**Tension and Release**

* Elements of repetition can build tension in a game. Things such as specific music playing when a jump scare will happen in a horror game. The player builds the fear from the thought of something happen more than things actually happening.
* When starting to build tension small things like background noises can help keep the player on their toes and continues to build tension.
* Failure to let tension build up before it being released can lead to a game being ruined as there isn’t enough tension built up to create the emotional reaction that you want the player to feel when the event happens.
* Level design can help massively build tension by blocking the players view with things like tight angles and obstacles.
* Excitement can be built by buildings that can promise new wonders or transitions from dark to light.