

# Introduction to Video Games Creation

## Add-on material to Module 15: Ideation and Value Creation in Games

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CYPHERDELIC

# Digital Games

**“are experience information goods”**

**product evaluation process is ambiguous**

**intangible products**

**high perceived value bias**

**and**

**about play**

# Value Creation in Games

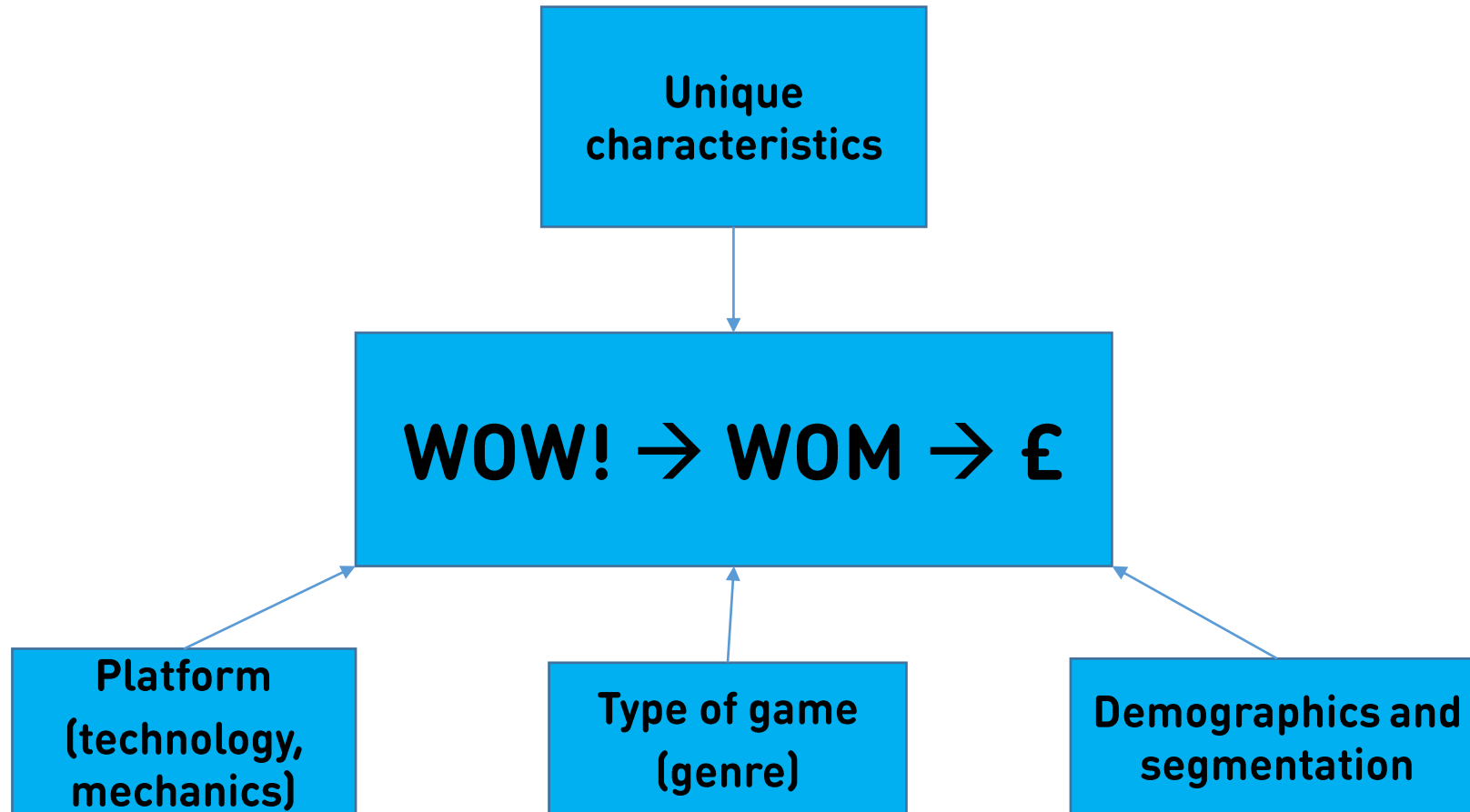
**Management perspective:**

**Long-lasting intangible value (e.g. IP) that results to **cash** flow and higher share price**

**Developers' perspective:**

**Long-lasting intangible value that results **better** games in the future**

# A good game?



# How?

Organisational practices create unique value



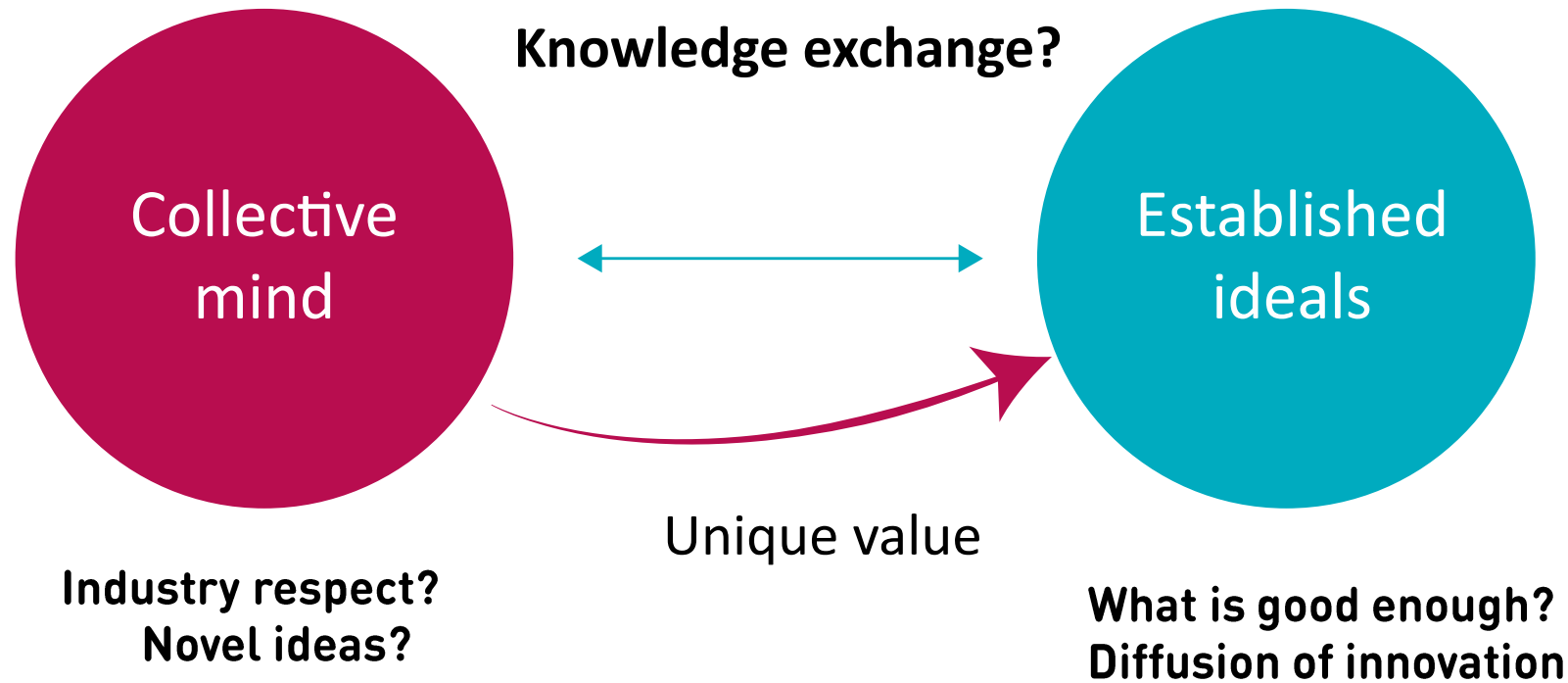
Storgårds, 2011

# Who can build the best games?

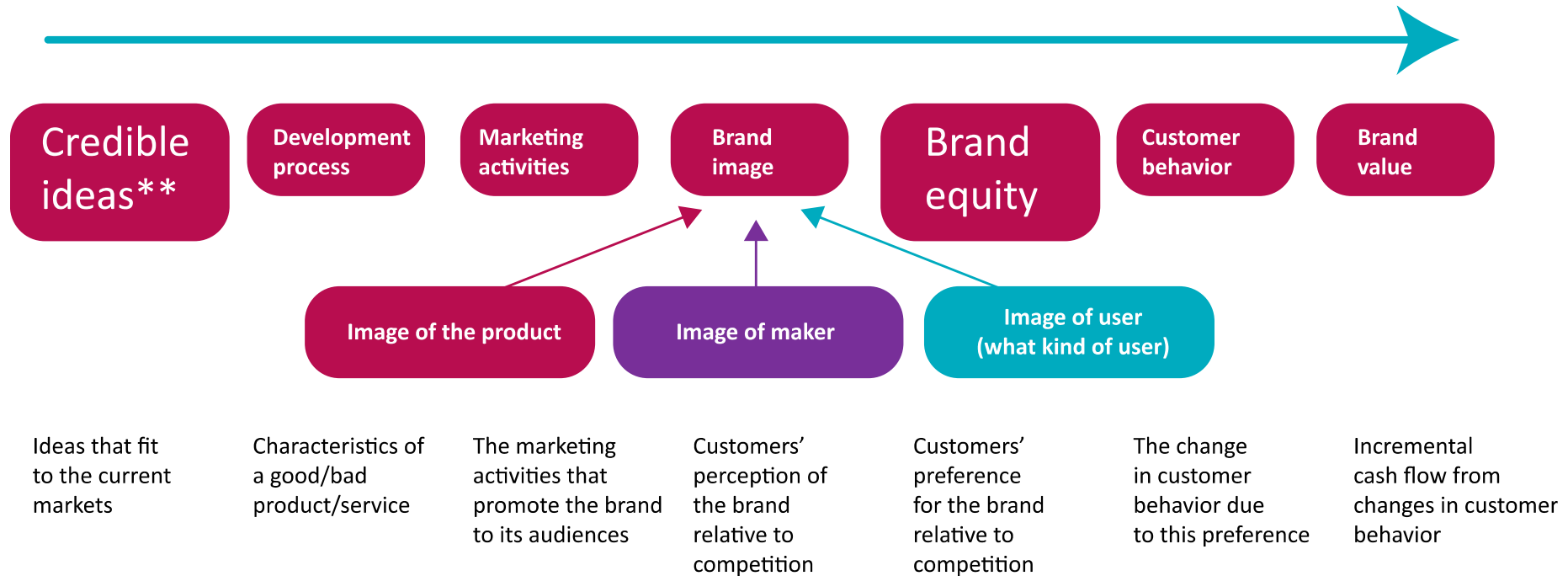
## Collective mind / Industry Ideals

Members of community  
**How to do?**

Community of practise  
**What to do?**



# Brand (IP) value chain\*



Adapted from Rutherford and Knowles (2008), Biel (1993) and Keller (2008). \*\* Added elements by Storgårds (2010).