

Lecture11 Metaphor Metrics

1. Introduction

Two Aspects

Representation

- the idea of the thing, or what it appears to be
- Metaphor unifies the idea of the avatar, the idea of the world, and the idea of all the objects in the world

Identify

- WHAT
 - What does this thing appear to be?
 - What is each object representing to the player at the conceptual level?
- HOW
 - How will the player expecting the thing to act?
 - What are the expected behaviors, effects, animations, motions, interactions and sounds

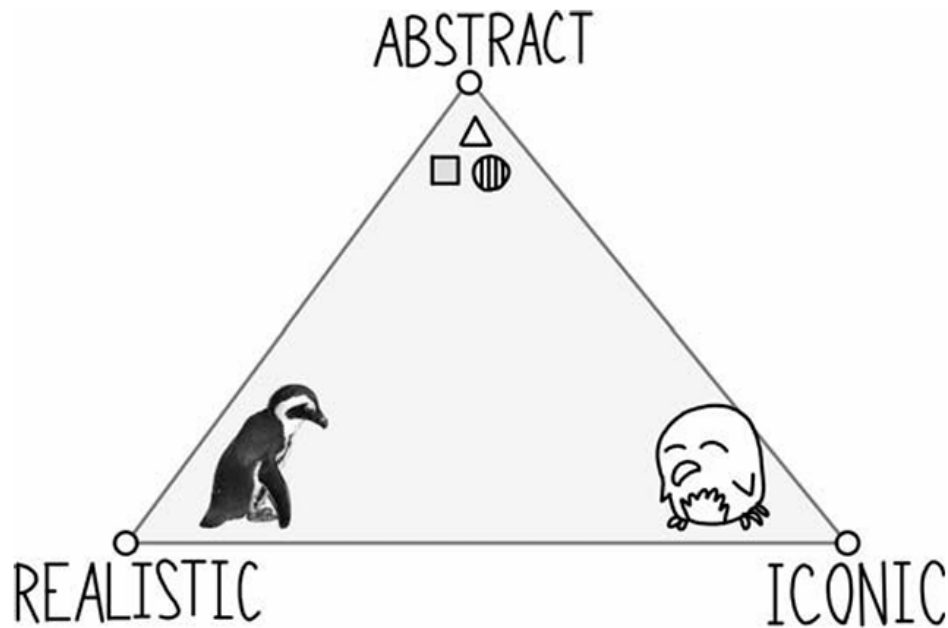
Treatment

- the cohesive whole formed by **visual art, visual effects, sound effects, tactile effects and music**
- Treatment dictates to a powerful degree how accurate a player will expect the nature and motion of an object to be relative to its representation

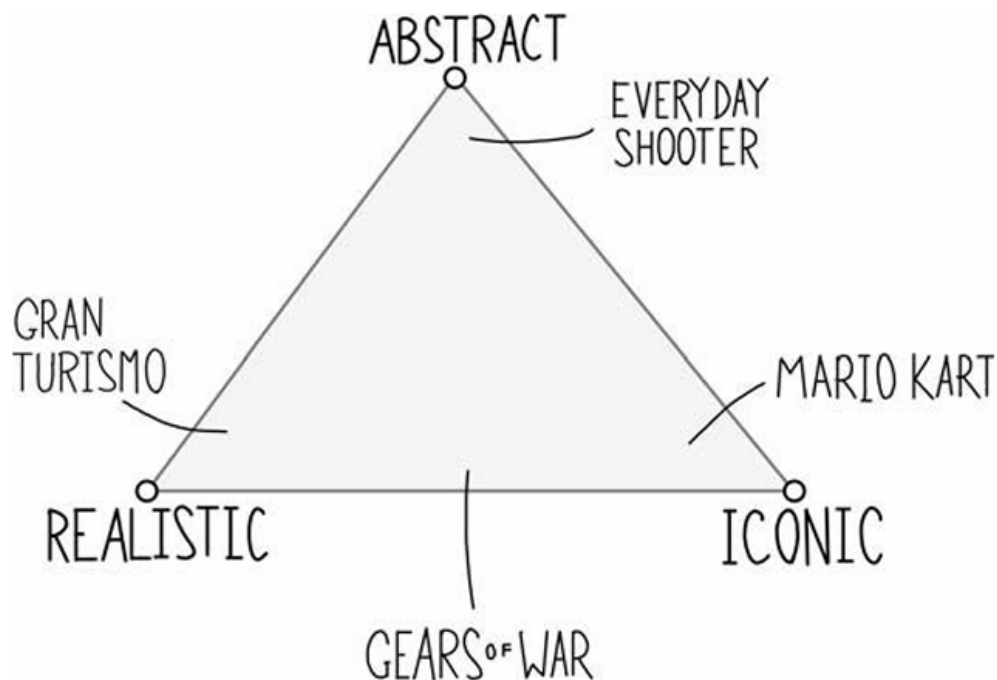
Primary





- To prime a player with preconceptions about how given object should behave
- The representation conveys an idea about what the thing is, and the treatment indicates its level of sophistication
- The more response, context and polish seem to match the metaphor presented, the more cohesive, self-consistent and good-feeling the game will be

2. Real, Iconic and Abstract



- **Realistic:** a measure of how similar something looks to a photograph or film
- **Pure meaning:** written world, the point of visual representation that is furthest from reality while still effectively conveying meaning
- **Iconic:** between reality and pure meaning, visual are abstracted from reality, but still convey meaning
- **Abstract:** Shapes, colors and lines, things which exist for their own sake and have no inherent meaning, which don't represent anything



Game	Analysis	How game behaves	Image
Gears of War	There are some iconic elements, in the sense that the characters are large and bulky (not something you'd see in the real world of everyday experience), but the texture and lighting attempts to be hyper-realistic, in the way that the movie Alien attempts to visualize a world in which things are more sticky, more wet and more rim lit.	Everything in the game should behave as closely as possible to how things behave in the physical world as we perceive it	
Call of Duty IV	There's not much stylization in the proportion of the characters, though there is a grainy, filmed look to the game that could be considered stylization		
Everyday Shooter	The objects are geometric and musical abstractions with no apparent metaphor	Very abstract, presenting us with a bizarre world where we're not really sure how things are going to react	
Legend of Zelda: Wind Waker	Highly iconic but represents a complete game experience in a world with its own self referent, entirely consistent rules	We expect cartoon physics and are not disturbed if two things jiggle like Jello-o when they collide, as long as volume is maintained per the principles of animation	

3. Summary

- We can measure the impact of metaphor on game feel by looking at response, con text and polish, and by comparing them to the expectations set up by the metaphor applied to all the objects
- This is a **soft metric**
- Ask the following questions
 - What do the objects in the game represent?
 - Where does the treatment rest on the triangle diagram? How realistic, iconic or purely abstract is it?
 - How well does the representation and treatment of objects in a game coincide with the way those objects behave? Based on the metaphorical representation, what are the expected behaviors, effects, animations, motions, interactions and sounds of the game?
 - Does the metaphor set expectations that are in line with game feel for each element of the game? If not, either the metaphor or the game elements probably need to be adjusted