Persona Help

www.marinersoftware.com

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Discover what you can do

Use Persona Help to discover what you can do using Persona.

- To quickly find answers to specific questions, type a word or phrase in the search box above and press Return.

  To choose what you want to search, click the magnifying glass and choose an item from the pop-up menu, then type your search phrase in the box and press Return.

- To explore what you can do with Persona, click an item on the left.

Overview

The brainchild of Mariner Software's resident staff, and squarely aimed at the character development space, Persona aids you in crafting archetypal themed characters and plots by using time-honored psychological principles to describe the motivations and interactions between different characterizations of people. Persona is based on an ideology that by categorizing characters into archetypes we can better know their background which in turn shows us their motivations and then predict their behavior. Instead of changing characters as you write, you purposefully develop characters using psychological principles of Plato, Jung and others.. Whether your story's hero is a brainiac talking fish or your villainess is an outcast orphanage owner, Persona helps you explore how each character's unique psychology and background influences their dealings and dialogue.

The character arc within a story is generally seen as a fulfillment of what a character needs to make them whole privately, personally, and professionally. Persona delves into your character's private and personal goals by defining what events in their life might have made them the way they are which in turn helps predict their behavior in your story. Good for ensemble casts, episodic material, feature length film, stage, or radio, Persona deals with the characters not the format in which the story is conveyed.

With Mariner Persona you can:

- **Explore relationships and interactions between each of your characters**
- **Categorize characters into one of 32 archetypes and 64 styles**
- **Create Smart Groups of characters based on attributes like tags, type sex, or any word or phrase from your notes**
- **Construct ad hoc groups of characters without a defined relationship to explore their interactions**
- **See the corresponding archetypes for Heroes and Heroines and what they become if they corrupt into a villain or villainess**
- **Shape the details of a character from the color of their eyes to their hobbies or occupation**
- **Predict their behavior and dialogue based on their archetype, background, and motivations**

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In this section, you'll find links to help you learn about Persona.

- **Overview**
  Learn what Persona is and what you can do with it.
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- **Shortcuts**
  Learn how to use your keyboard to do tasks more quickly.
  Go to keyboard shortcuts

Go to the Persona web site

Creating a character

1. Press Command-N or click the plus "+" button.
2. A new Character appears in the side bar and the Name field is highlighted.
3. Type a name for the character.
4. Fill out as much info for the character as you'd like.

Note: The list of styles is specific to the archetype you choose.

Tell me more

Printing a character

Printing in Persona yields a character sheet printout. The format is set from within the application in html. Here's how to print:

1. Press Command-P or File>Print...

A print window appears.

1. Click the Print button.

Note: Only the currently selected character is printed. To Print all your characters use the File>Print All... command.

Note: If you have a lot of text or notes, the content for the character may spill over onto an additional page. There are no options (currently) to scale or restrict the content to one page.

Tell me more

Creating a group

Groups can contain an ad hoc assemblage of characters. Simply drag a character to a group to add it to that group. Characters can belong to as many groups and SmartGroups as you'd like. Here is how to create a group:

1. From the File menu, select New Group (Shift-Command-N)

An untitled group appears in the source list pane on the left.

1. Type a name for the Group.

Tell me more

Creating a SmartGroup

SmartGroups contain an assemblage of characters based on criteria. Once, the criteria is set, the smartGroup filters out matches. Characters can belong to as many groups and SmartGroups as you'd like. Here is how to create a SmartGroup:

1. From the File menu, select New SmartGroup (Option-Command-N)

A SmartGroup sheet appears.

1. Type a name for the SmartGroup.
2. Choose the criteria for the smart group.
3. Click OK

The SmartGroup appears in the source list on the left-hand pane.

Note: SmartGroup names can be edited directly in the source pane by double-clicking on them.

Tell me more

The Ideology

Mariner Persona is about categorizing characters. There are eight Hero archetypes, eight Heroines, eight Villains, and eight Villainesses. Each archetype has two styles. While categorizing anything might be a superficial activity, it has merit in that it helps you determine the background and therefore motivations of your character. Rather than constantly changing your character during your writing, starting with clear ideas about who your characters are and what they stand for will make the situational writing involving them much easier. For instance, If we know that a kid named Bruce was raised in a wealthy family and saw his parents murdered, and vows to secretly uphold justice and train mentally and physically to do so – we could then have a good idea how he'll act.

Often the styles for an archetype are based on whether the personality and values came from Birth right (or lack thereof) or personal effort.

Tell me more

How do archetypes relate to each other

Archetypes in Persona have a relationship to each other. We tend to think of the range of attributes as a continuum or a wheel. Much like a color wheel we see that there are similar, inverted, synonymous, and complimentary archetypes. Here is a bit more on each of those:

- Similar archetypes would be in adjacent positions on a wheel. They are likely, most like the archetype.
- Inverted archetypes would be their form if they were corrupted or if they were made whole.
- Synonymous archetypes are the opposite gender and inverted form.
- Complementary archetypes would sit across from the archetype on a wheel. Much like complimentary colors on a color wheel i.e red and green or blue and orange.
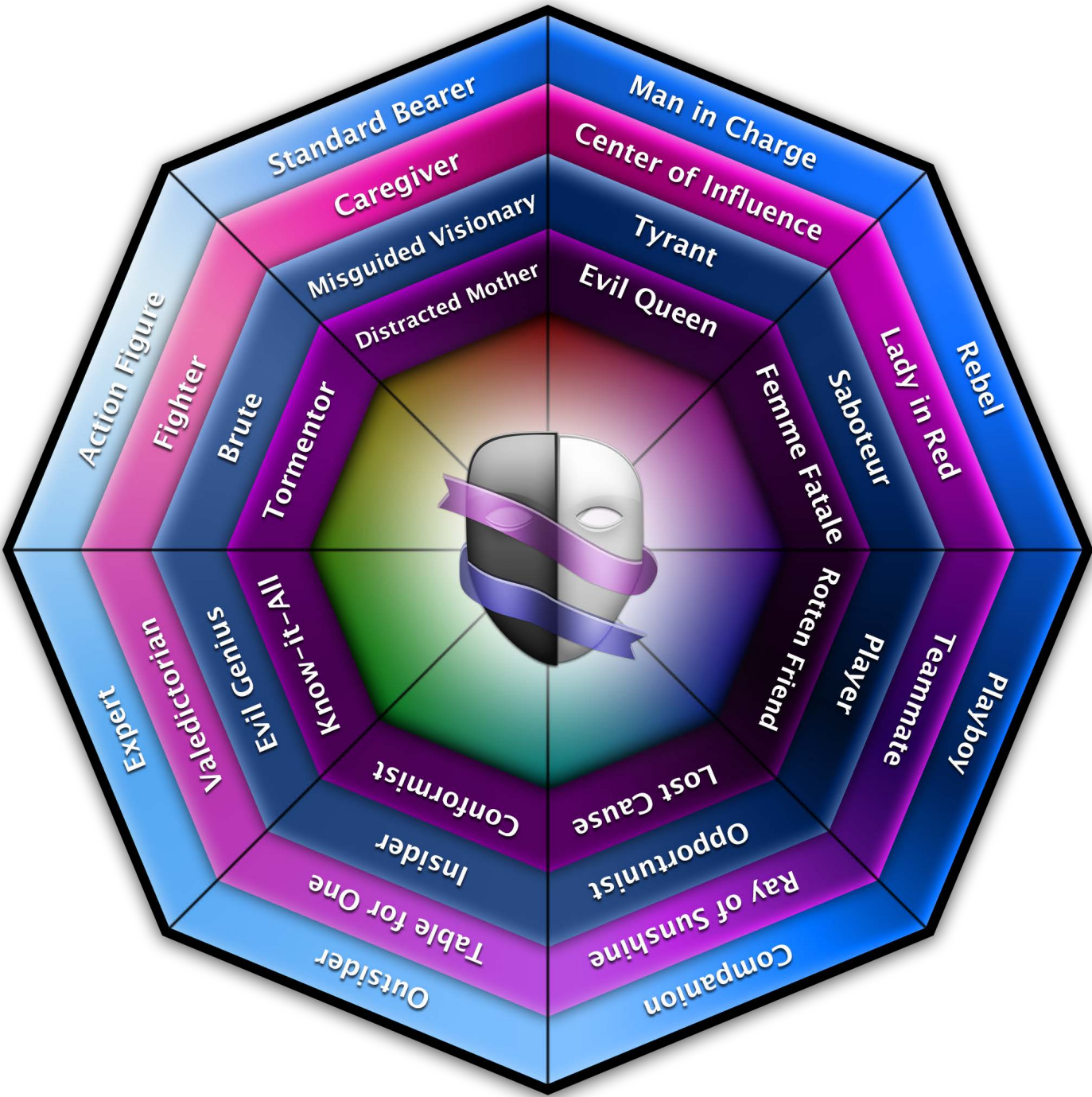
Each character has a section in the create mode that shows the connections to the other archetypes as mentioned above. Here is an Example for the Man-in-Charge:

Tell me more

What is the archetype color wheel?
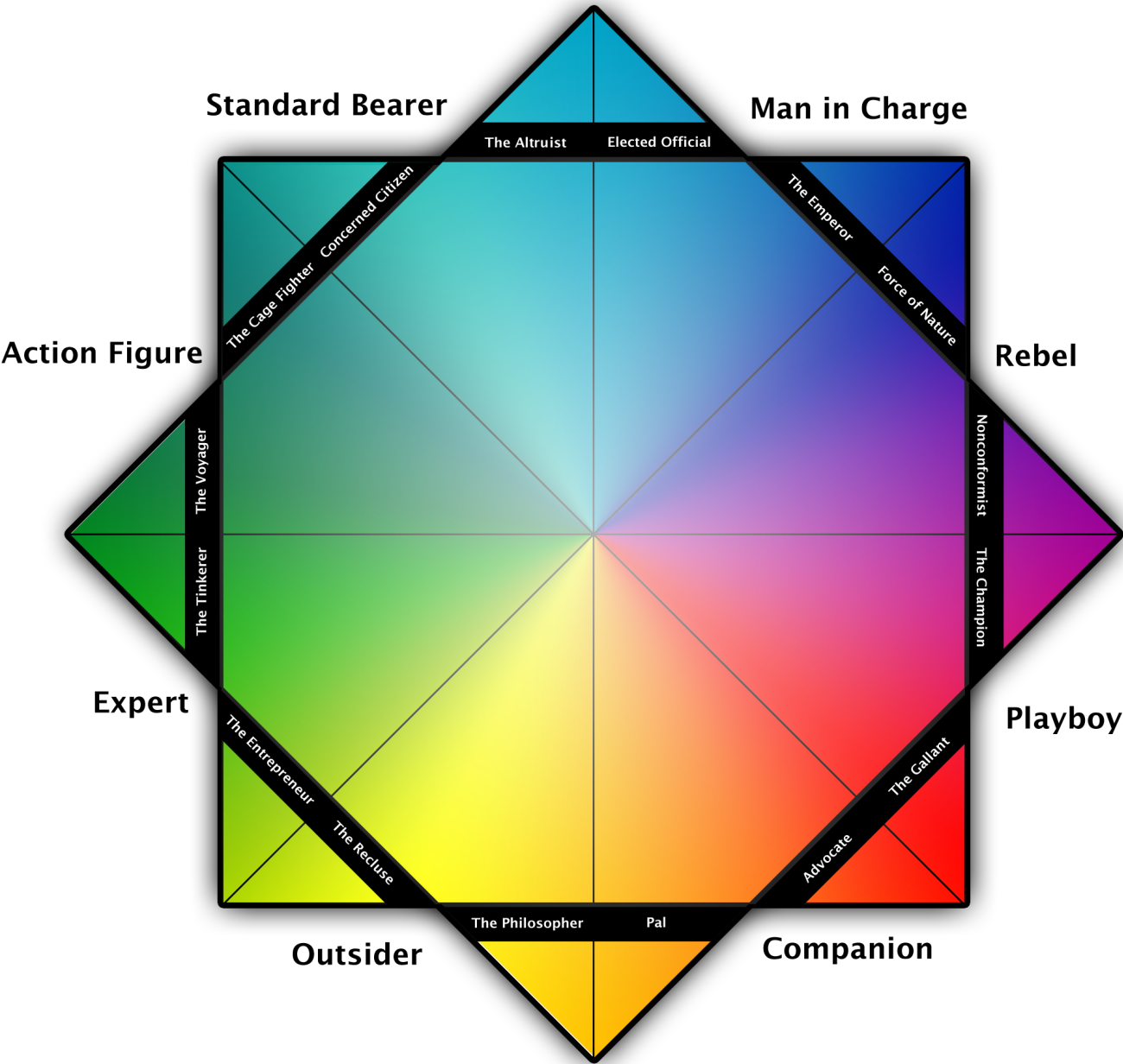
What is the archetype color wheel?

In the learn mode, selecting any of the sidebar headings (Heroes, Heroines, Villains, Villainesses) will display it's corresponding color wheel graphic. These graphics are to help you visualize the relationships between the archetypes.

Tell me more

Heroes color wheel

Heroes color wheel

The relationships between the heroes:

Standard Bearer

Man in Charge

The Altruist   Elected Official

Concerned Citizen

The Emperor

The Cage Fighter

Force of Nature

Action Figure

Rebel

The Voyager

Nonconformist

The Tinkerer

The Champion

Expert

Playboy

The Entrepreneur

The Gallant

The Recluse

Advocate

The Philosopher   Pal

Outsider

Companion
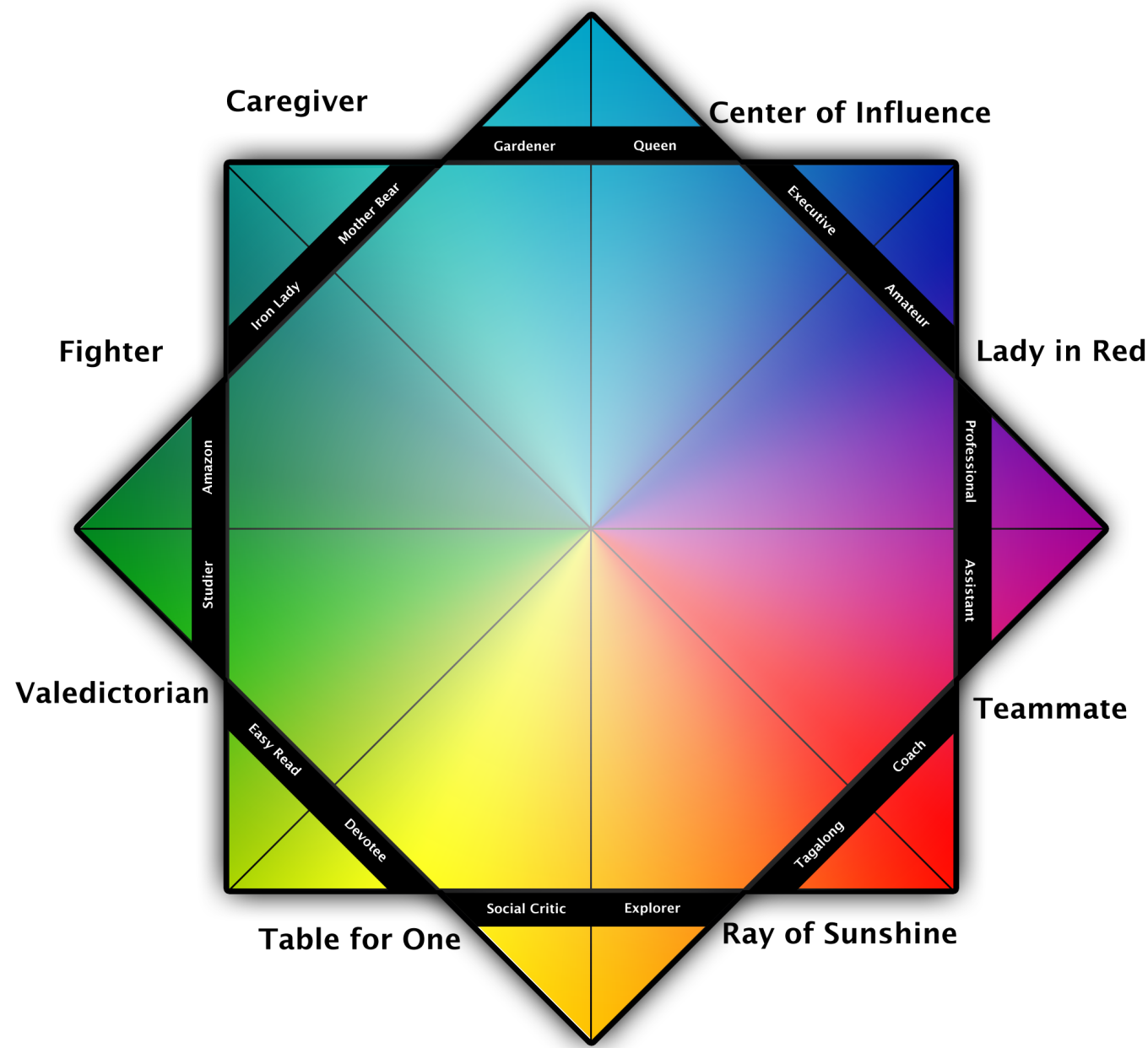
Tell me more

Heroines color wheel

The relationships between the heroines:
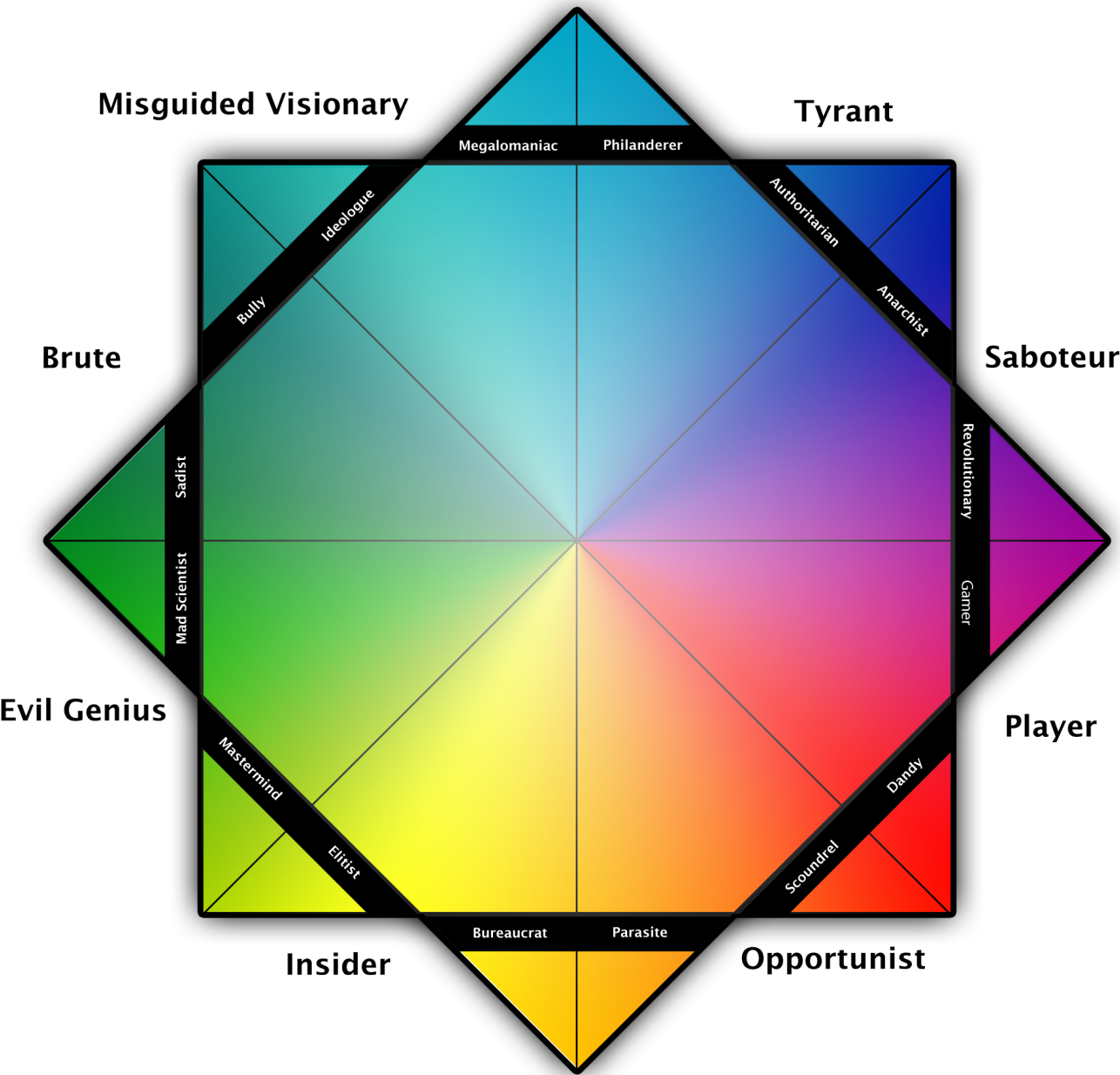

Tell me more

Villains color wheel

The relationships between the villains:
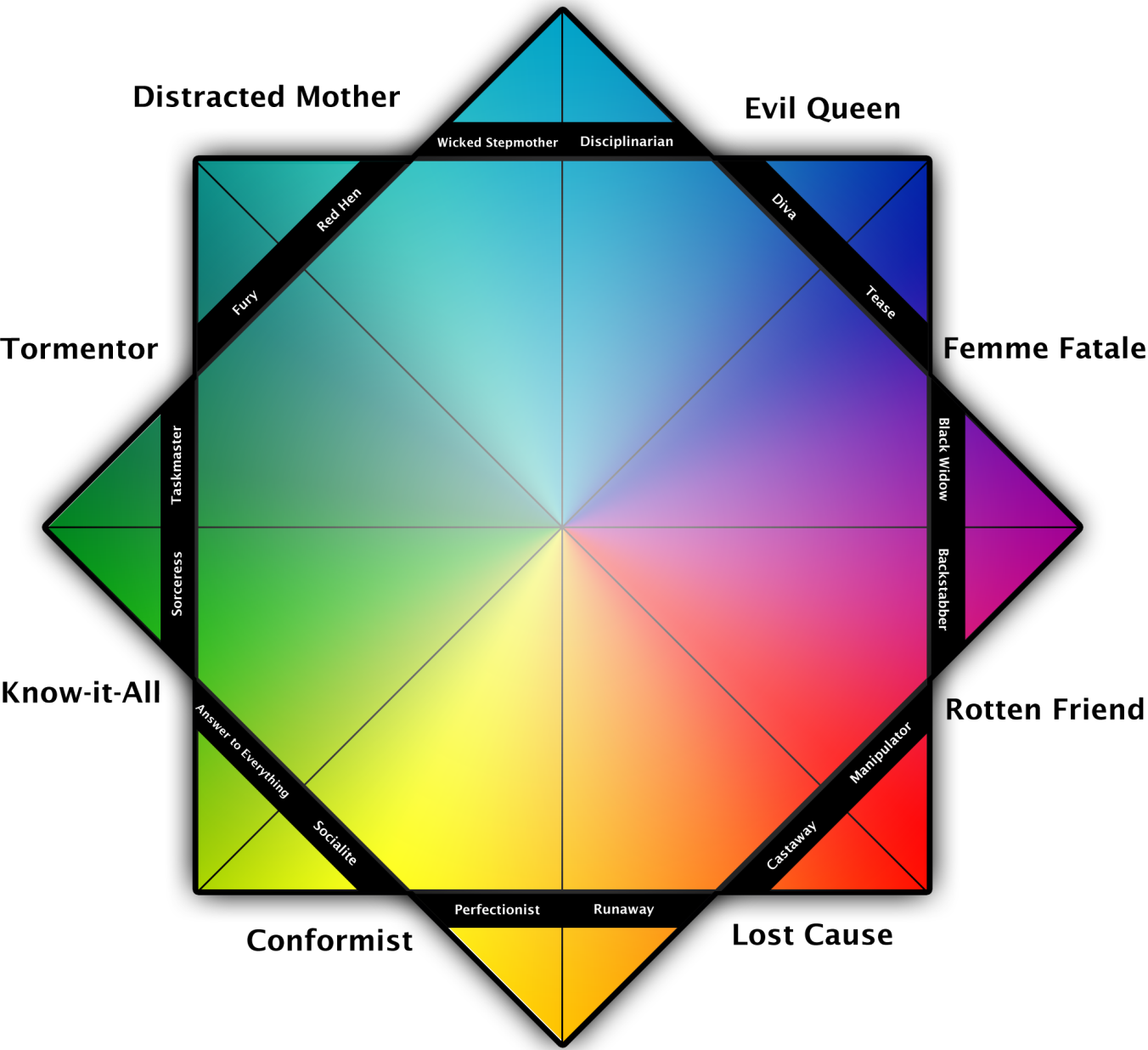
Villainesses color wheel

The relationships between the villainesses:

Duplicating a character

To duplicate a character:

1. click the action menu at the bottom of the source list.
2. Choose Duplicate selected character.
3. A "Copy of" character_name appears in the source list.

Tell me more

Names Database

The names database is a way to find some inspired names for your characters. It helps you see the names, their meaning, gender, origin and see some description about the name.

Name	Gender	Origin	Description
Lyric	female	American	2005 USA SSA popular name #688
Lyrica	female	Latin	
Lyrica	male	Latin	
Lysander	male	Latin	
Lysimache	female	Latin	
Lysippe	female	Latin	
Ma-on		HK,Chinese	
Mabel	female	American	
Mabelle	female	Latin	
Mable	female	American	
Mac	male	American	
Mac	male	American	
MacArthur	male	American	
Macauley	male	Gaelic	
Mace	male	American	
Macey	female	American	
Macey	female	American	2005 USA SSA popular name #537
Machara	female	Gaelic	
Machelle	female	American	
Maci	female	American	
Maci	female	American	2005 USA SSA popular name #574
Macie	female	American	
Macie	female	American	2005 USA SSA popular name #458
Mack	male	American	

16050 names

Features:

- Filter by Origin and/or sex
- Look up a name meaning
- Add your own names
- Add descriptions
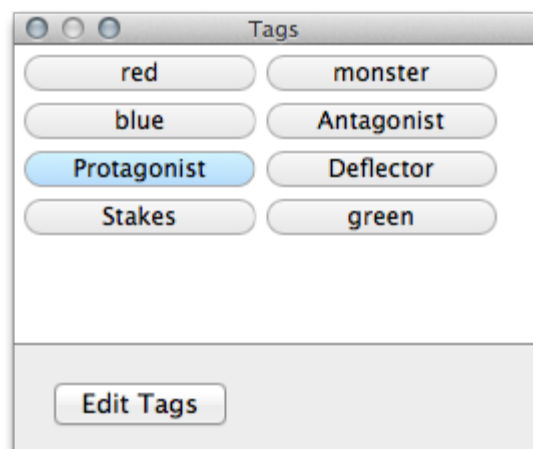- Google for name usage
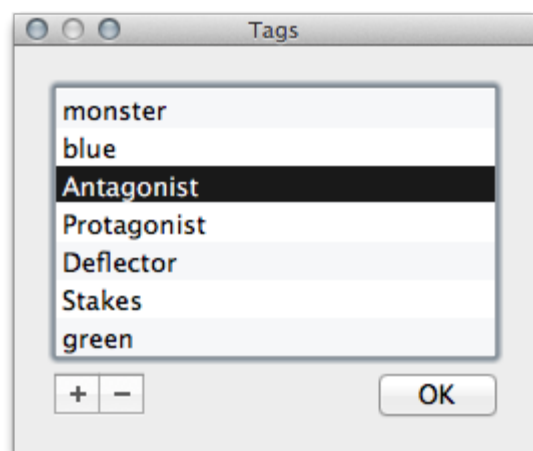- Search over 16000 names

Tell me more

Managing Tags

Tags are bits of metadata that you can assign to characters. They are specific to the file you are working on and not shared across the application.

To easily add and remove tags, open the Tags window – Window>Tags CMD–K.

Tags that apply to the current character will appear with a blue highlight.
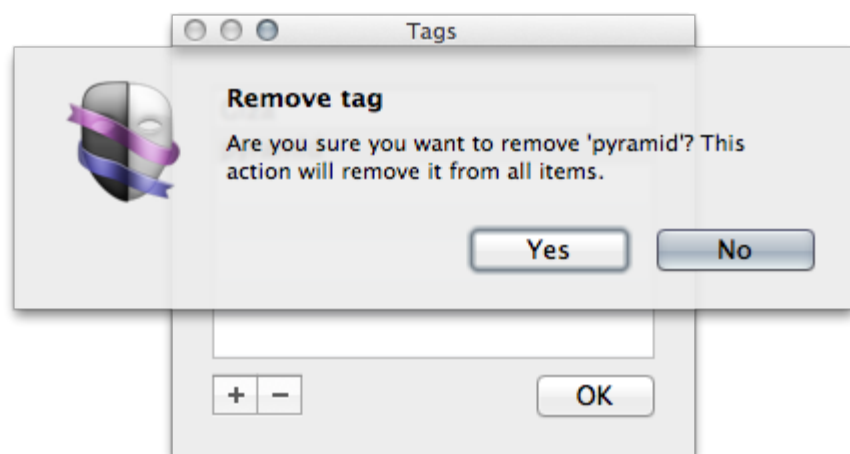
To edit the tags, click the edit button.

click the plus button (+) to add a tag.
Click the minus button (–) to remove a tag.

Note: removing a tag assigned to characters, removes the tag from those characters.

Managing Tags

Remove tag

Are you sure you want to remove 'pyramid'? This action will remove it from all items.

Yes No

+ − OK

Tell me more

Interactions between characters

Interactions mode uses your selected character, group , or smart group to show you the relevant interactions. Interactions are composed of three things:

- How they Clash
- How they Mesh
- How they Change

There are 32 Archetypes, Each archetype can interact with any of the other archetypes including a character of it's same archetype, thus there are 32 interactions per archetype. That is 1024 interactions! with well over 3072 paragraphs of text about their interactions. Obviously, this is a big part of Persona. Classify a character archetype, see how your cast might interact, all before doing your writing.

When you select a character, you see the interactions between that character and the other characters.

When you select a group, you see the interactions between the members of the group.

When you select a SmartGroup, you see the interactions between the members of the SmartGroup.

Here is a sample interaction:

Bert and Ernie

How they clash

A Standard Bearer will disagree with a Playboy's tendency to display his accomplishments for others or to attempt to demonstrate his effectiveness. The Standard Bearer will dismiss these things as signs of vanity, which suggest that the Playboy's loyalty to a particular ideal or ideology are questionable. A Standard Bearer will criticize a Playboy's inexactness, flexibility, and unwillingness to devote himself to a greater cause. A Playboy will disagree with a Standard Bearer's single-minded approach to realizing his ideal. Because a Standard Bearer does not readily accept failure (and a Playboy will embrace accomplishment wherever possible), a Standard bearer will dismiss a Playboy as crude or thoughtless.

A Standard Bearer's insistence on fidelity and loyalty to a particular ideal mean that he will typically be inflexible and unwilling to be patient (a Playboy may call this 'uptight') with a Playboy. Depending on how unwilling a Standard Bearer might be to be flexible in demonstrating his particular ideology, a Playboy may dismiss the Standard Bearer as potentially invaluable. He will also attempt to dismiss the Standard Bearer initially as self-interested, suggesting that the personal satisfaction that a Standard Bearer takes from demonstrating a particular ideal essentially serve to gratify the Standard Bearer's need for validation.

How they mesh

A Playboy and a Standard Bearer will each appreciate the other's efficacy in convincing others. A Playboy convinces others by demonstrating his greatness; a Standard Bearer convinces others by demonstrating the merits of the ideal or ideology. Although their ideologies may not match initially, each will appreciate the other's particular strengths in this regard.

A Playboy will appreciate a Standard Bearer's consistency and sense of credibility. Since a Playboy is typically inconsistent and self-centered, others frequently suspect that working with him will be difficult. If a Playboy could put a Standard Bearer's reputation to work for him, it might encourage others to be more patient with him.

A Standard Bearer will appreciate the apparent ease with which a Playboy appears to be able to converse with others. Also, since a Playboy does put the effort into demonstrating losses that he puts into demonstrating successes, it may appear to a Standard Bearer that a Playboy enjoys greater success without needing to put in as much effort. A Standard Bearer might also have resources available that a Standard Bearer does not.

How they change

A Playboy and a Standard Bearer will each appreciate the other's efficacy in convincing others. A Playboy convinces others by demonstrating his greatness; a Standard Bearer convinces others by demonstrating the merits of the ideal or ideology. Although their ideologies may not match initially, each will appreciate the other's particular strengths in this regard.

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Tell me more

Learning about the archetypes and their styles.

Learn mode displays the name, type, sex, description, background, styles, qualities, flaws, occupations, and examples for the archetype. The view provides an expansive view of the content.

Note: This view is not printable for digital rights reasons.

Tell me more

Adding a photo to a character

Each character can have one photo.

To add a photo you can:

- Drag and Drop an image from the Finder or another app
- Copy and paste a picture into the image well
- From the menu, select Edit>Choose Character Image…

The photo size on screen is 150px x 150px. In print, it is 200px x 230px.

Note: The image you choose will be stored at the original size, so large megapixel pictures will bloat the file size quickly.

Tell me more

Keyboard Shortcuts

You can use your keyboard to quickly accomplish many tasks in Persona. To find the shortcuts for common commands, look in the menus (or see the list at the bottom of this page).

To do an action, press the keys indicated below.

Action	Shortcut
Persona	
Hide Persona	Command-H
Hide Others	Option-Command-H
File	
New Character	Command-N
New Group	Shift-Command-N
New SmartGroup	Option-Command-N
New Project	Option-Shift-Command-N
Open	Command-O
Close	Command-W
Save	Command-S
Page Setup	Option-Command-P
Print	Command-P
Edit	
Undo	Command-Z
Redo	Shift-Command-Z
Cut	Command-X
Copy	Command-C
Paste	Command-V
Paste and Match Style	Option-Shift-Command-V
Select All	Command-A
Find	Command-F
Find Next	Command-G
Find Previous	Shift-Command-G
Use Selection for Find	Command-E
Jump to Selection	Command-J
Show Spelling and Grammar	Command-:

Check Document Now	Command-;
Start Dictation	Check system Prefs (Mountain Lion+ Only)

View

Hide Toolbar	Option-Command-T
Create	Command-1
Interact	Command-2
Learn	Command-3

Window

Tags	Command-K
Minimize	Command-M

Solving Problems

If you need help solving a problem you're having while using Persona, look below for a solution. If you can't find what you're looking for, try searching help using the box above, or click the link at the bottom of the page to go to the Persona Support web site (you need to be connected to the Internet).

I'm having trouble exporting.

I'm having trouble printing.

Go to the Persona Support web site

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Solving problems

I'm having trouble exporting.

I'm having trouble printing.

Solving problems

I'm having trouble printing.

Much of the content in Persona is protected from printing (due to copyright concerns). The interactions are printable but the archetype general info and examples are not (at this time).

Go to the web site   Tell me more

I'm having trouble exporting.

Persona currently does not "export" to other file types. One can print an archetype or the interactions. The file format from Persona is an industry standard XML.

Go to the web site   Tell me more