



SERIOUS GAMES NETWORK



Carlos Vaz de Carvalho

GAME DESIGN AND DEVELOPMENT





Defining Play

Meaningful Play

Defining Games

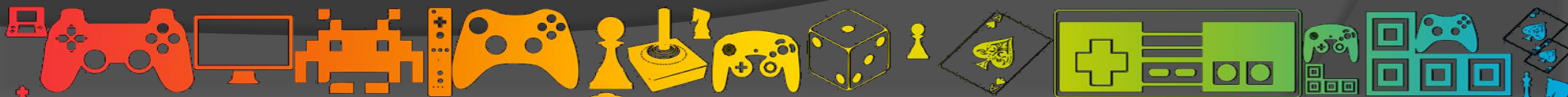


“Play is a voluntary activity involving active often physical engagement that is pleasurable for its own sake”, Lloyd P. Rieber



What is Play?

Play is an integral (if not the most important) part of cognitive development and socialization.



Johan Huizinga in *Homo Ludens*

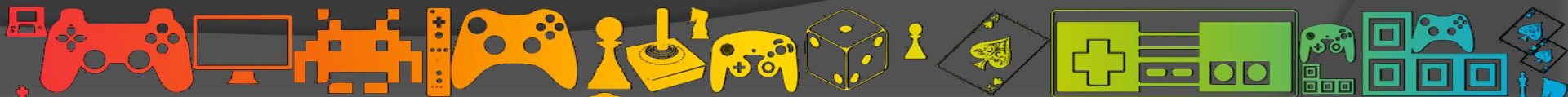


Play is a necessary (though not sufficient) condition of the generation of culture.

Play is a free activity but absorbs intensely the player

Play is not undertaken to achieve some material interest or profit

Play is necessarily different from every day's life (context, times, locations)



Play

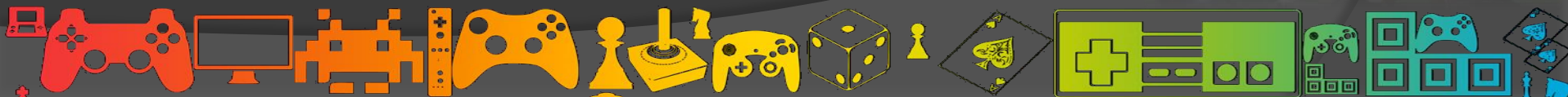
Play is voluntary

Play is intrinsically motivated

Play implies escaping from the reality

Play implies active participation

Play is enjoyable and for recreation





SERIOUS GAMES NETWORK

What is Play?



Stuart Brown:

Play is more than just fun

Serious Play 2008 · 26:42 · Filmed May 2008

29 subtitle languages

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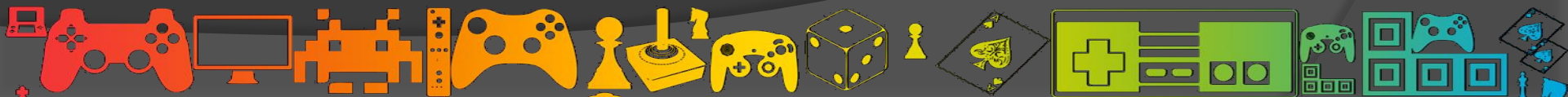


Rate





David Parlett





A game is a system in which players engage in an artificial conflict, defined by clear rules, that results in a quantifiable outcome

- Salen and Zimmerman





- Rule-based context*
- Goal-oriented*
- Involve decision-making*
- Imply conflict or contest*
- Voluntary*



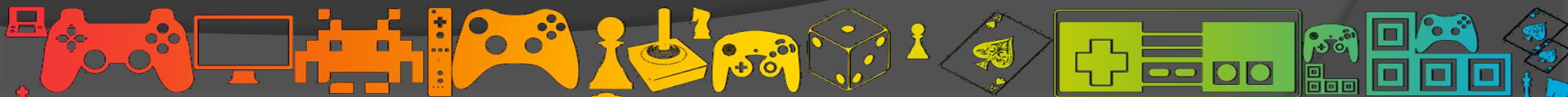
Jane McGonigal:

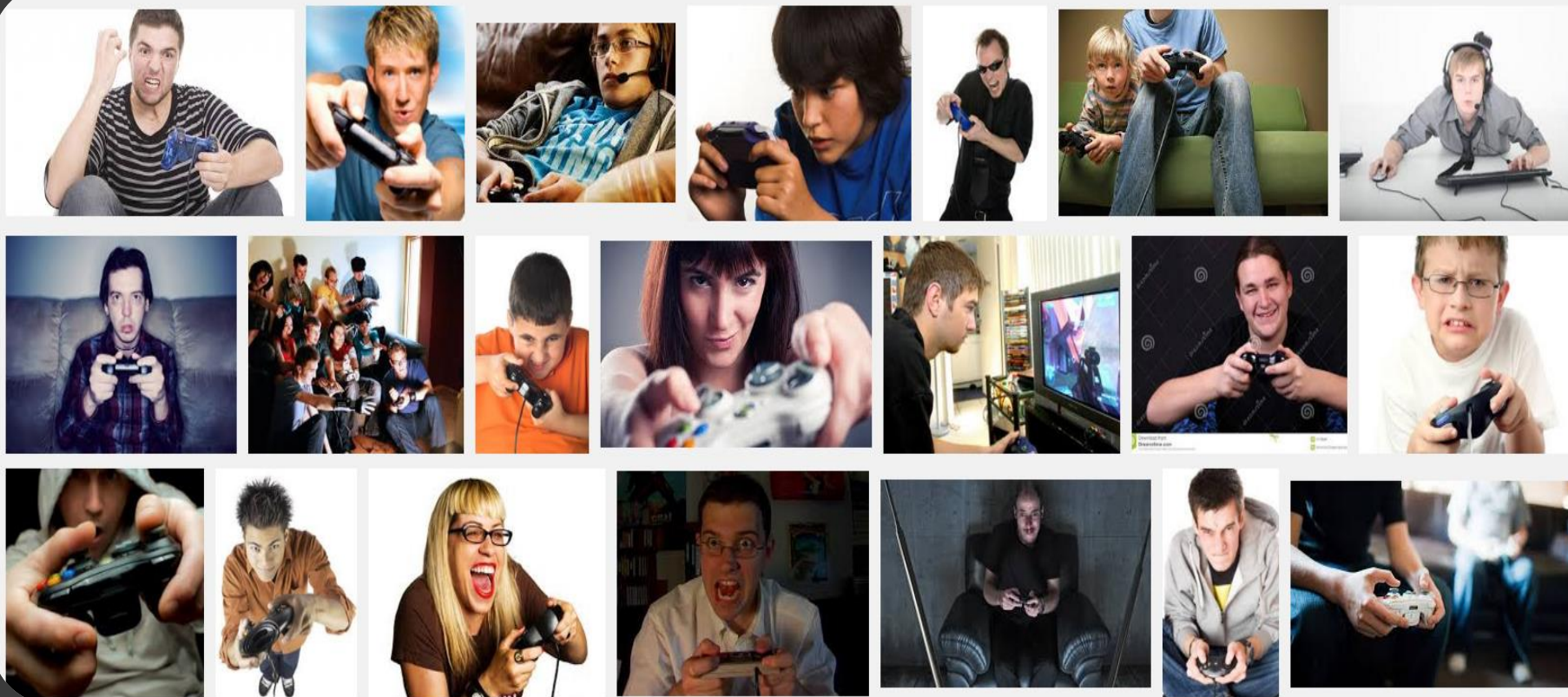
Gaming can make a better world

TED2010 · 20:03 · **Filmed** Feb 2010

 33 subtitle languages 

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GAMES

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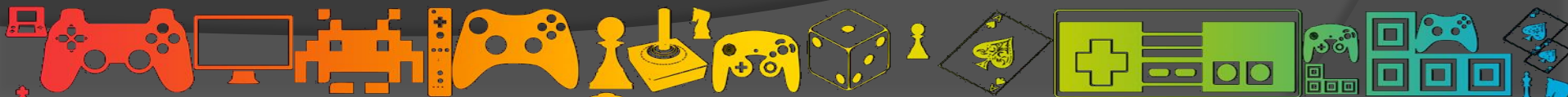
MARC PRENSKY

DIGITAL GAME-BASED LEARNING

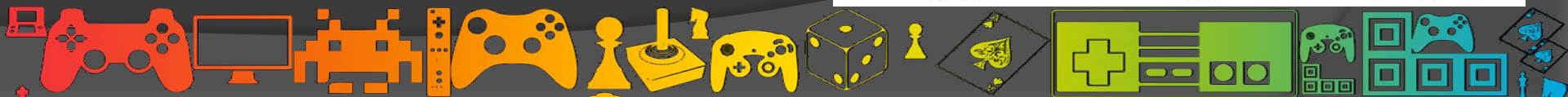
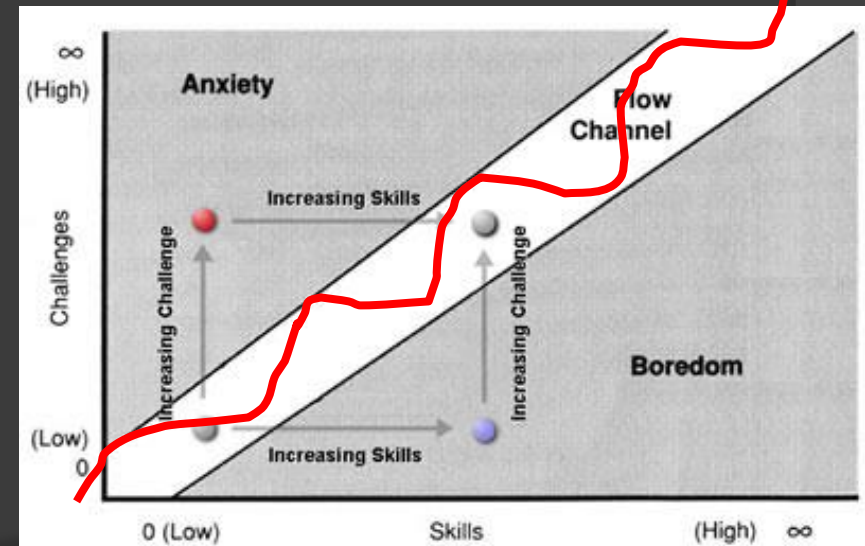


- 1. PRACTICAL STEPS FOR THE APPLICATION OF DIGITAL GAME-BASED LEARNING
- 2. PROFILED BY THE MOST ACCLAIMED GAME-BASED LEARNING PROGRAMS AND THE COMPANIES THAT USE THEM
- 3. CHECKLISTS FOR ESTABLISHING A GAME-BASED LEARNING PROGRAM IN YOUR COMPANY

*Foreword by Executive "Dingo" Disengen,
President, Workdays by Design*

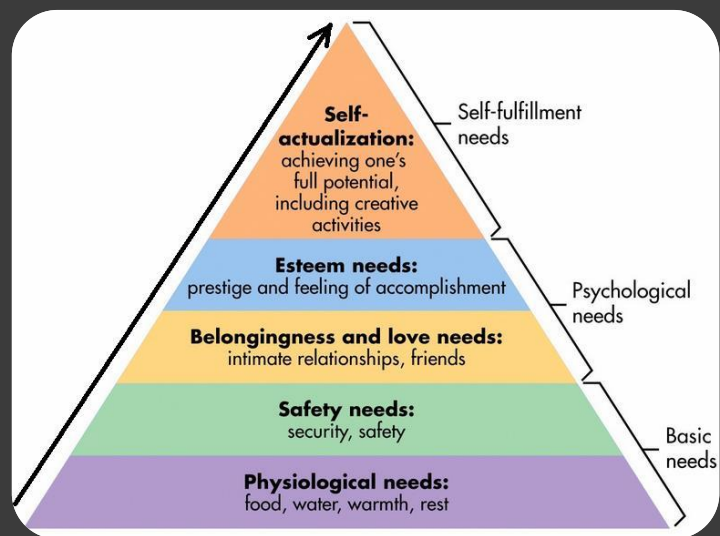


- “A state of concentration or complete absorption with the activity at hand and the situation. It is a state in which people are so involved in an activity that nothing else seems to matter”, Mihaly Csikszentmihalyi



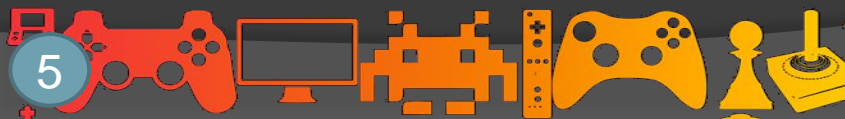


Maslow's Hierarchy of Needs



The 16 Basic Desires of Human Nature

- | | | | |
|--|--------------------------------------------------------------------------|--|---------------------------------------------------------------------------|
| | Acceptance: the desire for positive self-regard | | Order: the desire for structure and stability |
| | Beauty: the desire for aesthetically appealing experiences | | Physical Activity: the desire for muscle exercise |
| | Curiosity: the desire for understanding | | Power: the desire for influence of will |
| | Eating: the desire to consume food | | Saving: the desire to collect things |
| | Family: the desire to raise children and spend time with siblings | | Social Contact: the desire for companionship with peers |
| | Honor: the desire for upright character | | Status: the desire for respect based on social standing |
| | Idealism: the desire for social justice | | Tranquility: the desire to avoid experiencing anxiety and pain |
| | Independence: the desire for self-reliance | | Vengeance: the desire to confront those who frustrate or offend us |





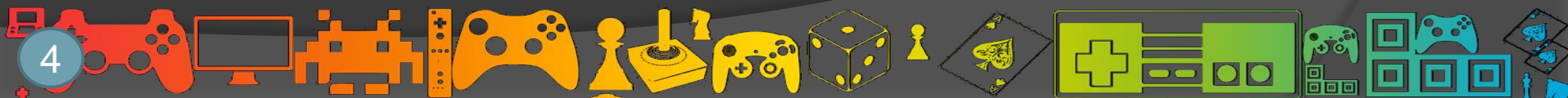
What is your favourite game? Why do you like to play it? Can you relate it to the Reiss profile? And to you?

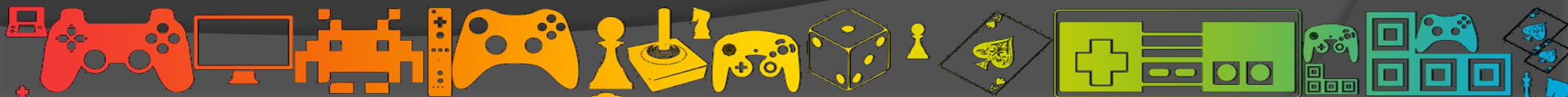


GAMER MOTIVATION MODEL



Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	Community Being on Team. Chatting. Interacting.	Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.	Story Elaborate plots. Interesting characters.	Discovery Explore. Tinker. Experiment.





Who are the gamers?

