

Web Games

Week 2: Design Principles



Objectives



- Understand the principles of web game design
- Play more games!
- Discuss games where these principles are present



1. Design Principles



Easy to pick up

- Web games should be easy to pick up and play
- Players will make decisions on whether to continue playing very quickly
- Don't bury the player under a mass of instructions
- Consider the context of use





Hard to put down

- Make your game hard to put down
- Easy to pick up does not equal easy to play
- Consider gamification features to enhance replay value
 - Highscores, achievements, social integrations
 - Hidden content, Levels, In game store or extra content



Shareable



- Make people want to share your game by making it
 - Enjoyable
 - Desirable
 - Accessible
- Enhancing shareability can increase audience reach and monetisation



Story



- Stories make players care more about the characters
- The story doesn't need to be complex - keep it easy to consume
 - Quick, Clear, Cute Story
- Delivered via preamble or through the game
- Examples: Angry Birds, Shoot The Moon, Super Meat Boy



Fast



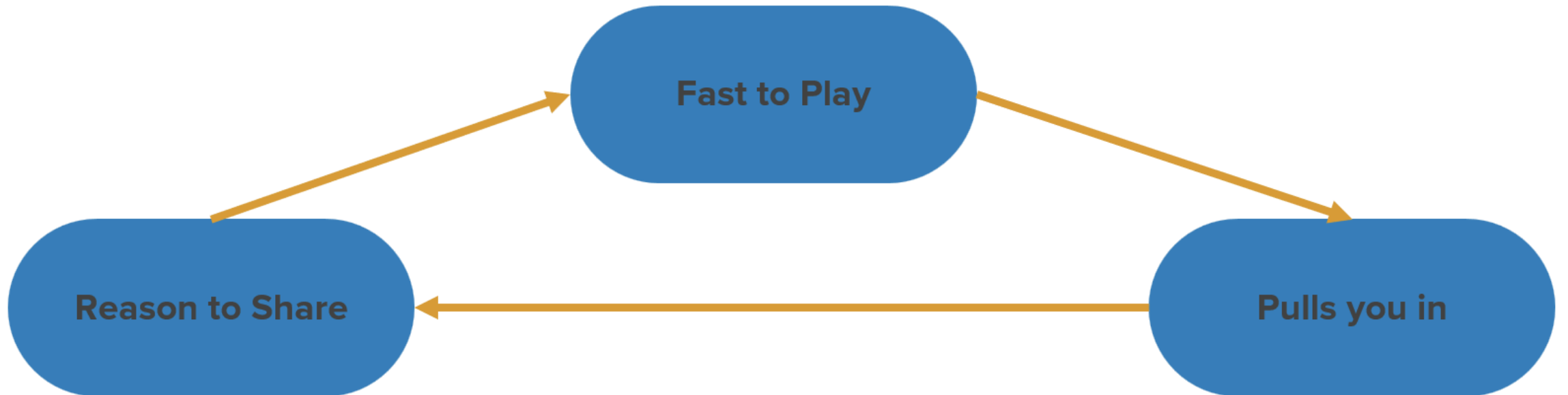
- Like anything on the web you want your game to load fast
- For every second of load time you lose 20% of your users
- Get the player into the game as soon as possible
- Do more with less - consider minimalist and abstract art styles



Web Game Viral Loop



Tom Greenway (Ex Game Lead for Chrome), summarizes these principles in the web game viral loop



What made Wordle successful?

Menti: xxxx xxxx



2. Jake's Picks

Really good game



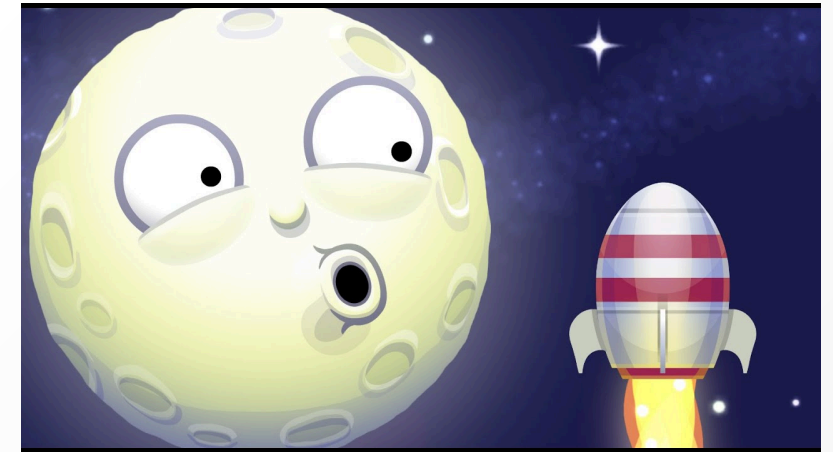
- So bad it's really good
- Underlying basis of an annoyingly simple yet addictive game
- Lots of scope for refinement



Shoot the moon



- Simple one touch game play
- Easy to pick up
- Short play sessions
- Addictive as you try and beat your score
- Great visuals and animation
- Excellent sound design

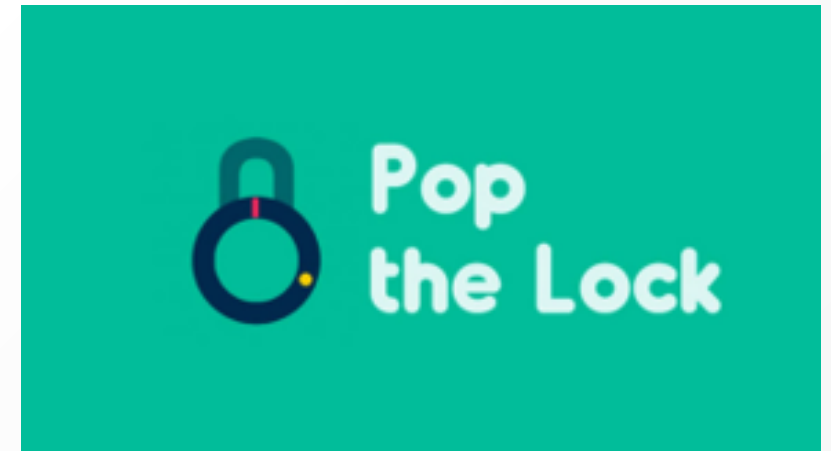


You have successfully created a game that renders me completely useless for 15 minutes after playing. Getting high scores then missing that snarky round piece of S!_t Makes me so angry I have to lie down and count to 10 after flinging my ipad across the room. Having said this I can't stop playing and wiping that stupid grin off that pretentious little #€%\$s face is pretty good.

Pop the lock



- Simple one touch game play
- Easy to pick up
- Clean visuals
- 'Time Filler' style game
- Short play sessions



This is not a joke. I'm addicted to this game. At first I was just pleasantly entertained. The charming minimalist design, the fun back-and-forth that invoked a speedier Pong... The concept is simple yet satisfying and that's where the trouble began. It was so simple I thought I could go farther. I-- I just wanted to see how far I could go... Level after level, lock after lock... It's been weeks and I miss my family. But I can't stop. Even now my thumbs itch to return to the game. Please send help

3. Your Picks



Game Review Showcase Prep

Last week I asked you to review a game before today's class and add your evaluation to Ultra. Now we are going to share, play and analyse these games as a class.

At your workstation load your game on one screen and your completed evaluation sheet on another.

Didn't do the prep activity - you have 15 minutes during the break



Break



Game Review Rotation

- In your groups move around the room and play each game
- Discuss the games and leave feedback using the sticky notes
 - What did you like?
 - What didn't you like?
 - How have the design principles been applied?





Game Review Discussion

Now you've had the chance to play each of the games discuss your overall thoughts on the games within your group. Use the following questions to aid your discussion

- Which game was the most compelling and why?
- What were the common themes across the games?
- Were there any surprising design choices or innovations?
- Are there any games that divide opinion?

Game Review Reflection

Menti: xxxx xxxx





Contextualising Statement

A 1,000 - 1,500 word written statement that contextualises your proposed web games prototype project against the wider web games market

- We've covered key content related to this over the past two weeks
 - Expand upon this with your own wider reading and research
- Use insights the game reviews to aid your summary of existing artefacts
 - Make use of evaluation framework to structure the analysis
- Consider how you might apply the design principles to your game

Deadline: 7th November



Task for next week

Next week we will get started with Construct 3. To do so you will need an account, sign up [here](https://www.construct.net/en/register) then let me know your username via the discussion thread on Ultra.

<https://www.construct.net/en/register>

Up Next...

Introduction to Construct