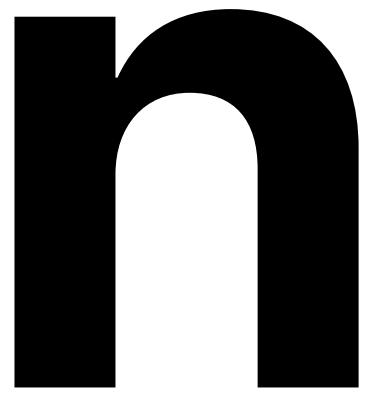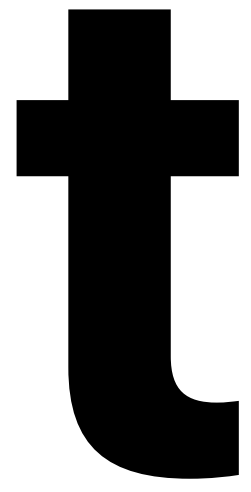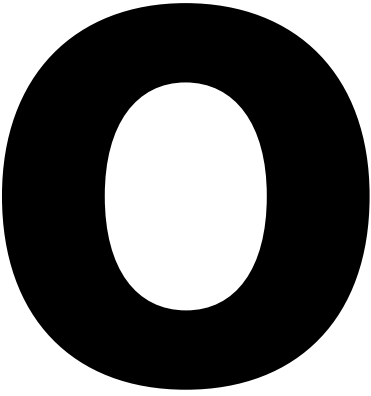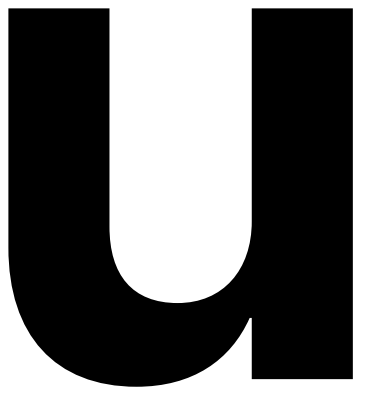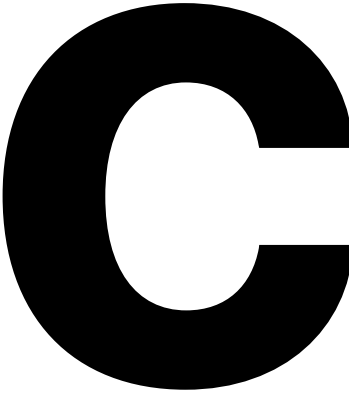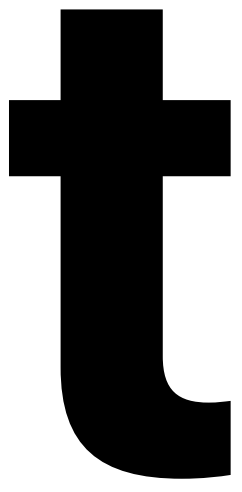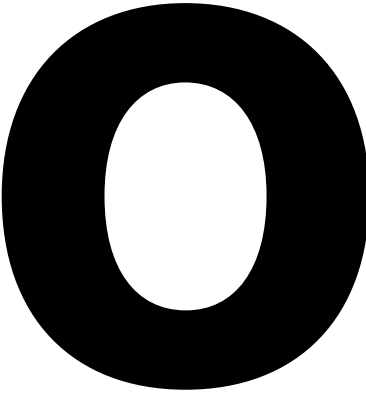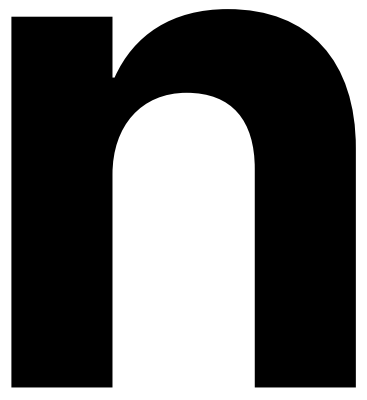What is Game Designing?