



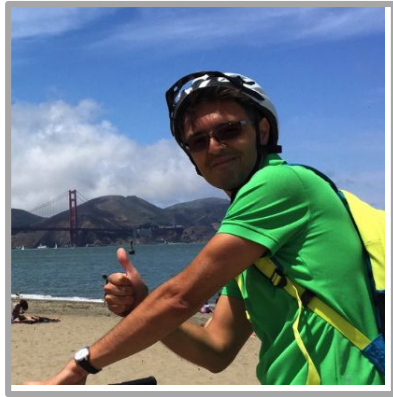
Game Design

What you should know about game design
whether you create games or not

Codemotion Berlin
24 October 2016

emabolo@gmail.com
@emabolo





Emanuele Bolognesi

emabolo@gmail.com

<http://emabolo.com>

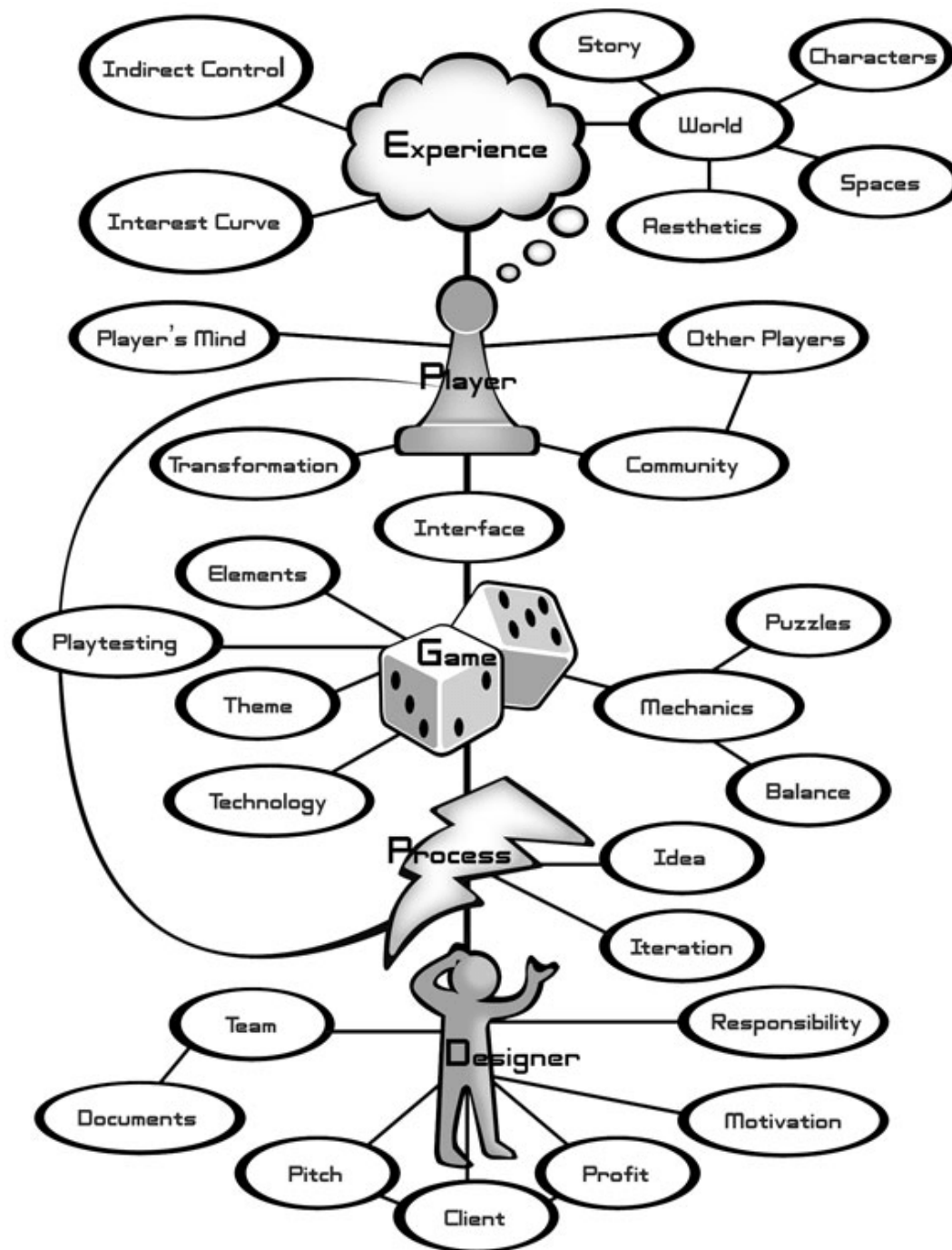
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www.gamearena.io

www.gamesnostalgia.com

www.gamesvoyager.com

www.gameborder.net

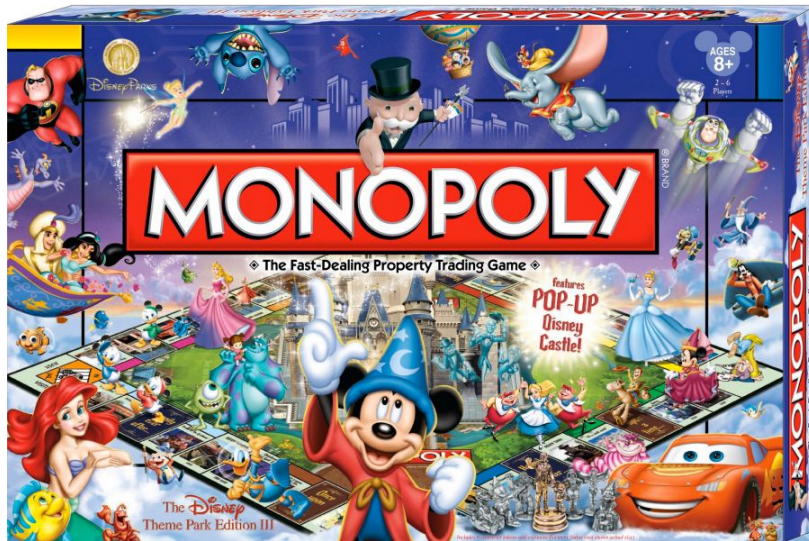


A still from the movie 'The Usual Suspects' showing Brad Pitt as Kevin Spacey and Edward Norton as Matt Mahoney. They are standing in a dark, industrial setting, possibly a ship's hold, with large metal doors in the background. Brad Pitt is on the left, wearing a red leather jacket over a patterned shirt. Edward Norton is on the right, wearing a grey suit jacket over a white shirt. They are both looking at each other with serious expressions.

**You do not talk
about game design**



Game vs Toy



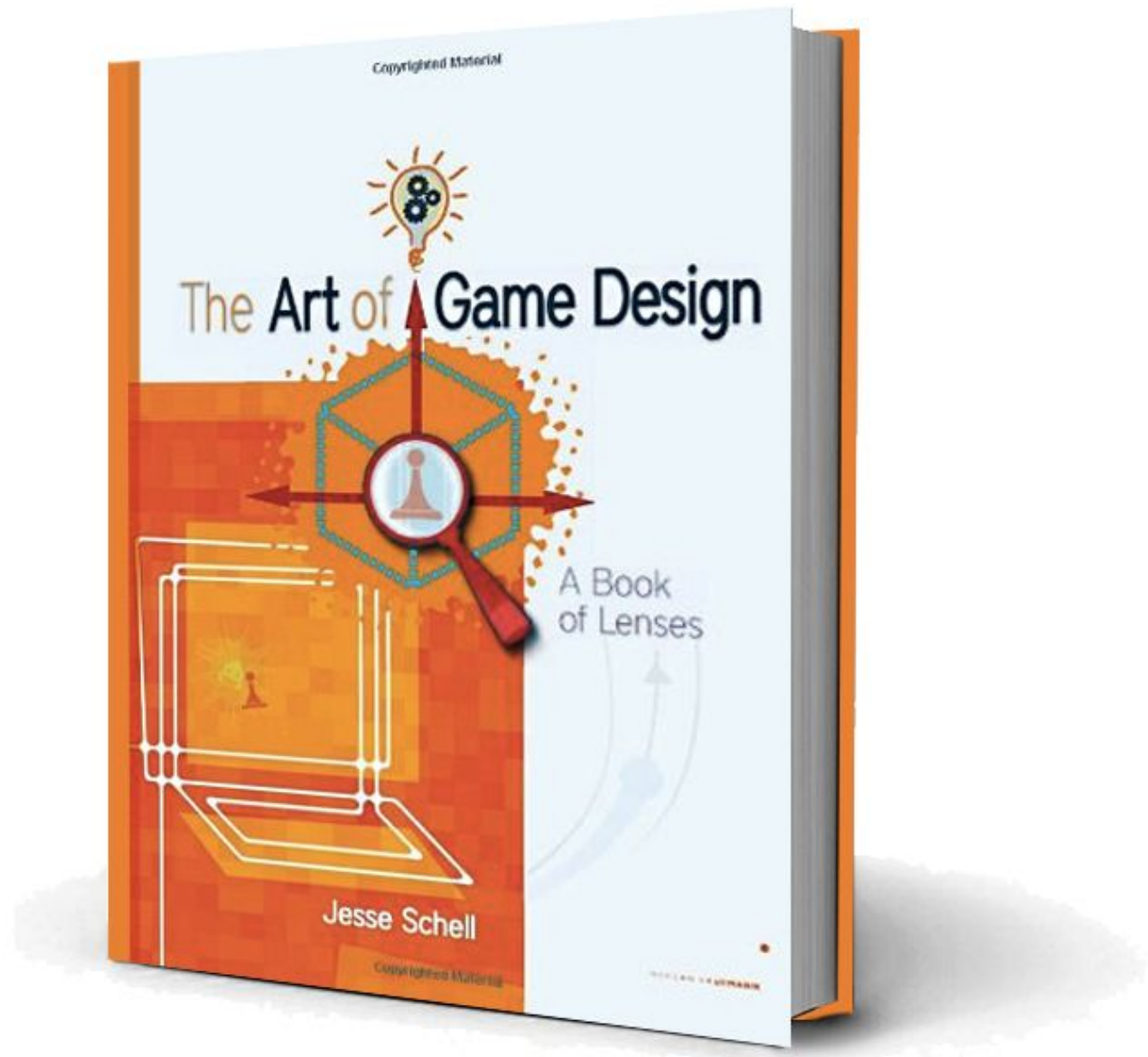
Game vs Toy



What is a game?

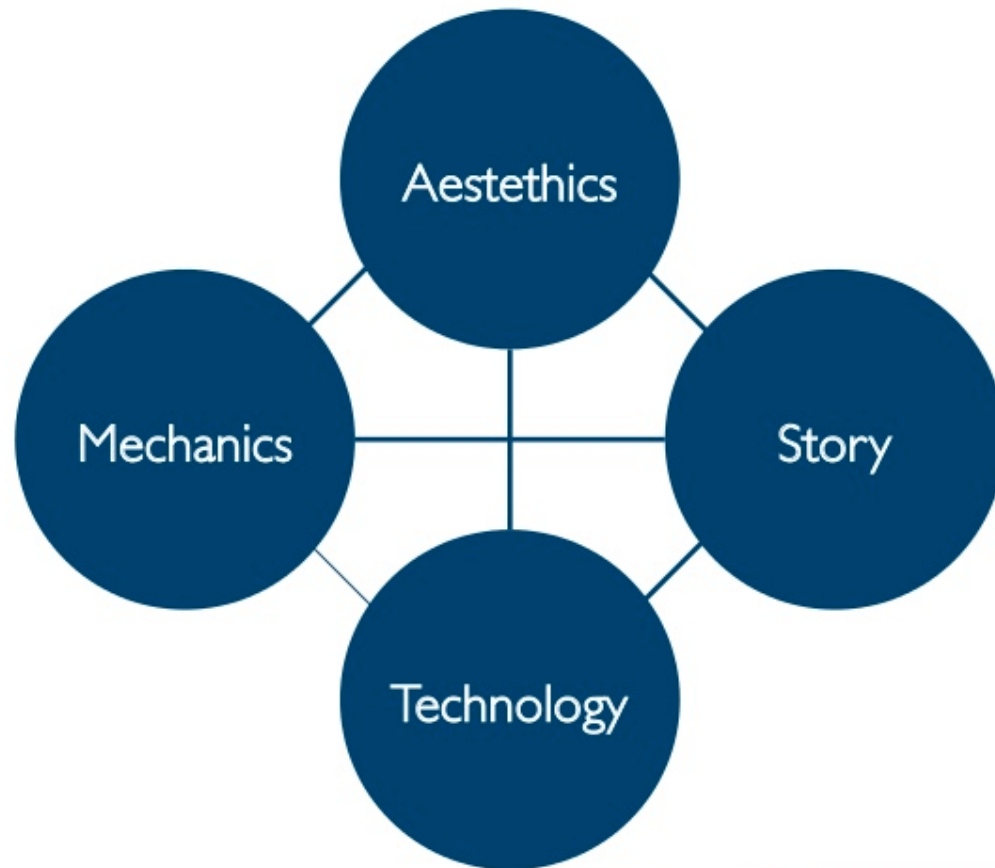
1. Games have goals
2. Games can be won and lost
3. Games have rules
4. Games are interactive
5. Games have conflicts
6. Games have challenges





Jesse Schell, The Art of Game Design

Main components of game design



Aesthetics

How your game looks, sounds and feels



No Man's Sky (2016)



Monument Valley (2014)



Shadow of the Beast II (1990)

WARCRAFT

REIGN OF CHAOS



Warcraft III - Reign of Chaos (2002)



Monopoly (1935)

Story

The sequence of events



The Secret of Monkey Island (1990)



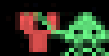
Assassin's Creed (2007)

SCORE<1>
000000

HI-SCORE
000000

SCORE<2>
000000

PLA



SPACE INVADERS

* SCORE ADVANCE TABLE *

 = ? MYSTERY

 = 30 POINTS

 = 20 POINTS

 = 10 POINTS

ORIGINAL GAME:© TAITO 1979
REPROGRAMMED GAME:© SEGA 1985

COLLECTED WORKS

JOSEPH CAMPBELL



THE HERO WITH
A THOUSAND FACES

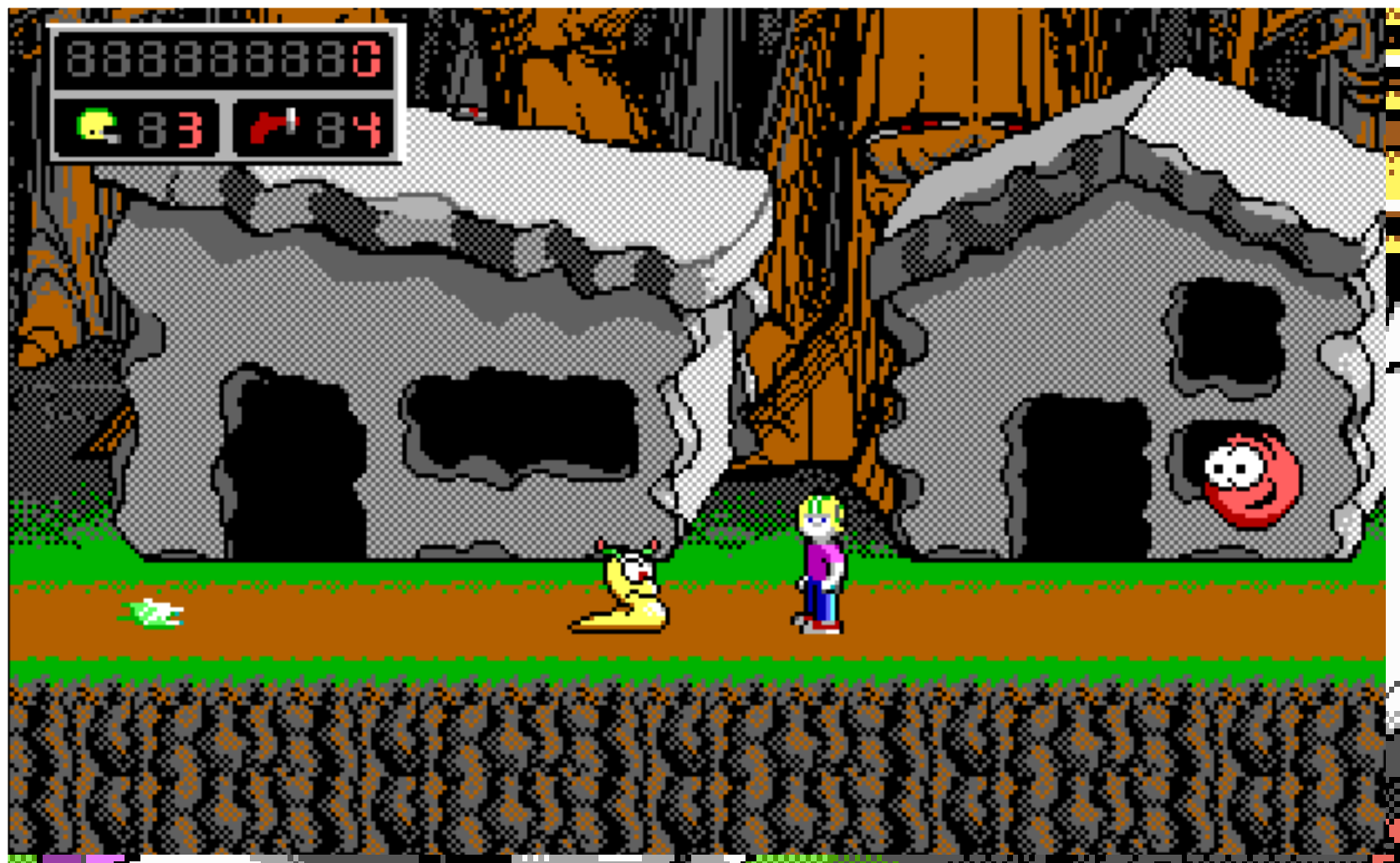
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Technology

What makes the game possible



COMMANDER KEEN



Commander Keen (1990)

for Hel

MASTERS

HOW TWO GUYS CREATED AN EMPIRE
AND TRANSFORMED POP CULTURE

OF DOOM

"Terrifically told . . . The storytelling is so fluid, so addictive,
that your twitching thumbs keep working the pages."

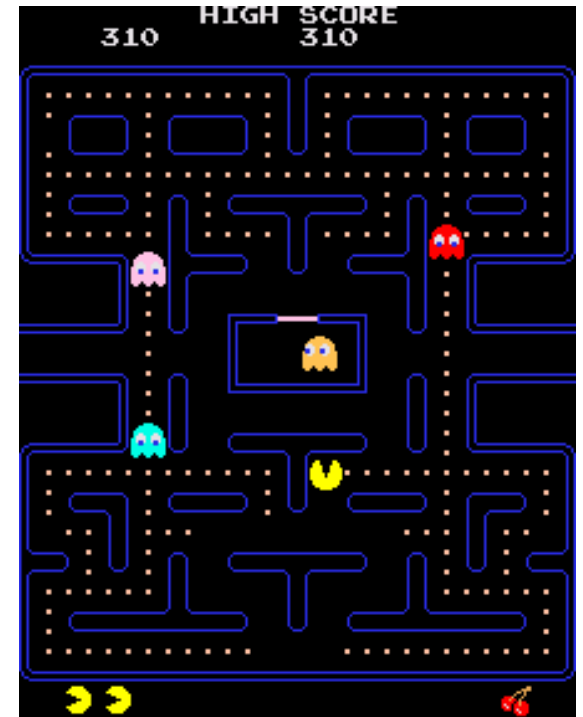
—*The Washington Post Book World*

WITH A NEW AFTERWORD BY THE AUTHOR

DAVID KUSHNER

Mechanics

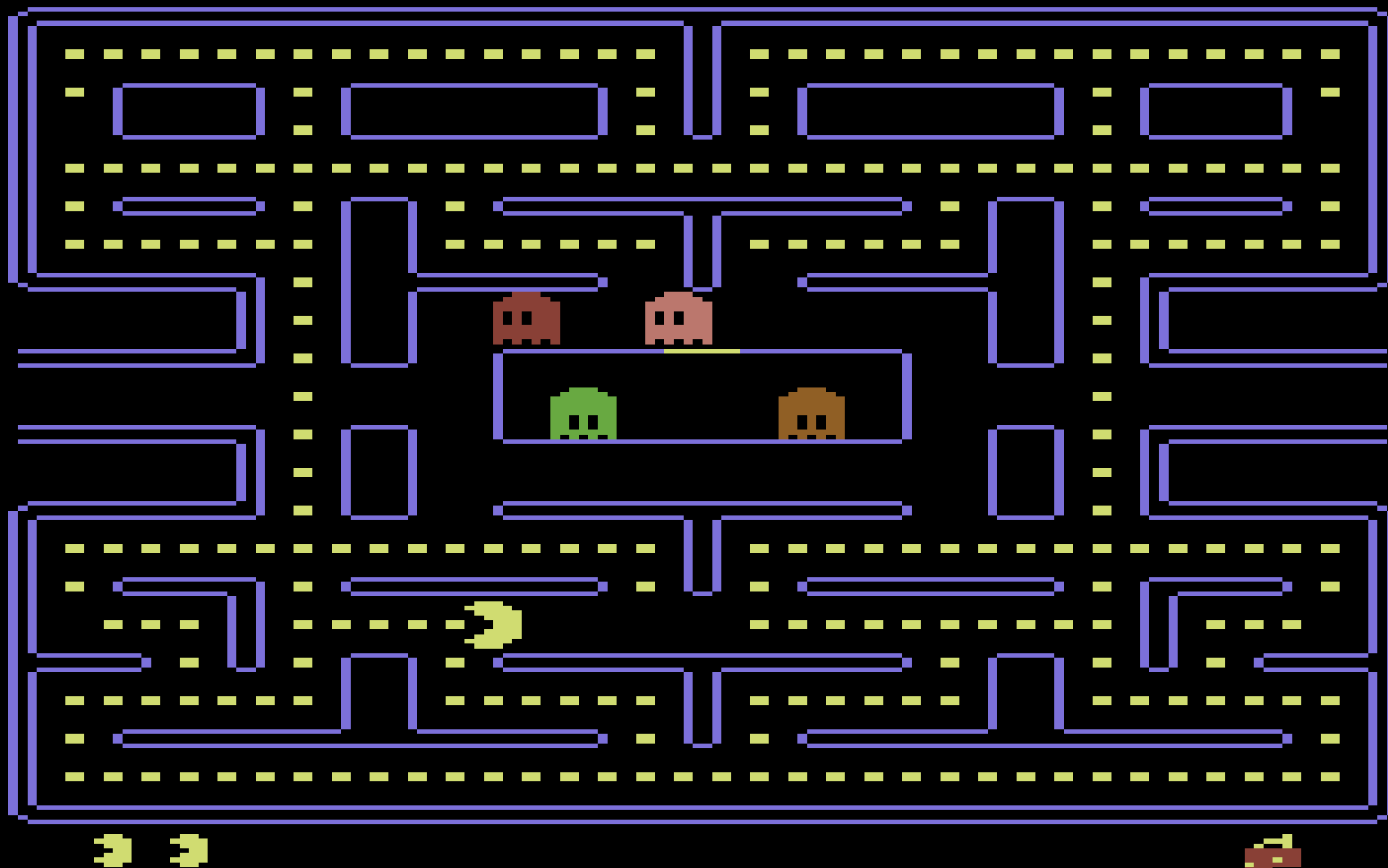
- Procedures and rules
- The goal of a game
- The victory conditions
- Actions that players can take



Pacman (1980)

1UP
000050

019970





Tomb Raider (1996)

MDA Framework



Mechanics

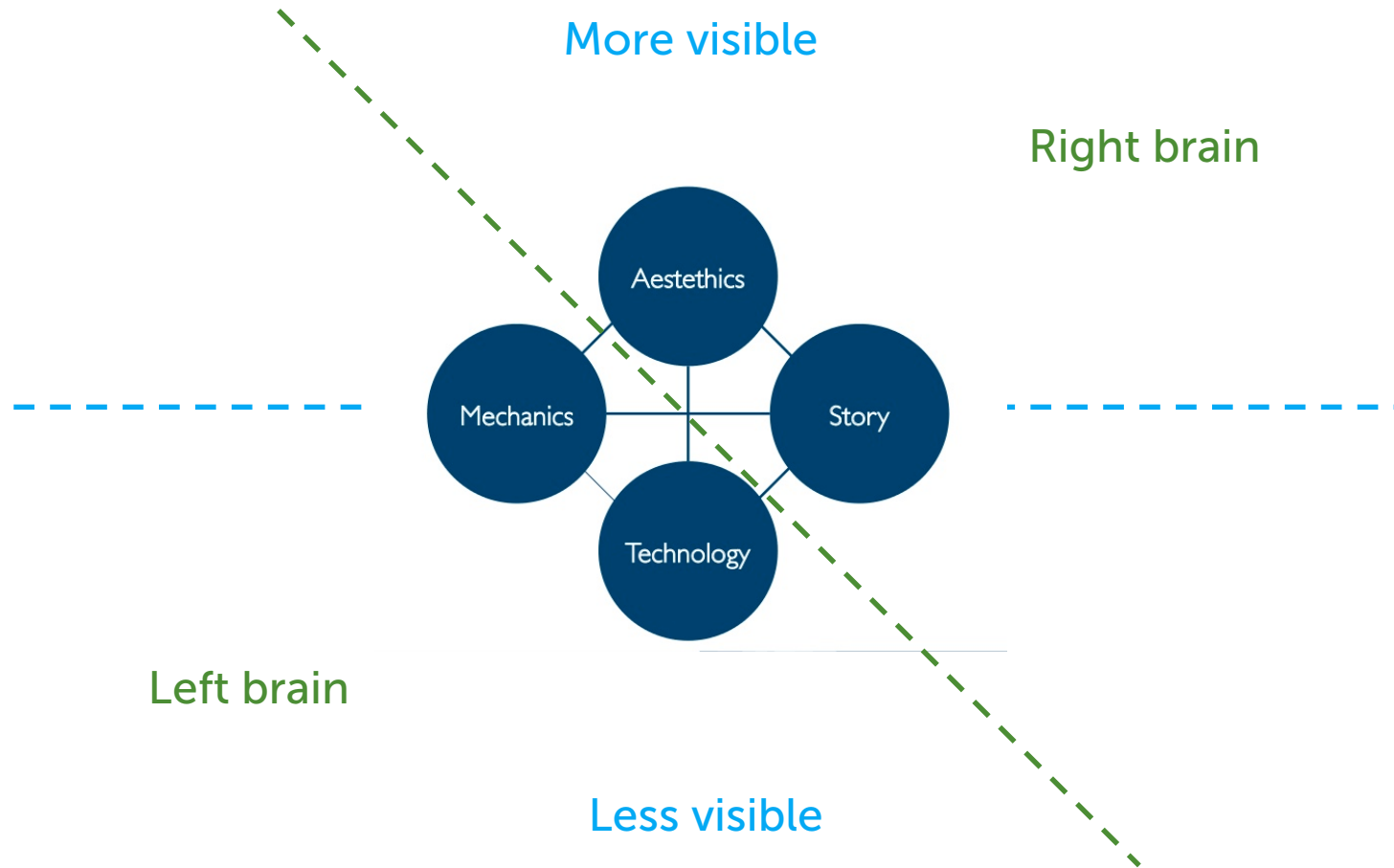


Dynamics



Aesthetics

None of the elements is more important than the others



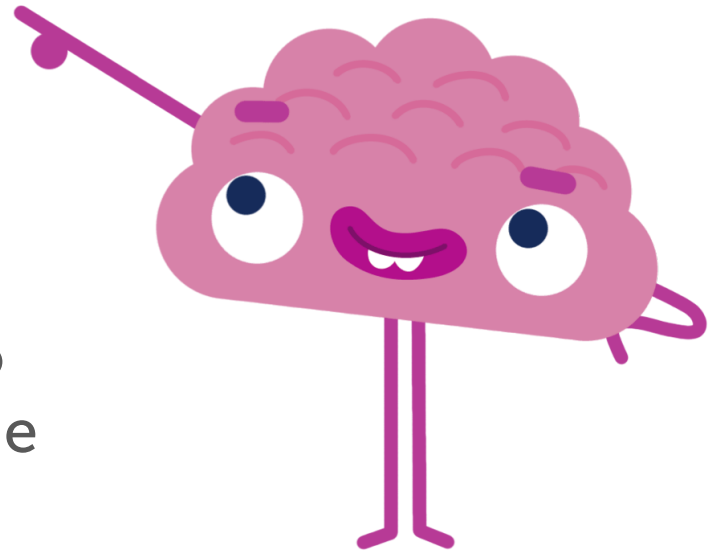
The elements support a theme

- Decide what your theme is
- Use every means possible to reinforce that theme

The Goal:

create an experience

- A **memorable** experience!
- What experience do I want the player to have?
- How can my game **capture** the essence?
- Find **as many ways as possible** to instill this essence into your game





Batman Arkham Knight (2015)



Sid Meier's Colonization (1994)

Think about it...

Game designers → design experience

UX designers → (by definition)
design experience !!!

Focus and balance



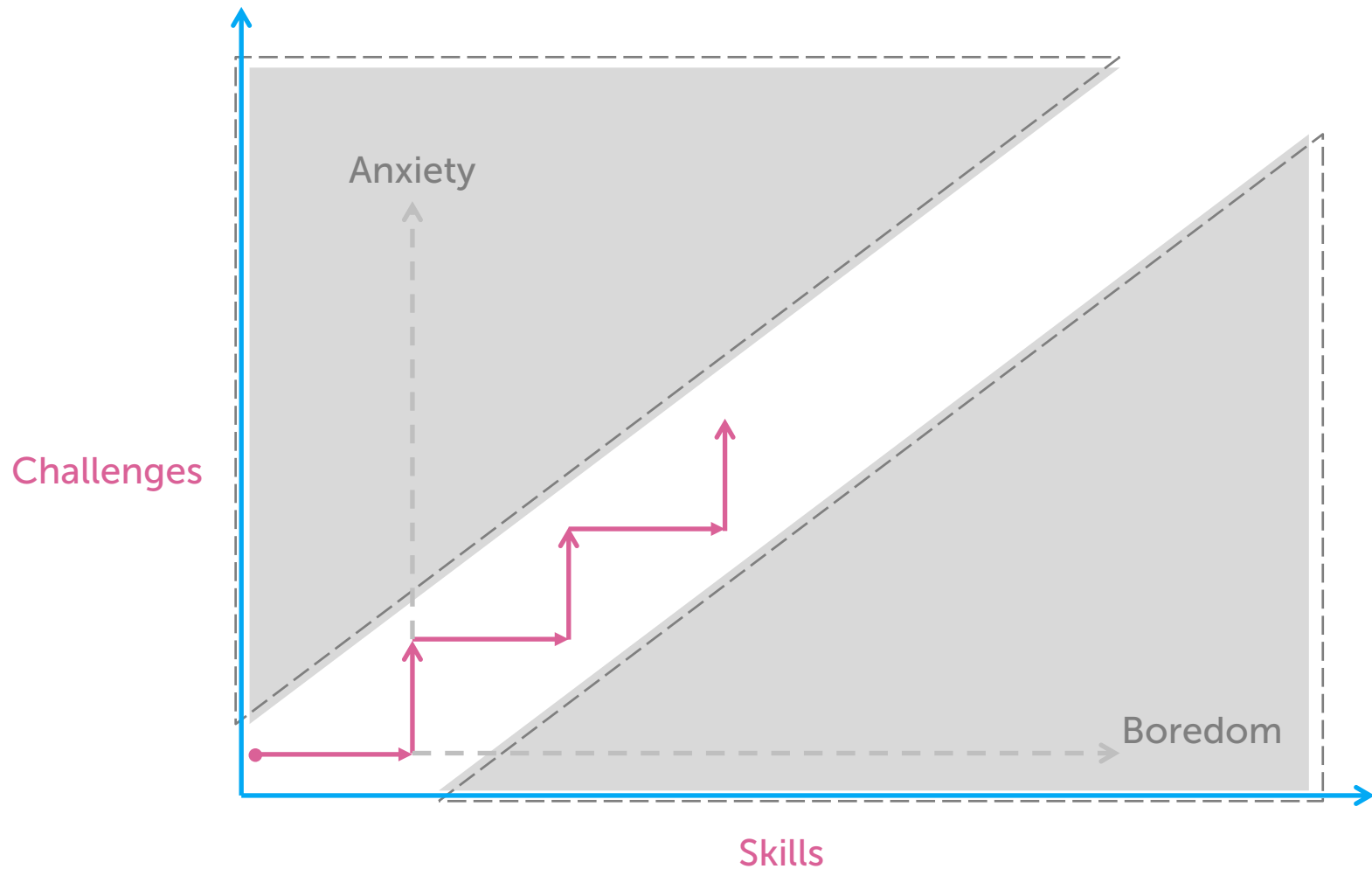
Focus

- Clear goals
- No distractions
- Direct feedback
- Continuously challenging

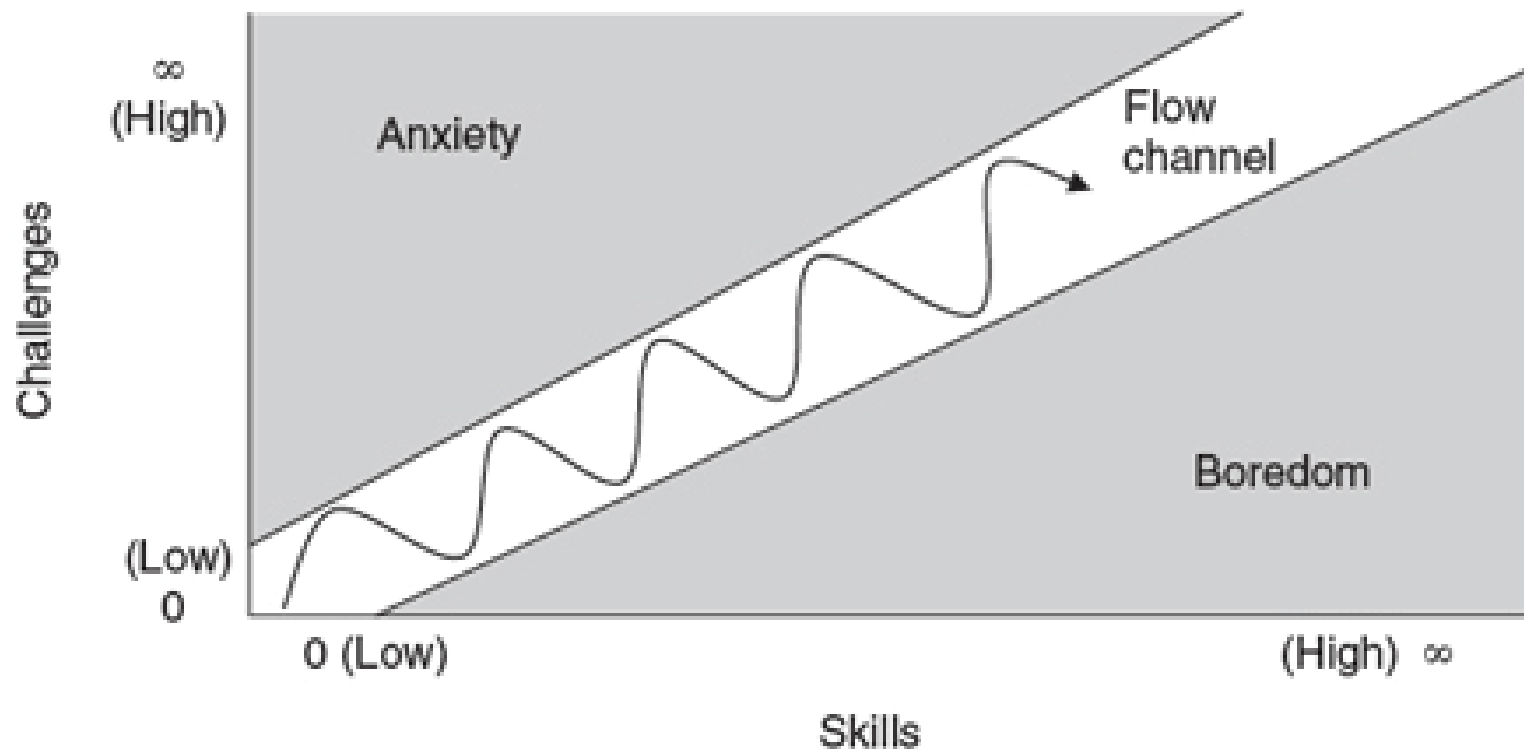


Mario Kart 8 (2014)

Balance



Balance



Rewards

- Reward with **feedbacks**: they tell the players they are doing well
- Rewards generate **pleasure**
- In games **there is no such thing** as “too much reward”

**Product where I can see
game design choices**

Buscar casas de vacaciones



Buscar

Búsqueda por mapa



+ de 1 millón de alojamientos exclusivos



646.000 opiniones de viajeros



Seguro de alquiler vacacional

Te va a encantar

Vacaciones Familiares

Destinos en España

Te recomendamos





 Where to?

Become a Host



LIVE THERE

Book homes from local hosts in 191+ countries and experience a place like you live there.



Berlin



10/24/2016 → 10/25/2016

1 guest





Real teachers

Live learning with qualified native-speaking teachers from all over the world.

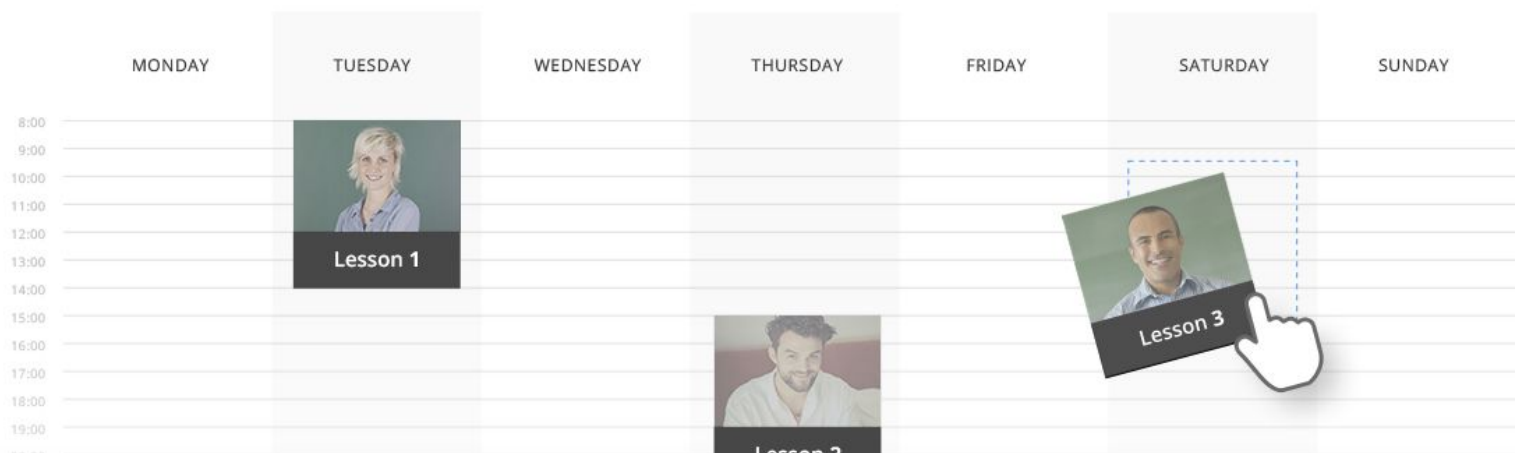


[Learn more](#)

Individual schedule

Plan your schedule individually, according to your needs. Book classes flexibly at and for any day and time.

[Learn more](#)






duolingo




First of all: easthetic

Experience Points

Lesson Complete! +10 XP
Heart bonus! +3 XP



Sa Su M Tu W Th F



You're on a **1 day streak.**

Set a goal

Continue

Set a daily goal with the Italian Coach




The Coach will keep you on track, and notify you when you should learn Italian.

SET A DAILY GOAL

MAYBE LATER

Pick a Track

- ☐ CASUAL 10 XP per day
- ☒ **REGULAR** 20 XP per day
- ☐ SERIOUS 30 XP per day
- ☐ INSANE 50 XP per day



You can always change tracks later.

SET GOAL

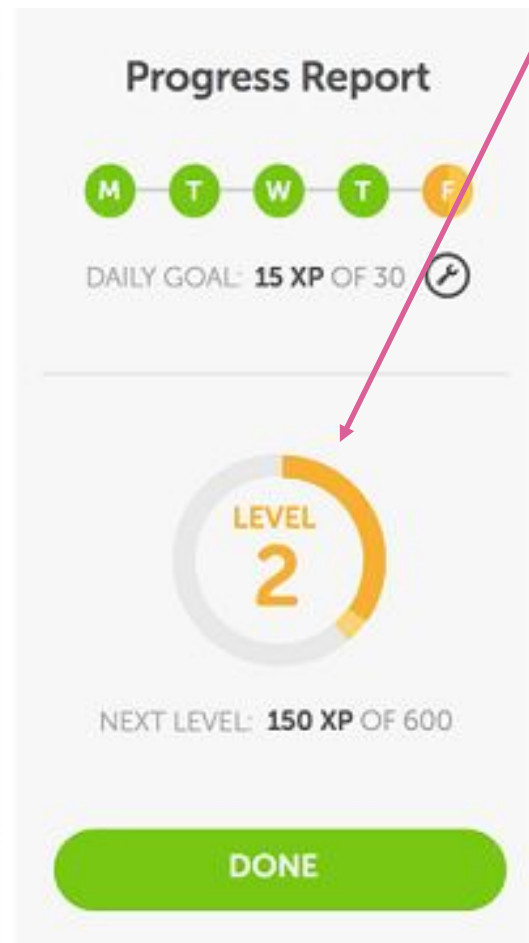
GOALS

**Difficulty level
-> balance**

Player Level



Map + Badges





- DRIVE SERIES
- MAPS & MAP UPDATES
- TRAFFIC
- AUTOMOTIVE APPS
- AUTOMOTIVE BLOG
- BROCHURE
- TRAINING VIDEOS





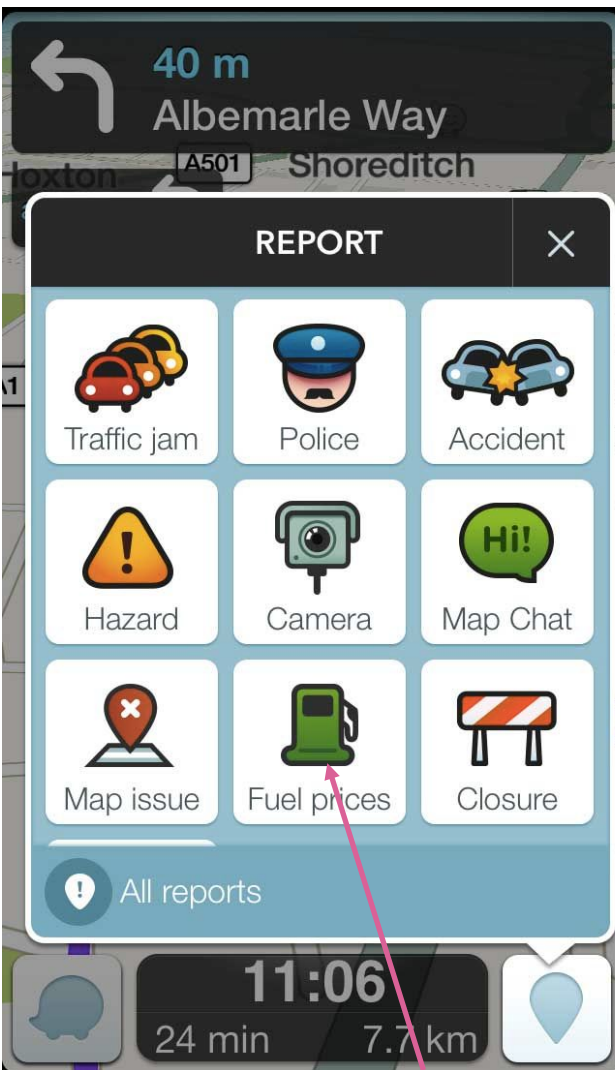


Outsmarting traffic, together.

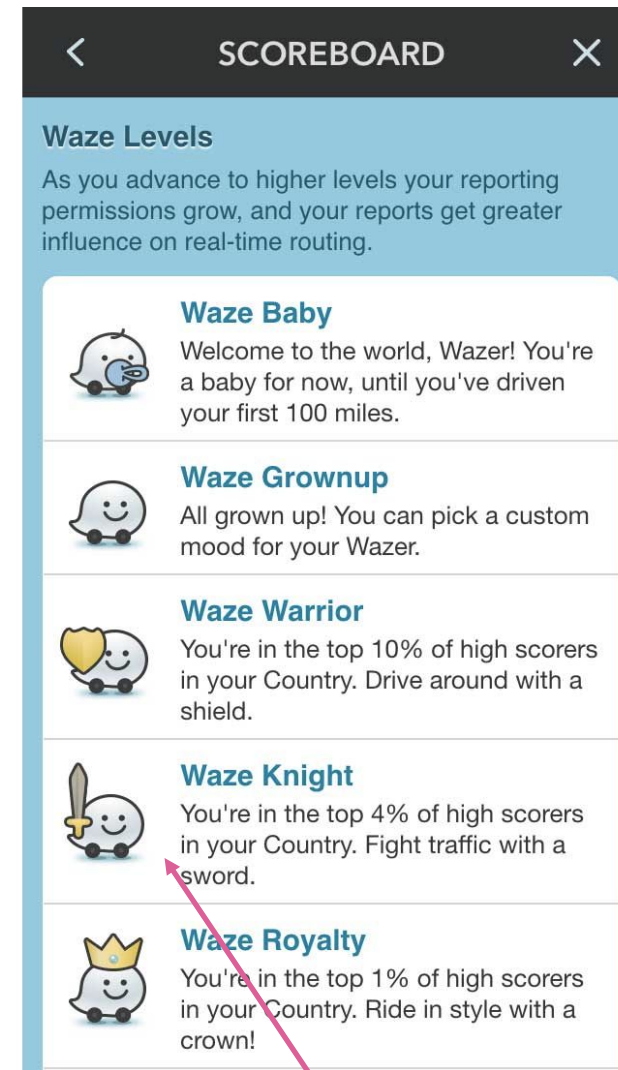
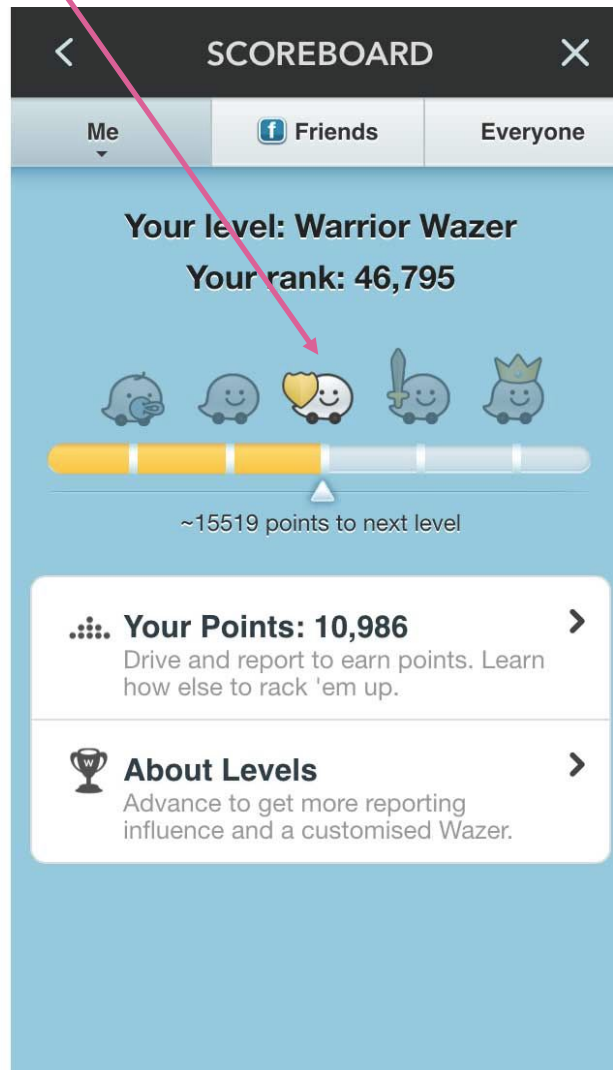
First of all: easthetic



Player Levels and Ranks



Cartoon-style
Graphics



Unlockable
avatars

And it's not just "empty" gamification:

Reports from higher level players have greater influence

When you level up, your experience of navigation changes and it even impacts other "players"

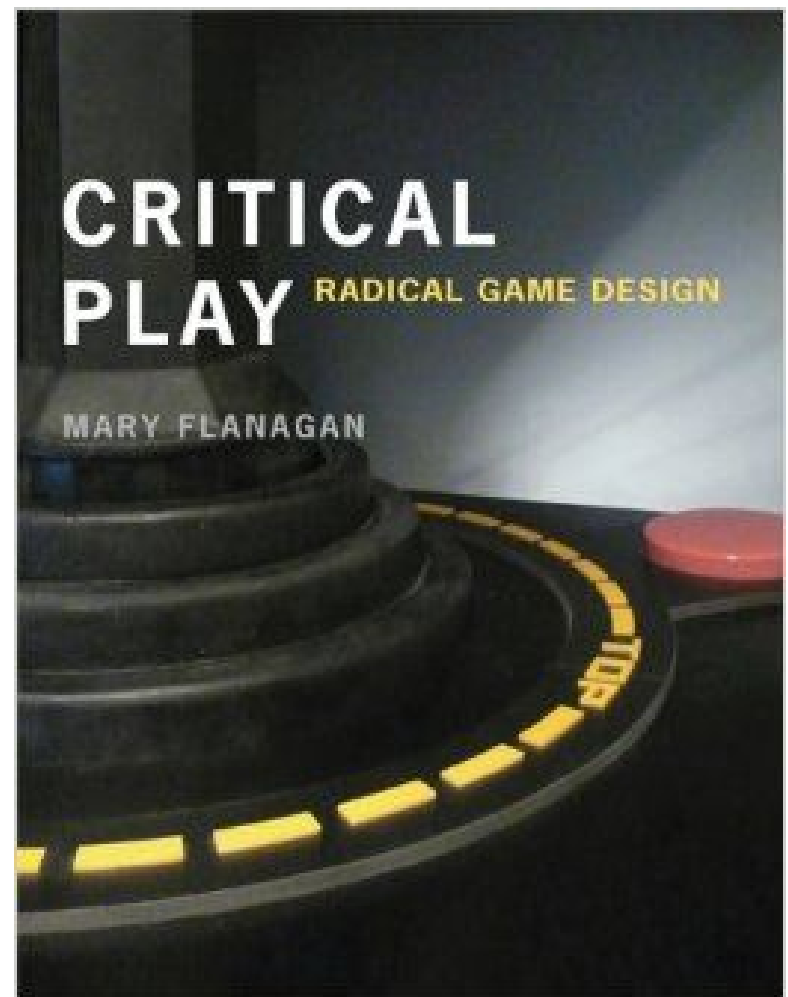
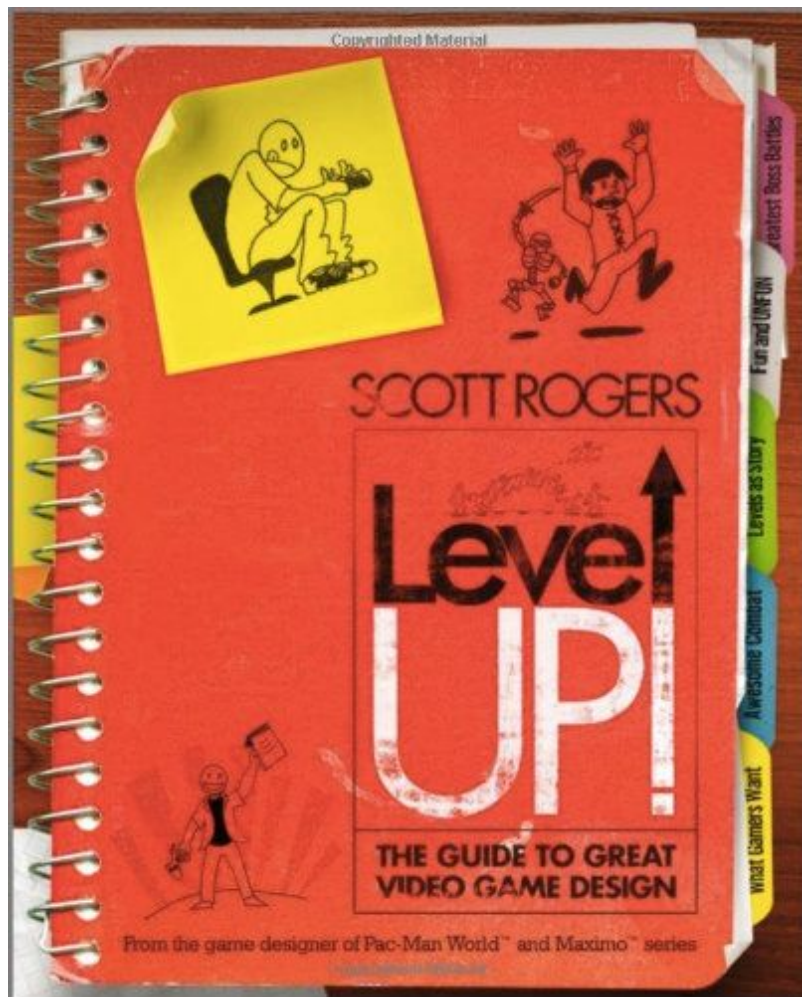
Final thoughts

- Give **goals** and **rewards** to your users
- Balance the **difficulty** to keep the user in the **flow**
- Give **memorable experiences** to your users
- This is true for **both** games and non-games



That's enough!







Thank You!

Email emabolo@gmail.com

Twitter [@emabolo](https://twitter.com/emabolo)

Skype [emabolo](https://www.skype.com/en/contacts/skype/emabolo)

Website www.emabolo.com

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BACKUP

Game Design?

Crafting the Rules of Entertainment

GAME

VIEW

ORDERS

REPORTS

TRADE

COLONIZOPEDIA



Spring 1499

Gold: 60763 Tax: 0%

Moves: 50/273

Local: (29, 43)

600 Scouts

Expert

No Orders

(Rain Forest)

or River)

You have found one of the Seven Cities of Cibola! Treasure worth 60000 unearthed in the ruins! It will take a Galleon to get this treasure back to Europe!

New San Francisco Bulletin Board

☐ WANTED: passage for a small group to the van
Message: Elongated, 10000000000



	Remaining	Used
Cargo Space	5	40
Cabins	0	0

23-07-27 8-Nov-3201

1 2 3 4



A game is made of games



Tomb Raider (2013)

Definition

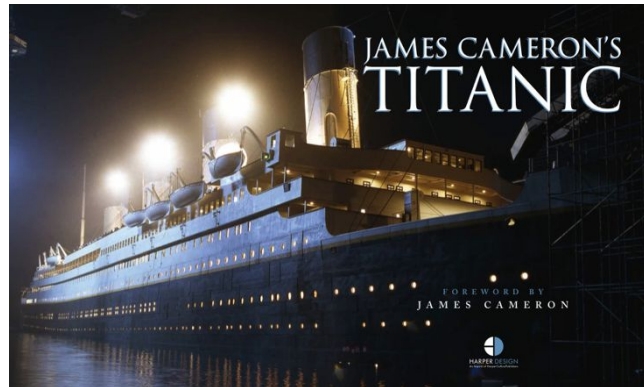
“A **game** is a **problem solving** activity, **approached** with a **playful** attitude”

Character Design



A theme with resonance

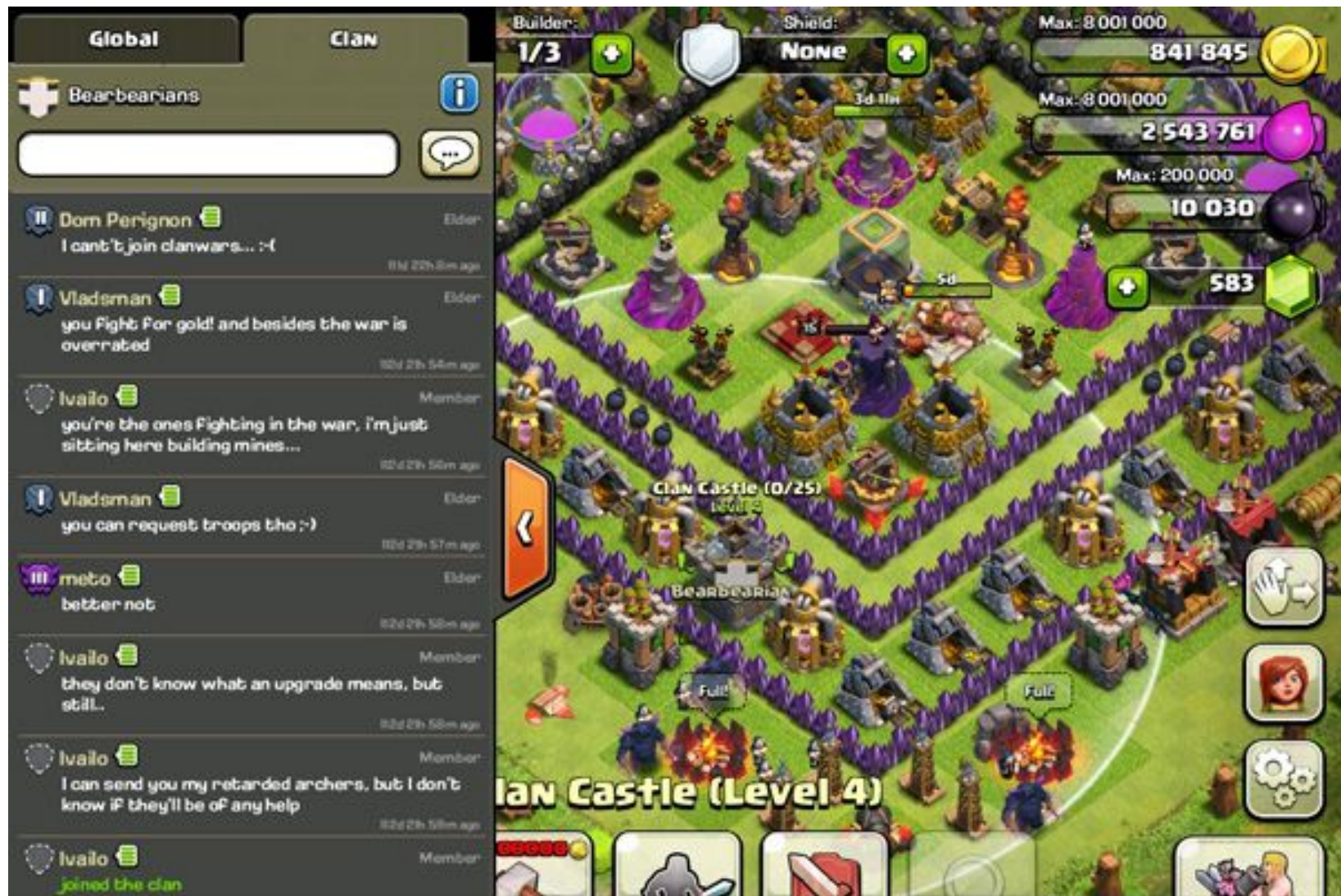
- What is about my game that feels **powerful** and **special**?
- When I describe my game to people, what ideas get them really **excited**?



How to start

The Eight Filters

1. **Artistic**: does this game “feel” right?
2. **Demographics**: Will the target like this game enough?
3. **Experience**: is this a well designed game?
4. **Innovation**: is this game novel enough?
5. **Business and marketing**: Will this game sell?
6. **Engineering**: is this technically possible?
7. **Social**: does this game have a social/community goal?
8. **Playtesting**: do the playtesters enjoy the game enough?



Clash of Clans (2012)

The rule of the loop

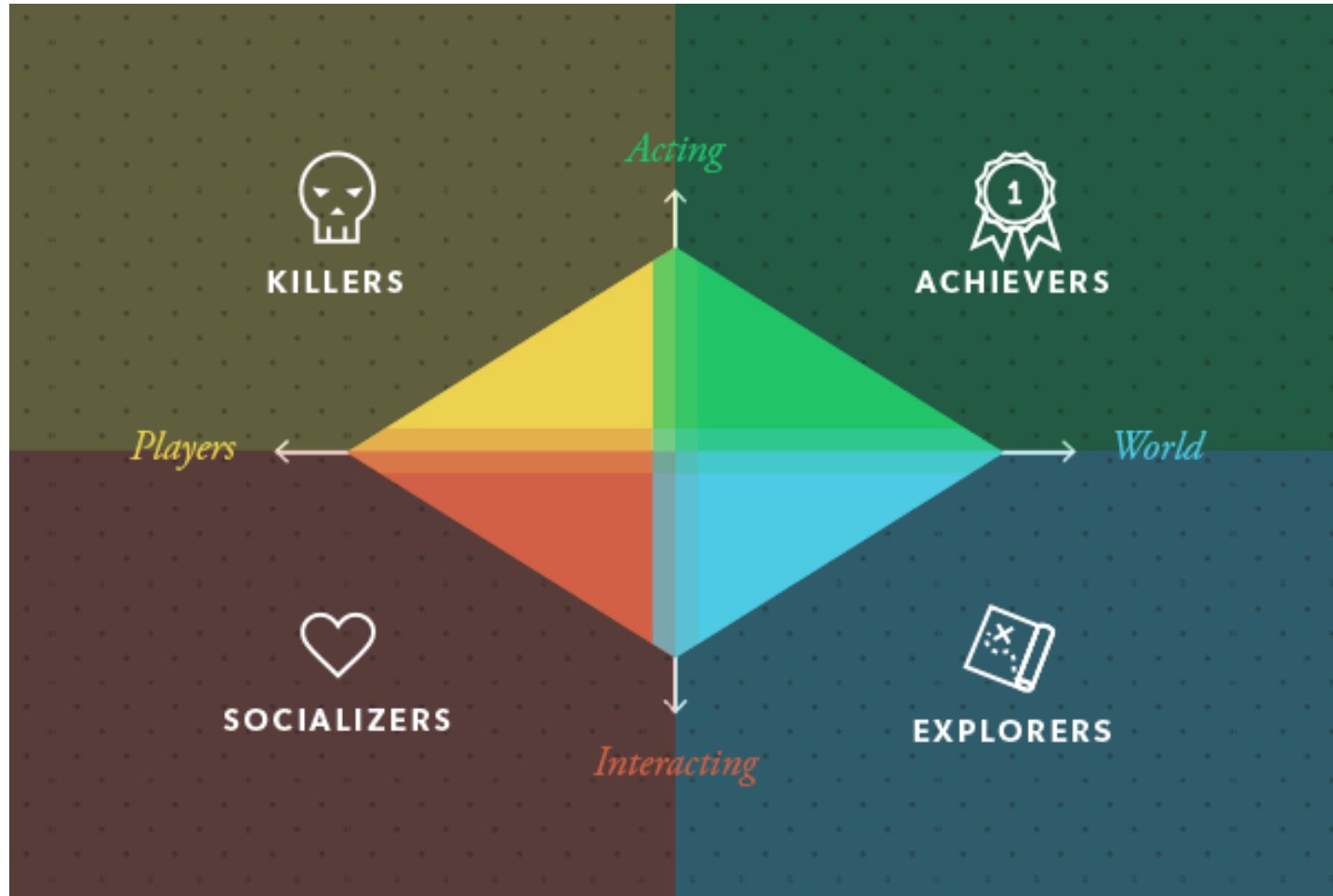
1. Create a **basic design**
2. Find out the **greatest risks** in your design
3. Build **prototypes** that mitigates those risks
4. **Test** the prototypes
5. **Learn** from the tests and create a **better** design
6. Return to step 2

Know your audience

Leblanc's Taxonomy of game pleasures

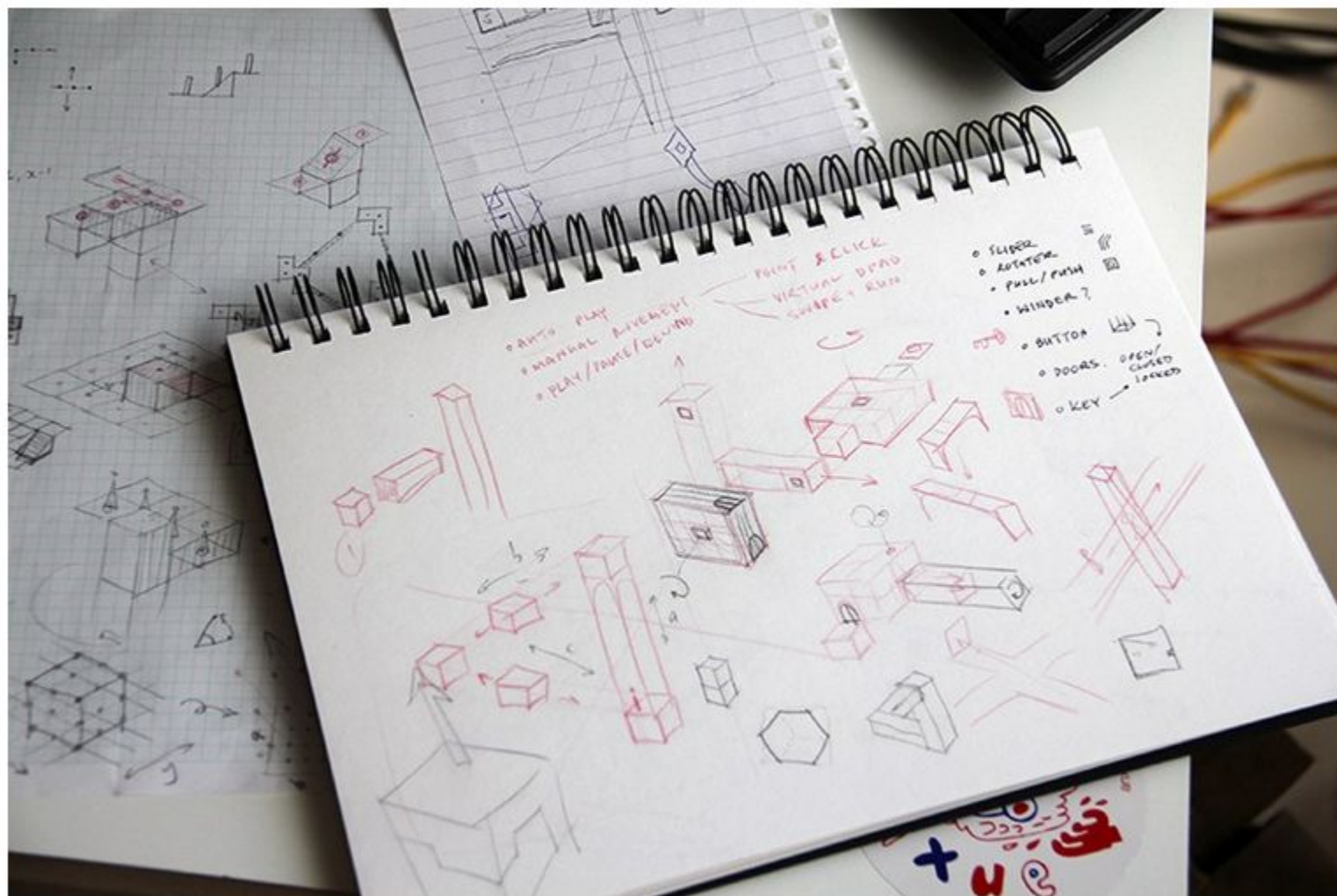
- **Sensation**
see or hear something beautiful, deliver pleasure
- **Fantasy**
imagining yourself as something you are not
- **Narrative**
dramatic unfolding of sequence of events
- **Challenge**
one of the core pleasure
- **Fellowship**
friendship and cooperation
- **Discovery**
explore the game world, discover new things
- **Expression**
creating new things
- **Submission**
leave your real world and enter a new set of rules and meaning: the magic circle

Bartle's Taxonomy of Player Types





Ken Wong's concept art for the game, originally called 'Tower of Illusion' (left); M.C. Escher's artwork played a key role in concept development (right: Ascending and Descending, 1960).



Sketches – interactions of various architectural components.