

# Game Ideation and Development Processes in the Global Game Jam

## ABSTRACT

update to results

My proposed research will investigate the knowledge and creative processes involved in conceiving of a game and grounding an initial set of ideas in game mechanics. Particular details of this knowledge and process will be investigated using semi-structured interviews with completed games. Broader characterizations will be explored using a questionnaire distributed to the Global Game Jam participants. Combining in-depth interview information and large-scale survey information will provide insights into the creative practices involved in the game design process of value to researchers in many areas relating to the practices of game design, creativity in game jams, and the goals and tools of game jam participants.

decide category, terms, etc.

## Categories and Subject Descriptors

H.4 [Information Systems Applications]: Miscellaneous;  
D.2.8 [Software Engineering]: Metrics—*complexity measures, performance measures*

## General Terms

Theory

## Keywords

ACM proceedings, L<sup>A</sup>T<sub>E</sub>X, text tagging

## 1. INTRODUCTION

The Global Game Jam (GGJ) provides a unique opportunity to study the process of conceiving and building a game de novo within tight time constraints. Strict time limits enable the study of the game design and development process at a level of detail normally not possible, with massive participation (roughly 16,700 participants) allowing for large-

scale patterns and analysis. However, these opportunities come with methodology challenges for studying the design process. What are effective methods for understanding practices that can balance the scale of the GGJ with rigorous, detailed analysis? How can the unique structure of the jam be accounted for to help generalize results from GGJ participants to broader game design practices and methods?

In this paper we study the compressed development process of conceptualizing a game and realizing the game in a working product at the 2013 GGJ. Studying this process is challenging—building a rigorous theory of the time-limited development process requires understanding how designers choose ideas and develop their game ideas, and how this relates to the dynamics of group collaboration and code-level implementation. We take a multi-step approach: using survey instruments to first characterize the space of game design process and then follow with more detailed studies of aspects of these processes. This paper describes the results of a free-response survey we administered to GGJ participants about their design inspirations and goals, process of implementing those ideas in a game over the course of the GGJ, how they refined their game, and pitfalls they encountered along the way. We find common trends in inspirations for game ideas, methods for implementing a design into a working game, and common issues encountered in developing the ideas. We conclude with a discussion of ways to deepen this analysis through triangulation with other research methods and some of the implication of our results.

## 2. RELATED WORK / STUDY TOPICS

We examine the process of conceptualizing and realizing a game, specifically: inspirations and goals for a design, the process of developing ideas and turning them into concrete running code (prototyping, implementing, and refining), and pitfalls GGJ participants frequently encountered.

The GGJ emphasizes values of creativity and innovation and we sought to characterize the design goals and inspirational sources GGJ participants set for their games. Anecdotally, the game design literature had debated the merit of different design goals (e.g. consider prominent game design texts [6][13] [14] [15]). Design goals range from making a game fun for players [9] to creating immersion and a sense of flow [5] to conveying a meaningful message [1]. Bogost [2] catalogs a plethora of uses for games—from inducing relaxation to drilling skills—using existing game examples. Despite this rich discussion, little empirical work has examined the space of design goals. We examine the range of design goals GGJ participants set for their designs.

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Game inspirations addresses the sources of ideas designers draw from when conceptualizing their game. Existing models of game ideation suggest there are many entry points for starting a design, but tend to be based on theoretical analyses rather than existing practices [8]. Example sources for game ideas include everyday activities a game is inspired by [16], metaphors a game is meant to convey [12], or models of systems [3]. We examine the kinds of inspiration GGJ participants draw on and discuss their relation to the use of themes in the GGJ.

Developing an idea into game mechanics involves grounding the abstract game concept into a set mechanics through: (1) prototyping designs, (2) implementing running code, and (3) refining the game. Throughout this process there is potentially a feed loop between the game artifact and conceptualization. Initial inspirational ideas must be grounded in particular game systems and designers vary in how they approach the problem [7] [10] [11]. Some approaches emphasize iterative playtesting [6] [15] while others test a breadth of small ideas before settling on an idea [7]. Prototyping may leverage paper models [10], abstract models [11] [4], or simple code [7]. We examine the use of prototyping in the GGJ and approaches designers take to realizing their ideas in running game code.

Game balancing and refining processes involve finding aspects of the game that should be altered, selecting among those aspects, and choosing how to change them. Regardless of level of final “polish”, game designs typically go through phases of some refinement of game systems to achieve the goals designers have set out [15] [6]. We examine what aspects of GGJ games were altered and how these changes were made.

### 3. METHOD

Questions listed in Appendix A

- only 420 responses out of 16,705 participants - bias towards positive outcome teams is likely - don't have information to link multiple responses from same team - little detail on overall process, especially what specific aspects are changed - e.g. most talk about mechanics, but may be that visualization and control changes were simply not mentioned due to question structure - lack demographic information on many respondents, thus hard to know how that may impact

### 4. RESULTS

General note: game jam theme has strong influence on participant results. Many used to ground ideation process. Jam constraints focused on development problems, with playtesting and prototyping often being cut. Team management is not frequently mentioned.

#### 4.1 Inspirations

Often draw from existing games or games played as genres or genre exemplars. typically simple genres with single player games. heavily skewed towards things amenable to theme.

- Themes to convey.
- Life experience.
- Analogies to systems.

#### 4.2 Design Goals

a few large categories of goals seem to drive participants:

- system/expression = conveying themes, trying out mechanics, recreating classic games
- personal = learning things, networking, portfolio, idea testing, win competition
- player = player enjoys, learns, thinks critically, becomes aware, changes world

player-centered design de-emphasized, likely due to jam constraints. suggests GGJ currently emphasizes a process for game development rather than game design.

### 4.3 Prototyping

list out aspects mentioned in prototyping

Main approaches:

1. Paper prototype. Draw out or use parts if available.
2. Engine prototype. Code basic version with assets stripped out. Often evolved into the final product. Two versions: (1) parallel development with integration into core; (2) iterative expansion of core.
3. Iterative prototype. Intentionally layering in content.

### 4.4 Realization

list main kinds of changes

Three approaches to managing ideas/features: (1) start from many ideas and iteratively downscope based on dependencies/feasibility (2) start from vague/generic ideas and build out both mechanics and ideas during implementation (3) start from small baseline and build up

primarily forced to cut out mechanics or features. visualization and controls are occasionally mentioned (along with balance), but less central aspects. GGJ focuses on integrating many parts over learning how each task works. heavy programming challenges suggest biggest issue and focus on learning is around how to get code up more than exercising other skills.

idea changes most frequently driven by development needs rather than playtest results. testing primarily seems to have been based on personal reactions to product rather than player feedback. GGJ seems to encourage “personal” games that meet one's own standards more than play-centric designs.

cite other study of professional designer types?

1. results aligning w/theories
2. results diverging
3. details of areas

### 5. CONCLUSIONS

More research into differences in outcomes based on processes for approaching: pruning vs expanding. In-depth protocol analysis to get detailed evolution. Comparison of design methods by levels of experience.

Alternate formats of jam for skill sets: playtest-focused, full game development, etc.

need better ways to understand how constraints impact results, particularly when aspects like time limits vary. need better ways to automatically record many aspects: participant outcomes and experiences, products, practices employed over development process.

clearly provides useful guidance on priorities and perspectives. open question responses helped address a breadth of issues without guiding participants to only answer key points.

## 6. ACKNOWLEDGMENTS

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## APPENDIX

possibly use for questions given

### A. SURVEY QUESTIONS

- What was your initial goal for the game you made during the global game jam?
- What inspirations or initial ideas did you have for your game? What was the starting inspirational source or goal for the game?
- Why did you pick this particular idea for the game?
- What problems did you encounter in developing your game?
- What changes did you make to your initial idea as you worked on it during the game jam? Please describe the changes as small pieces of changes as possible.
- What game mechanics and/or gameplay systems did you use in your game?
- How did the mechanics or systems you made relate to the initial design ideas you had?
- How did these mechanics change as you worked on the game during the game jam?
- Did you prototype your game? If so, what kind of prototyping did you do and what did you learn from doing it?
- What tools did you use to make your game? Please include software tools (e.g. programming languages or game engines) and any physical/analog materials (e.g. paper prototyping methods or storyboarding).