How to Be Creative

Some Ideas from
The Art of Game Design, a Book of Lenses
Jesse Schell

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The Creative Process

1. Think of an idea.
2. Try it out.
3. Keep changing it and testing it until it seems good enough.

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- What parts of the game could I use?
    - technology
    - mechanics
    - story
    - aesthetics

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- Is the game you're imagining really the best solution?
- How can you tell when you've solved the problem?

Connect with Sleep

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- Write down your ideas when you first wake up.

Your Creative Self: A silent partner

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- Irrational

Getting in Touch with your Subconscious

- Pay attention

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Getting in Touch with your Subconscious

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- ▶ Record your ideas
- ▶ Manage its appetites
  - ▶ take care of food, safety, personal relationships
- ▶ Sleep
- ▶ Don't push too hard
  - ▶ ask a question and leave it alone

Maslow's Hierarchy of Needs

- Physiological
  - Food, water, shelter, warmth
- Safety
  - Security, stability, freedom from fear
- Belonging-Love
  - Friends, family, spouse, lover
- Self-esteem
  - Achievement, mastery, recognition, respect
- Self-actualization
  - Creativity, fulfillment, inner talent

Brainstorming Tips

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- Toys
- Change your perspective

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Mix and Match

Technology

1. Mouse and keyboard
2. Game controller
3. Gesture
4. Cel phone
5. Handheld game
6. Use with Instant Messaging
7. Game console

Mechanics

1. Sims-like game
2. Interactive fiction
3. The winner makes the most friends
4. Try to spread rumors about the other players
5. Try to help as many people as possible
6. Tetris-like game

Story

1. High school drama
2. College-themed
3. You play cupid
4. You're a TV star
5. Hospital theme
6. You're a rock star
7. You're a dancer

Aesthetic

1. Cell shading
2. Anime style
3. All characters are animals
4. R&B music
5. Punk/rock music
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