

THIS PRESENTATION ISN'T ABOUT GENRE



A GAME DESIGN TALK BY MOSES WOLFENSTEIN

WHY THIS PRESENTATION ISN'T ABOUT GENRE



A screen shot of the game Braid by Jonathan Blow

WAYS OF CLASSIFYING GAMES

- **AUDIENCE** (I.E. HARD CORE GAMERS, CASUAL GAMERS, GIRLS, MILITARY PERSONNEL, ETC.)
- **"GENRE"** (I.E. SHOOTER, ADVENTURE, RPG, PLATFORMER, ETC.)
- **SETTING/THEME** (I.E. HORROR, WORLD WAR II, FANTASY, ETC.)
- **DESIRED RESULTS OF PLAYING OR "MARKET"** (I.E. ENTERTAINMENT, FITNESS, SOCIAL ACTION, LEARNING, ETC.)
- **PLATFORM** (I.E. BROWSER BASED (FLASH), CONSOLE (PS3), MOBILE (IOS), ETC.)

GAME DESIGN AS INQUIRY

- **Who:** WHO IS THE AUDIENCE? WHAT'S THE PLAYER'S ROLE?
- **What:** WHAT DOES THE PLAYER DO IN YOUR GAME? WHAT ARE THE GOALS?
- **When:** WHEN DOES THE GAME GET PLAYED AND FOR HOW LONG?
- **Where:** WHAT IS THE SETTING OF YOUR GAME?
- **Why:** WHAT'S THE PURPOSE OF YOUR GAME? WHY PLAY IT?
- **How:** HOW IS YOUR GAME PLAYED? WHAT TECHNOLOGY IS NEEDED TO PLAY?

THE “WHO” OF GAME DESIGN



THE “WHO” OF GAME DESIGN



THE “WHAT” OF GAME DESIGN



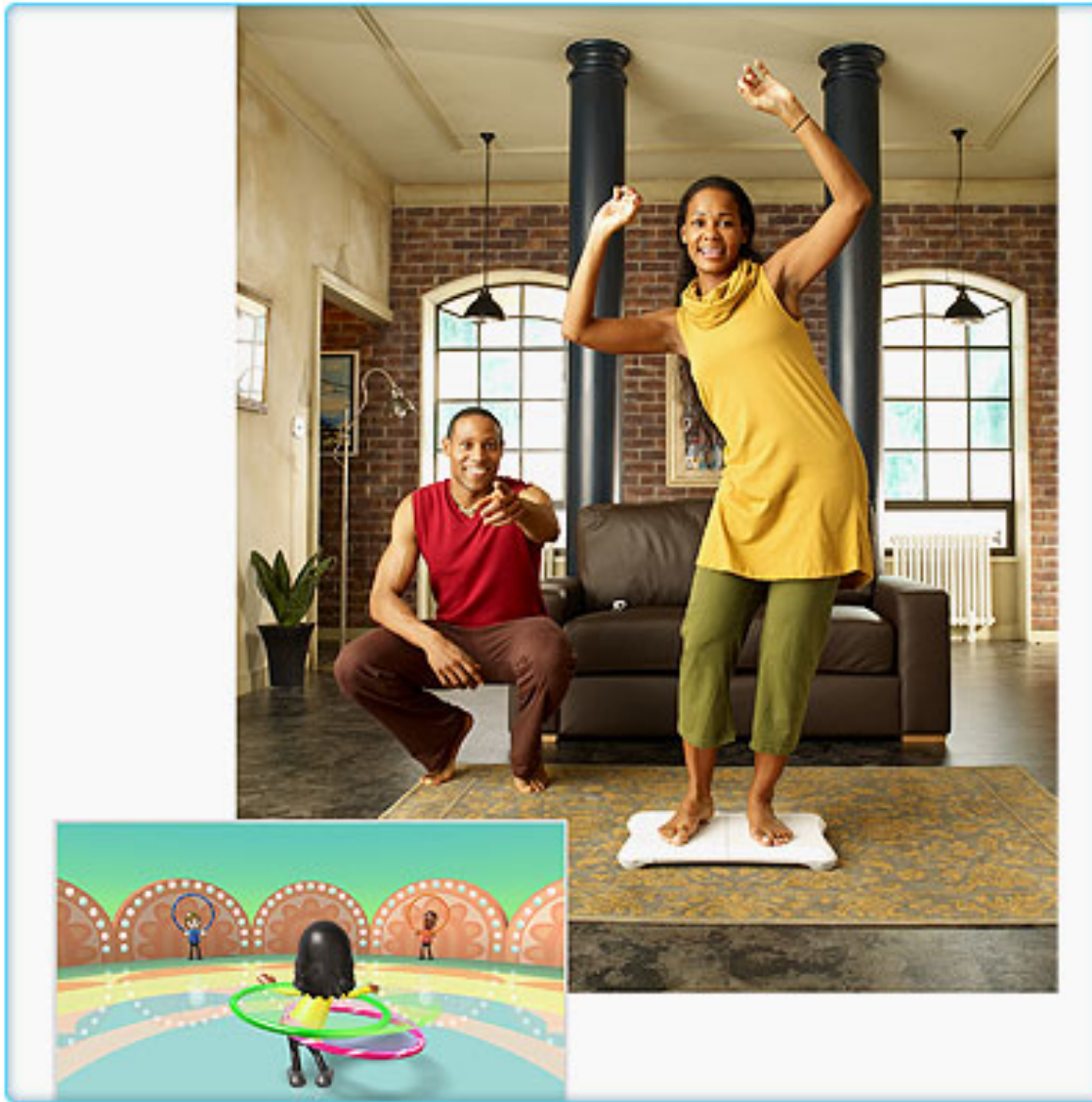
A screen shot of the game Parking Lot 3 from AddictingGames

THE “WHAT” OF GAME DESIGN



A screen shot of the game Super Meat Boy! By Team Meat

THE “WHEN” OF GAME DESIGN



THE “WHEN” OF GAME DESIGN



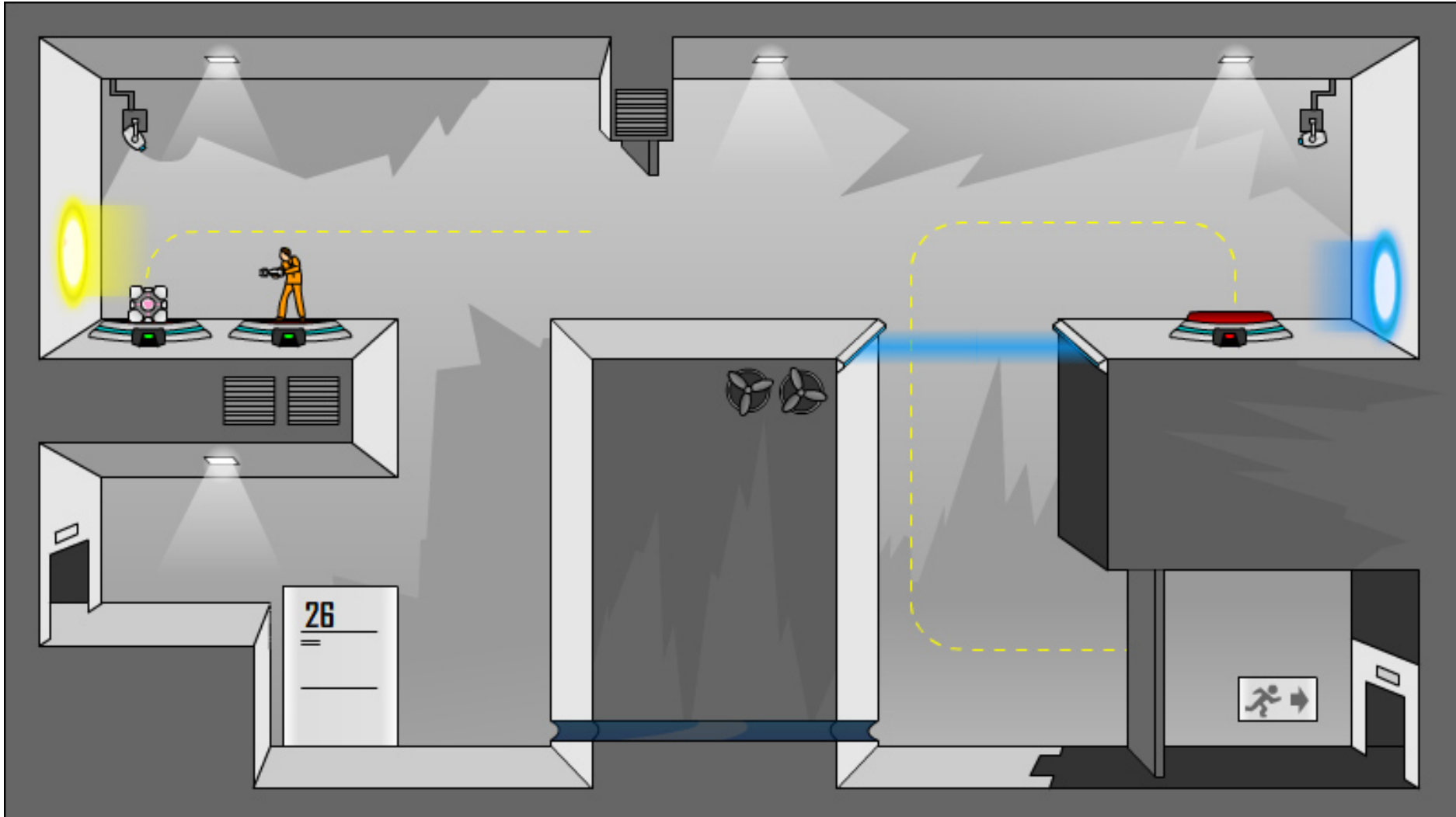
A screen shot of the game Angry Birds by Rovio

THE “WHERE” OF GAME DESIGN

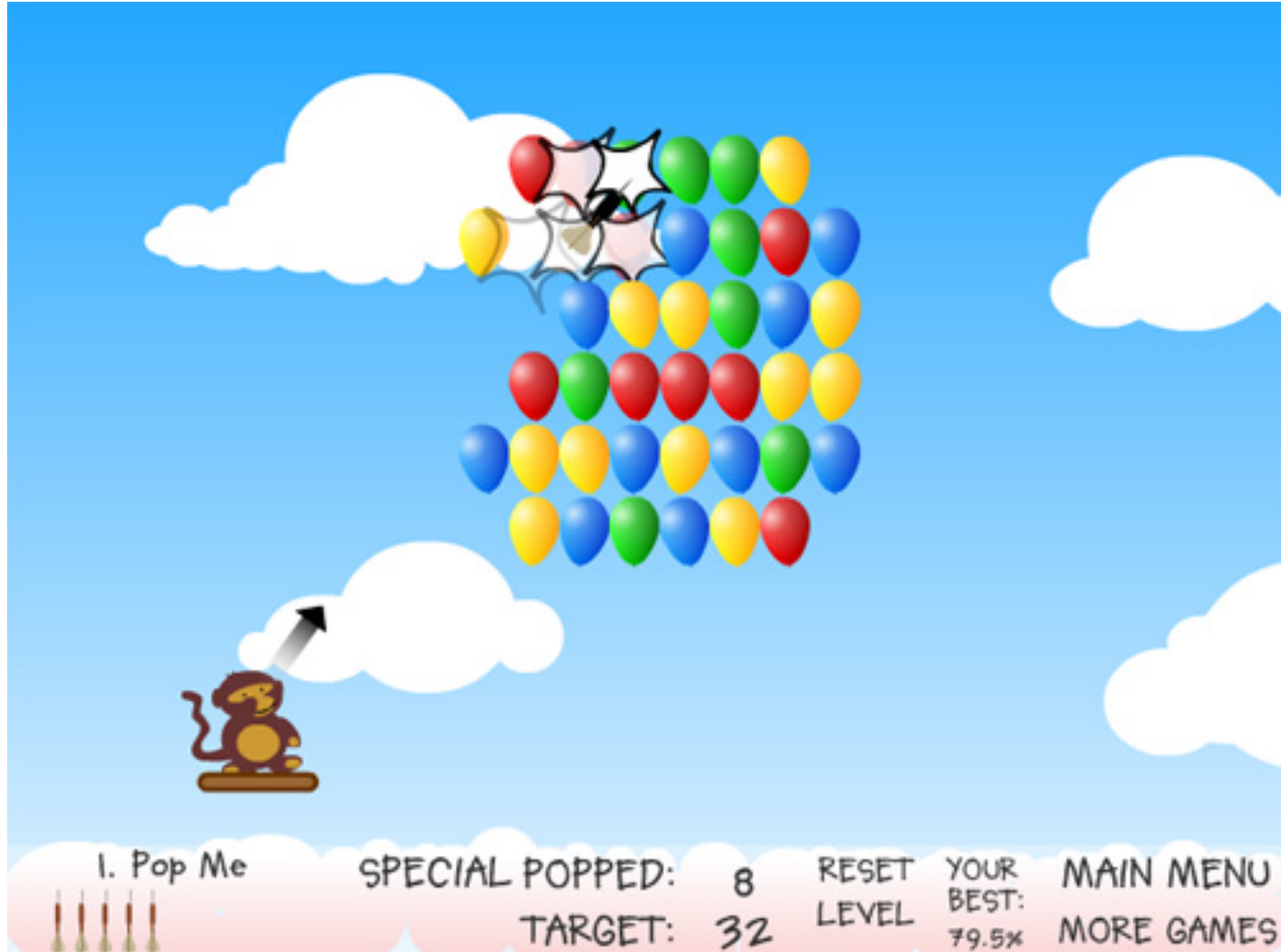


A screenshot of the game Portal from VALVE (retrieved from IGN.com)

THE “WHERE” OF GAME DESIGN



THE “WHY” OF GAME DESIGN



A screen shot of the game Bloons from Ninja Kiwi

THE “WHY” OF GAME DESIGN



A screen shot of the game Darfur is Dying from MTVU

THE “HOW” OF GAME DESIGN



A screen shot of the game Team Fortress 2 from VALVE

SERIOUS & CASUAL



SERIOUS & CASUAL



A screenshot of 1066 from Preloaded developed for Channel 4