and video games relevant to this collection.

System of Arrangement

Series I: Personal papers, 1990-2013

Series II: Sierra, 1988-2004

Subseries A: *Leisure Suit Larry* series

Subseries B: *Phantasmagoria*

Subseries C: Other Sierra games

Subseries D: Sierra publications

Subseries E: Sample corporate records

Subseries F: Sierra publicity and miscellaneous

Series III: Microsoft Xbox, 2005-2019

Contents List

Series I: Personal papers, 1990-2013

Scope and Content Note: This series contains letters and reports written by Welch. Of interest are copies of letters sent by Welch to various staff members at Sierra On-Line in 1990, detailing his enthusiasm for the company's games and suggestions for game improvements. Sierra Entertainment ultimately hired Welch in 1998, as shown in the offer letter included in Folder 2.

Box 1

- Folder 1 Guy Welch correspondence with Sierra On-Line, 1990-1991
- Folder 2 Sierra offer letter to Guy Welch, April 1998; with selected earnings statements, 1998-1999
- Folder 3 Guy Welch correspondence with The Strong, 2011-2013

Series II: Sierra, 1988-2004

Subseries A: *Leisure Suit Larry* series

Scope and Content Note: This subseries houses artwork, sketches, animation cels, page proofs, and other documentation related to the *Leisure Suit Larry* series published by Sierra. These adult-themed video games, created by Al Lowe, followed main character Larry Laffer in his quest to seduce alluring females. Sierra On-Line published the first game, *Leisure Suit Larry in the Land of the Lounge Lizards*, in 1987; the company remade the original and re-released it in 1991. Subsequent titles followed, including *Leisure Suit Larry 5: Passionate Patti Does a Little Undercover Work* (1991) and *Leisure Suit Larry 6: Shape Up or Slip Out!* (1993).

Box 1

- Folder 4 *Leisure Suit Larry* character sheets and sketches, 1990
- Folder 5 *Leisure Suit Larry in the Land of the Lounge Lizards* draft documents, 1991
- Folder 6 *Leisure Suit Larry 5* sketches and animation cels, n.d.
- Folder 7 *Leisure Suit Larry 6* animation inventory list and team, 1993

Box 3

- Envelope 1 *Leisure Suit Larry* - Mr. Bigg character animation sketches and cels, n.d.
- Folder 1 *Leisure Suit Larry* - German instruction proof mock-ups, n.d. [in English and German]

Box 4

35 original hand-painted illustrations of various sizes, *Leisure Suit Larry 5*, n.d.

Box 5

45 original hand-painted illustrations of various sizes, *Leisure Suit Larry 5*, n.d.

Oversized

- Folder 1 Larry Laffer character sketches, n.d.
- Folder 2 *Leisure Suit Larry in the Land of the Lounge Lizards* page proofs for hint book, 1991
- Folder 3 *Leisure Suit Larry in the Land of the Lounge Lizards* print proof negatives, 1991

- Folder 3 *Leisure Suit Larry 5* Aerodork Airlines brochure printer proof, 1991
 Folder 4 Various large *Leisure Suit Larry 5* background art, n.d.
 Folder 5 20" x 24" hand-drawn "The Return of the Lounge Lizard King!" poster, n.d.
 Folder 5 Five proof mock-ups and sketches of documents for *Leisure Suit Larry in the Land of the Lounge Lizards*, n.d.
 Folder 5 Eight proof mock-ups of *Playspy* spoof magazine for *Leisure Suit Larry 5*, 1991
 Folder 5 Two 20" x 30" seatbelt "buckle-up" reminder proofs featuring Larry Laffer, n.d.

Subseries B: *Phantasmagoria*

Scope and Content Note: This subseries holds materials documenting the development of *Phantasmagoria*, an elaborate "interactive movie" adventure game written by Roberta Williams and released by Sierra On-Line in 1995. Documents here include text, storyboards, plot lines, props, and more.

Box 1

- Folder 8 *Phantasmagoria* storyboards and sketches, 1994-1995
 Folder 9 *Phantasmagoria* synopsis, 1994-1995
 Folder 10 *Phantasmagoria* prop documents, 1994-1995
 Folder 11 *Phantasmagoria* marketing teaser, 1994
 Folder 12 *Phantasmagoria* casting, Victoria Morsell resume and headshots, 1995

Subseries C: Other Sierra games

Scope and Content Note: This subseries contains artwork, animation cels, page proofs, prototype documents, sketches, film negatives, and other documentation on several of Sierra's well-known game series. (Of interest to *Lord of the Rings* fans is the license agreement detailing the creation of an online game tentatively titled *Middle-Earth Online*; this game ceased production in 1999 following the shuttering of the Yosemite Entertainment division of Sierra.)

Box 1

- Folder 13 *Black Cauldron* color film cels, n.d.
 Folder 14 *King's Quest* series artwork, n.d.
 Folder 15 *Quest for Glory* photograph proofs and negatives, n.d. [c. 1989]
 Folder 16 *Quest for Glory* artwork, n.d.
 Folder 17 *Quest for Glory II* hint book, 1991
 Folder 18 *Quest for Glory V: Dragon Fire* printed materials, 1998
 Folder 19 *J.R.R. Tolkien's Middle Earth* license agreement, 1998
 Folder 20 *Space Quest 7* prototype documents and sketches, 1997
 Folder 21 Miscellaneous Sierra game illustrations/proofs, n.d.

Box 3

- Envelope 2 Miscellaneous Sierra game-related illustrations, n.d.

Oversized

- Folder 5 15" x 20" title illustration for *Cranston Manor*, n.d.
 Folder 5 20" x 26" illustration titled "Roger Wilco and the Time Rippers," n.d.
 Folder 5 20" x 30" title illustration for *Apple Cider Spider*, n.d.
 Folder 6 Various large background design sketches, unidentified game(s), 1997

Subseries D: Sierra publications

Scope and Content Note: Within this subseries are official magazines and newsletters published by Sierra On-Line and one of its later incarnations, Sierra FX.

For additional issues of the *Sierra Newsletter* and *InterAction* magazine, see also Ken and Roberta Williams' Sierra On-Line collection.

Box 2

- Folder 1 *Sierra Newsletter*, Spring 1989
- Folder 2 *Sierra News Magazine*, Autumn 1989-Spring 1991; *Sierra/Dynamix News Magazine*, 1991
- Folder 3 *InterAction* magazine, Summer 1992-Holiday 1996
- Folder 4 *InterAction* magazine, Summer 1997-Spring 1999
- Folder 5 *Launch >> The Official Newsletter of the Sierra FX Sales Force*, 1998-1999

Subseries E: Sample corporate records

Scope and Content Note: This subseries includes a sampling of Sierra company records, such as a product forecast, organizational charts, and company reports.

For additional Sierra corporate records, see also Ken and Roberta Williams' Sierra On-Line collection.

Box 2

- Folder 6 Sierra On-Line company reports, 1990, 1992
- Folder 7 Sierra Publishing product forecast and action items, 1998
- Folder 8 Sierra Studios organizational chart, n.d.
- Folder 9 Yosemite Entertainment organizational charts, 1998
- Folder 10 Yosemite Entertainment E3 postcard design, 1998

Box 3

- Folder 2 Relic Entertainment, Inc. *Homeworld NIS* production guide, 1997

Subseries F: Sierra publicity and miscellaneous

Scope and Content Note: This subseries holds various advertisements, photographs, news clippings, ephemera, and lists of the games designed by Sierra and its subsidiaries.

Box 2

- Folder 11 Sierra advertisements, 1998-2004
- Folder 12 "The History of Computer Game Design in Oakhurst, 1979-1999," n.d. [c. 1999]
- Folder 13 News clippings on Sierra companies, 1993-1999
- Folder 14 Vivendi Universal Interactive Publishing publicity folder, 2001
- Folder 15 Miscellaneous Sierra photographs and negatives, n.d.

Box 3

- Envelope 3 Various large Sierra On-Line advertisements, 1988-1999

Box 6

Folder 1 Miscellaneous Sierra game-related ephemera, 1994-2002 and n.d.

Oversized

Folder 5 12" x 17.5" hand-drawn "map" of Sierra studios in Oakhurst, California, n.d.

Folder 5 20" x 21" drawing of game designers Corey and Lori Ann Cole with hooded figure, n.d.

Series III: Microsoft Xbox, 2005-2019

Scope and Content Note: This series contains visual concepts for *Gears of War* (2006), *Gears of War 2* (2008), and *Gears 5* (2019) released by Microsoft for the Xbox game system. A sales and publicity binder for the first title in the *Gears of War* franchise is also included here. Welch's personal collection of various Microsoft staff access passes, used at conferences and large meetings, rounds out this series, along with Xbox branding information.

Box 3

Binder 1 Microsoft Xbox *Gears of War* sales and marketing binder with disk, Sept. 2006

Folder 3 Early Microsoft Xbox *Gears of War* and *Gears of War 2* design concepts, 2005-2007

Folder 4 *Gears 5* early concept and print proofs for case and disc art, 2016-2019

Box 6

Folder 2 Halo 3 internal marketing documentation, 2006

Folder 3 Various Microsoft Xbox 360 staff access passes, 2008-2011

Folder 4 Xbox LIVE Retail Pocket Guide, n.d. [c. 2011]

Folder 5 Xbox 360 branding style guide, 2011

Folder 6 *Gears 5* cover letter and fact sheet for press mailings, 2019