**Immersion**

* Movement – need to get it right, draws the player in subconsciously. Unrealistic movement animation, and it will 'feel like a game'.
* Consistency – mechanics, aesthetics and game logic.
* Attention to detail
* Realistic = believable
* Easy fun (immersion key) curiosity from exploration
* Serious fun (perception, emotion, changing the world around the player) an internal expeirence.
* Ambiguity – leaves room for player to imagine, creates curiosity
* Nociception – sense of pain
* Thermoception - sense of heat
* Must establish conventions of world – authenticity, details

**Immersion Killers**

* Bugs
* Confusion
* Inconsistency

**Tension and release**

* Tension - Perception of danger, aesthetics create an atmosphere that makes the player feel threatened
* Tension is a state of mental or emotional strain.
* Conflict, stress, pressure and anxiety all relate to tension.
* People in real life generally try to keep their tension to a minimum. However we need it. We need it so our game retains the interest of the player.
* Pacing is very important when it comes to tension and release.
* Tempo- intensity of decision making
* Too little tension is boring but too much can be to stressful and make the player give up.
* Create tension in risks and release in rewards. This will make the reward a lot more satisfying.
* Enviroments are important in creating tension. E.g a area out of view but with a clear entrance will create curiosity and tension as the player wonders what lies beyond.
* <http://www.gamasutra.com/view/feature/134313/addressing_conflict_tension_and_.php?print=1>