GRAND DESIGNS
DESIGN THINKING IN GAMES
GRAPHIC DESIGN

TOM FISHER - IMAGINETIC
BY DESIGN: RULES VS. EXPERIENCE

Rules

The science of game design

How the game is played

Physics
Modeling
Action – Effect
Simulation

Experience

The art of game design

What the player feels

Psychology
Communication
Suspension of disbelief
Engagement
THE GAME DESIGNER CREATES AN IMAGINARY EXPERIENCE

Jesse Schell  
The Art of Game Design (2008)

- Game ≠ Experience
- Game ≫ Experience
- Players and game are real, the experience is *imaginary*
SHAPING THE GAME EXPERIENCE

Video Games

Bioshock

Physical Games

Tomorrow
ELEMENTS THAT SHAPE PHYSICAL GAMES’ EXPERIENCE

• Rules (invisible in many video games)
  • Keep the rules out of the way
• Methods
  • Application of rules
    • Role of chance
• Facilitation
• Materials
  • Components
  • Supporting Materials
  • Multimedia
SHAPING THE VISUAL EXPERIENCE
THE ART AND SCIENCE OF GRAPHIC DESIGN

• Norman’s 3 Levels of Design (Experience)
  • Visceral
  • Behavioral
  • Reflective
VISCERAL DESIGN

- Appearance driven
  - Shape
  - Colour
  - Style
- Attitudes
- Beliefs
- Feelings
- Entirely Imaginary Construct

1. Connections North
2. Connections North
3. CONNECTIONS NORTH
4. Connections North
PERCEPTION IMPACTS THE EXPERIENCE
BEHAVIORAL DESIGN

- Usability
  - Pleasure derived from use
  - Effectiveness of use
- Ease of finding information
  - Reference
- Ease of play

Safe Water and Sanitation Initiative

Any one player may assign a team to this card during their Human Resource Phase. This card also requires one WASH supply from any player.

SUCCESS

For each player participating in the WASH cluster place one WASH supply in any district.
Discard this card.

FAILURE

Women and girls are reluctant to use unsafe lavatories and wash facilities.
Lose 1 RP and discard this card.

Aftershock Gender Dimensions Expansion
REFLECTIVE DESIGN

• Rationalization of the experience
• Intellectual effect of the experience
• Desirability
• Mediates the behavioral level of design
  • Bad physical design can be very difficult to overcome
TAKEAWAYS:

THREE BASIC PRINCIPLES TO APPLY TO PHYSICAL GAME DESIGN
OCCAM’S RAZOR

• The simplest solution is almost always the best
• A design isn’t finished when there is nothing more to add, but when there is nothing left to take away.
  • If an element is to be included it should have a specific purpose.
    • Theme
    • Mood
    • Reinforcement
• The brain process visual information 60 000 X faster than text
• Text reinforces imagery, helping the brain absorb and remember information
• It is easier to process information accompanied by visual cues
A Distant Plain - Volko Ruhnke, Brian Train

**ISR**

*Overhead intel:*
Each Coalition Sweep Op, Coalition may Activate another 3 Guerrillas in any 1 space.

**Tehrik-i-Taliban Pakistan**

*TTP attack in Pakistan:*
Shift Islamabad 2 boxes toward Hostility.

*TTP support Quetta Shura:*
Taliban place 2 pieces in or adjacent to Pakistan and add +3 Resources.

**Karzai**

*President taps cousins:*
+1 Patronage per space at Support.

*President deals to keep office:*
Transfer 2 die rolls of Patronage to Warlord Resources.
MENTAL MODELS

- Easier for a user to understand something if they can model it off something they already understand
SUMMARY

• The game experience is an entirely imaginary construct, separate, but deriving, from the game.
• Visceral response is automatic and subconscious
• Behavioral response is affected by ease and pleasure of use
• Very difficult to attain a positive reflective response if visceral and behavioral are negative

3 Non-graphic designer takeaway tools

• Occam’s Razor
  • KISS principle
  • All elements should have a purpose
• Dual-Coding
  • Reinforce text with images
• Mental models
  • Make it familiar