

How to Be Creative

Some Ideas from

The Art of Game Design, a Book of Lenses

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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 experience in my life would I want to share with others?
- ▶ In what small way can I capture the essence of that experience in a game?
- ▶ What parts of the game could I use?
 - ▶ technology
 - ▶ mechanics
 - ▶ story
 - ▶ aesthetics

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- ▶ 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

- ▶ Can't talk

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- ▶ Impulsive

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- ▶ Emotional

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Getting in Touch with your Subconscious

- ▶ Pay attention

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- ▶ Record your ideas

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- ▶ Manage its appetites
 - ▶ take care of food, safety, personal relationships

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 - ▶ 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

- ▶ Write them down

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- ▶ Change your perspective

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- ▶ Write on the wall

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 - ▶ Number your lists

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- ▶ Number your lists
- ▶ Mix and match categories

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- ▶ Mix and match categories
- ▶ Talk to yourself

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- ▶ Mix and match categories
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- ▶ Find a partner

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Mix and Match

Technology

1. Cel phone
2. Handheld game
3. PC
4. Use with Instant Messaging
5. 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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And make up new categories!