

Conceptualization: the Idea



Creating a Digital Game

Where to start?

- Blue sky / brainstorming
 - The idea / theme
- Telling a story... (or even history)
 - Focus the team.
- Developing characters
 - Makes the story more real and credible.
 - Good level of detail for the characters (Humanize).
 - Define roles for the characters in the story.

But it is not always like this...

Restrictions: publisher, or marketing department

Genre: limitations or references



The Lens of Infinite Inspiration

11  **The Lens of Infinite Inspiration**



Illustration by Sam Yip

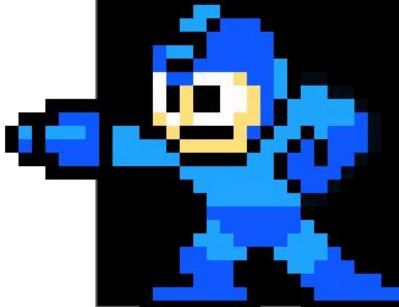
When you know how to listen, everybody is the guru.
-Ram Dass

To use this lens, stop looking at your game, or games like it. Instead, look everywhere else. Ask yourself these questions:

Lens #11

What is an experience in my life I want to share with others?

How can I capture that in some small way and put it into my game?



0 x3

Telling a Story

What makes a good story?



New Worlds

Transport the player to a place where he/she has never been...



Be Someone Else

Transform the player into someone/something he could never become...



Abilities and Powers

Allow the player to do something he could never do or be allowed (afford) to do...

Computer Games Genres

Action

- Platform
- Shooter: FPS
- Shooter: Third-Person
- Fighting
- Beat 'em up
- Stealth
- Survival
- Battle Royale
- Rhythm



Computer Games Genres

Adventure

- Interactive Fiction (text)
- Graphic Adventures (point & click)
- Visual Novel (static graphics)
- Interactive Movies



Action-adventure

- Survival horror
- Metroidvania



Computer Games Genres

Role-Playing Game (RPG)

- Action role-playing game
- MMORPG
- Roguelikes
- ...

Strategy

- Real-time/turn-based
- Strategy/Tactics
- Artillery
- 4X
 - eXplore, eXpand, eXploit and eXterminate (e.g. Civilization)



Computer Games Genres

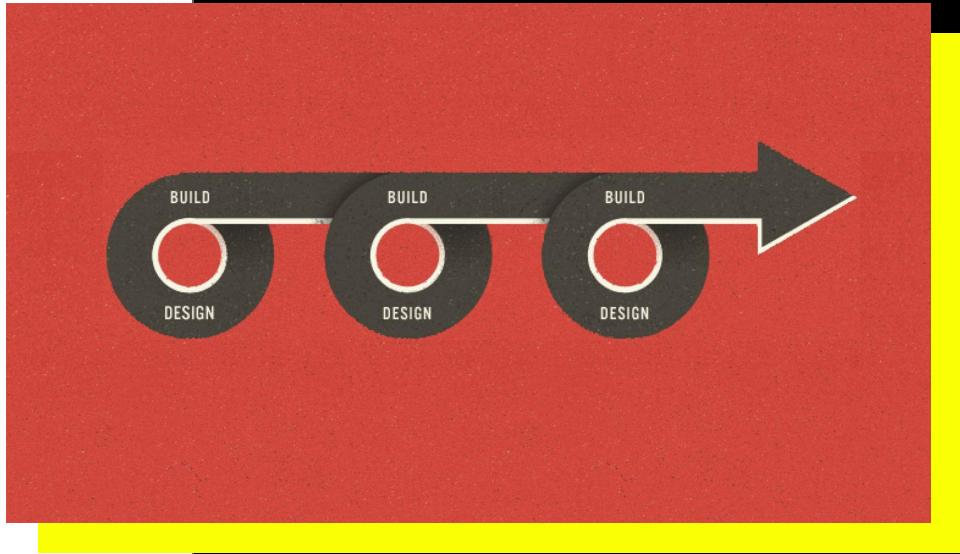
Simulation

- Constructions / Management (CMS)
 - “Serious games”
- Artificial Life
 - Biology
 - Pets
 - Social Interaction
- Vehicles
 - Driving
 - Race
 - Combat



The Game Improves Through Iteration

- A game **cannot** be developed in a **sequential process**.
 - It requires **iteration** to reach the **optimal solution**.
- **Prototyping** is very important to **mitigate the risks**.
- Sometimes is better to create the **toy first** and the **game later**.



The Lens of Eight Filters

13  **The Lens of The Eight Filters**



Illustration by Chris Daniel

To use this lens, you must consider the many constraints on your design. Your design is only finished when it can pass through all eight filters without requiring a change.
Ask yourself these questions:

Lens #13

Does the game feel right?

Will the intended audience like this game enough?

Is this a well-designed game?

Is this game novel enough?

Will this game sell?

Is it technically possible to build this game?

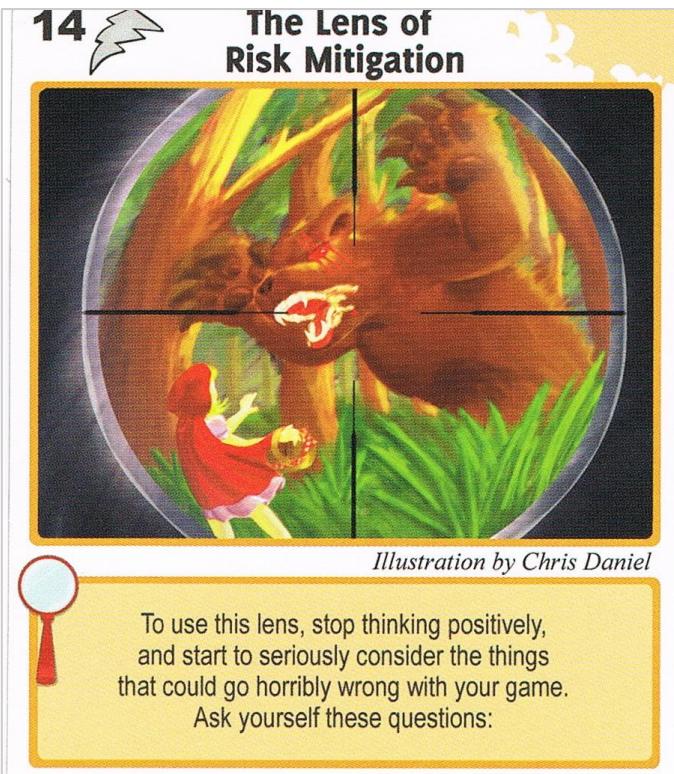
Does this game meet our social and community goals?

Do the playtesters enjoy this game?



0 x10

The Lens of Risk Mitigation



Lens #14

What could keep this game from being great?

What could stop that from happening?



The Lens of the Toy

15 

The Lens of The Toy



Illustration by Camilla Kydland

To use this lens, stop thinking about whether your game is fun to play, and start thinking about whether it is fun to play **with**. Ask yourself these questions:

Lens #15

If my game had no goal, would it be fun at all? If not, how can I change that?

When people see my game, do they want to start interacting with it, even before they know what to do? If not, how can I change that?



0 x12

The game is made for the player

LeBlanc's taxonomy of game pleasures:

1. Sensation
2. Fantasy
3. Narrative
4. Challenge
5. Fellowship
6. Discovery
7. Expression
8. Submission



The game is made for the player

Bartle's taxonomy of player types:

1. Achievers
2. Explorers
3. Socializers
4. Killers



Game Design Checklist

Where to start?

- Blue sky / brainstorming can give you the idea / theme.
- Telling a story can focus the design team.

But it is not always like this...

- Restrictions from the publisher or marketing department can limit creativity.
- Game genre of the game or particular references can help by limiting the options.

The game improves through iteration.

Prototyping is very important to mitigate the risks.

Make A Good Story

Transport the player to a place where he has never been...

Transform the player into someone/something he could never become...

Allow the player to do something he could never do or be allowed (afford) to do...

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