GAME DESIGN 101
Design Vocabulary

University of Wisconsin - Madison
ENGAGE Program, Mobile Learning Incubator
CALL OF DUTY
BLACK OPS
Façade

by

Michael Mateas and Andrew Stern
Island. Across the sea way off in the distance I see Treasure Island.
Rock wall with narrow crack in it.
Down
What shall I do now?
enter crack
Sorry I can’t
Something won’t fit
The Parrot cries:
"Pieces of eight"
The Parrot cries:
"Check the chest matey"
The Parrot cries:
"Tides be a changing matey"
Parrot ate a cracker.
The Parrot cries:
"Check the book, matey!"
What shall I do now?
drop book
OK
Parrot ate a cracker.
The Parrot cries:
"Check the book, matey!"
What shall I do now?
Sometimes the only thing left to try is *shift*. 
WHAT IS A GAME?
WHAT IS A GAME?
WHAT IS A GAME?
LIKE
TOY - SIM - PUZZLE - STORY
ANTS ON FIRE
CLICK TO PLAY
TOY - SIM - PUZZLE - STORY
WHAT IS A GAME?

VOCAB HELPS CRITIQUE
GAME DESIGN VOCAB

THAT COULD SAVE YOUR DINNER PARTY
Symmetrical Design

All things equal
Asymmetric Design

Different Abilities, Roles

Tuesday, October 9, 2012
<table>
<thead>
<tr>
<th>Character</th>
<th>Speed</th>
<th>Maneuverability</th>
<th>Firepower</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Soldier</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Scout</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>8</td>
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<tr>
<td>Heavy</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>8</td>
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</table>

Asymmetric Design | Balance

Tuesday, October 9, 12
Challenge vs. Success

Pacing: 1, 5, 20 minutes
Challenge vs. Success
<table>
<thead>
<tr>
<th>Praise</th>
<th>Street Cred</th>
<th>Points</th>
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<tbody>
<tr>
<td>Content</td>
<td>Powers</td>
<td>Resources</td>
</tr>
<tr>
<td>Expression</td>
<td>Prolonged Play</td>
<td>Spectacle</td>
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Feedback | Types
Feedback
Multimodal and Contextual
Meaningful Choices | Big Risks

Tuesday, October 9, 12
Meaningful Choices

Dominant Strategy
Meaningful Choices

Choice vs. Desire
Meaningful Choices  

Increasing Choice
Mediated Identity

Rock Band 2
Mediated Identity

Rock Band 2

Tuesday, October 9, 12
Magnified Input

Batman: Arkum Asylum
Flow Channel

Adjusting to the Player’s Skill
Flow Channel

Adjusting to the Player’s Skill

ABILITY

CHALLENGE

Frustration

Boredom
Flow Channel

Adjusting to the Player’s Skill
Flow Channel

Adjusting to the Player’s Skill

<table>
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<tr>
<th>CHALLENGE</th>
<th>ABILITY</th>
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<tbody>
<tr>
<td>Frustration</td>
<td>Awesome</td>
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<tr>
<td>Boredom</td>
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Tuesday, October 9, 12
Fidelity

Tend toward minimal
Fidelity

Leverage the Familiar
<table>
<thead>
<tr>
<th>Challenges</th>
<th>Puzzles</th>
<th>Stories</th>
<th>Toys</th>
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<tbody>
<tr>
<td>Simulators</td>
<td>Rules</td>
<td>Roles</td>
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<td>Pacing</td>
<td>Rewards</td>
<td>Risks</td>
<td>Identity</td>
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<td>Input</td>
<td>Aesthetic</td>
<td>Flow</td>
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<td>Community</td>
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Now with More Point!
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