gameplay - objectives, progression, in game GUI

start place - what along the way/objs/resources - end point (find ladder)

Game mechanics - rules, combats, interaction

game elements - world building, health, characters, locations, level design

assets - textures, sound, characters

Consider user experience - useability, legibility, fonts, colours,

level design - starting state, goal, challenges, choices I have

rules - game rules, rules, combat, interaction with other objects

camera angle - consider

controlling the denotative (literal) and the connotative (message or feeling) aspects of design

<https://youtu.be/nFV5ItRufxo?si=sq1SePfSjEbmRP8K>