

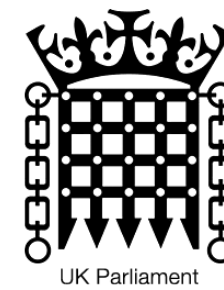
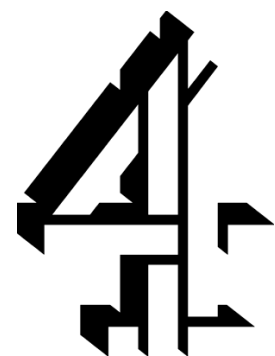
More than *just* fun: **Designing games with purpose**

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GAME DEVELOPERS CONFERENCE
SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9
2012

**We make casual games
for any platform**



RT [@raphkoster](#) The best games have something they are ABOUT, and both the theming and the mechanics serve as lenses on that one thing

22 Jan via web

1. Understanding the ABOUT

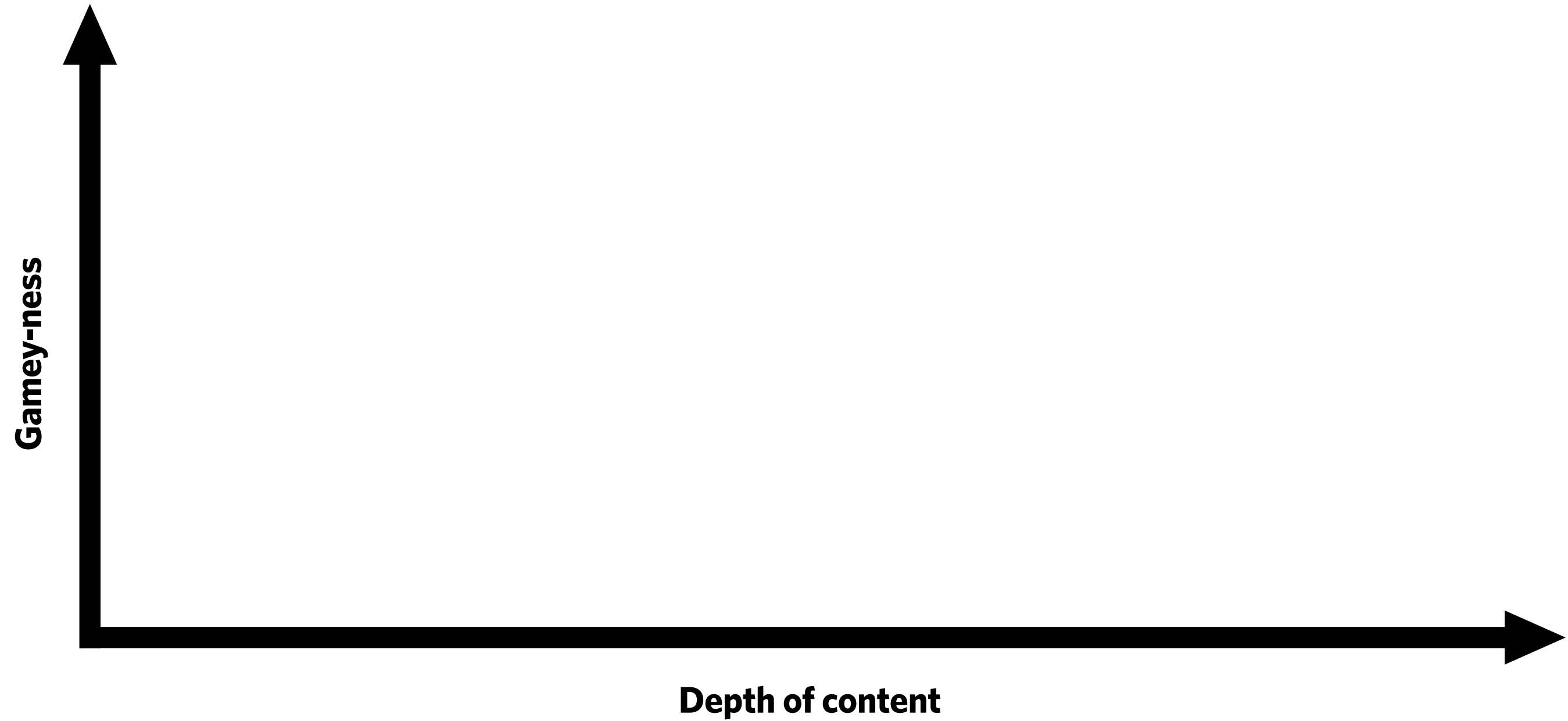
2. Making the ABOUT fun

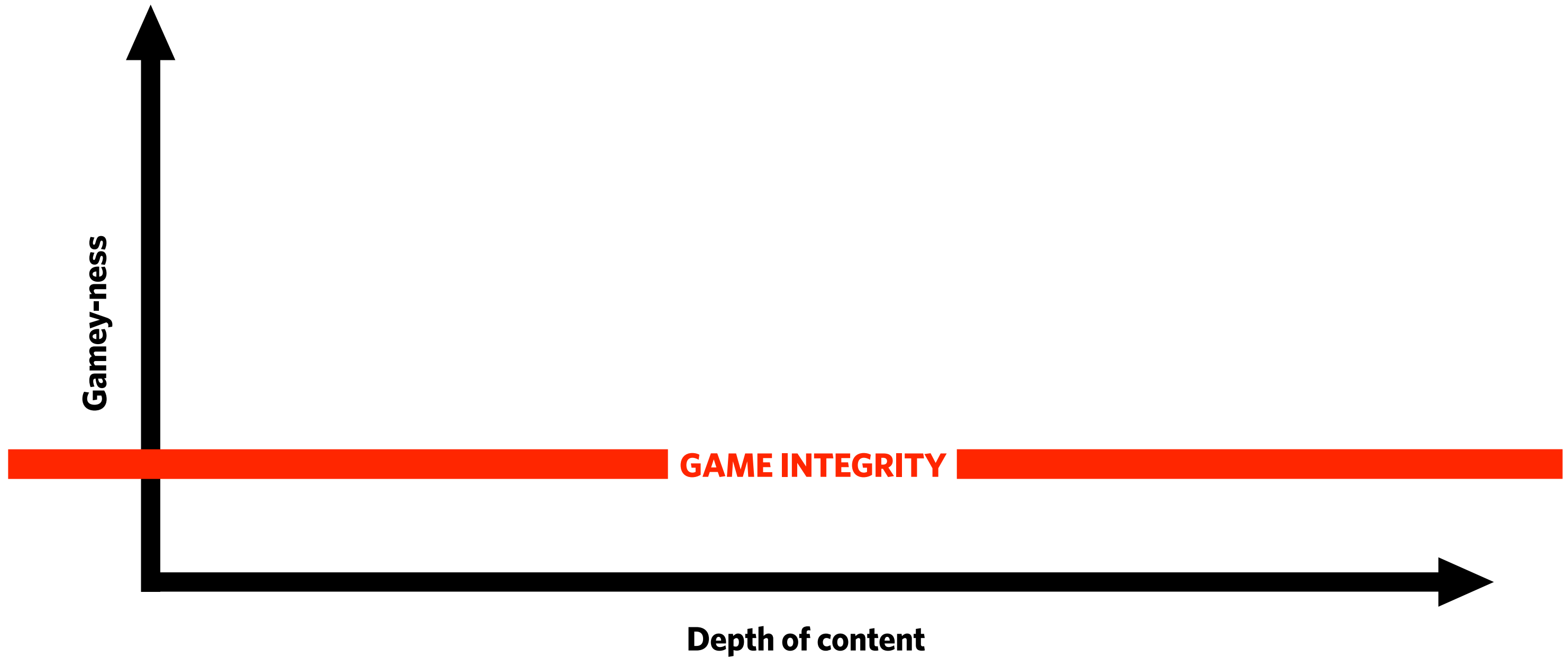
- ✓ *Content integrity*

- ✓ *A decent game!*

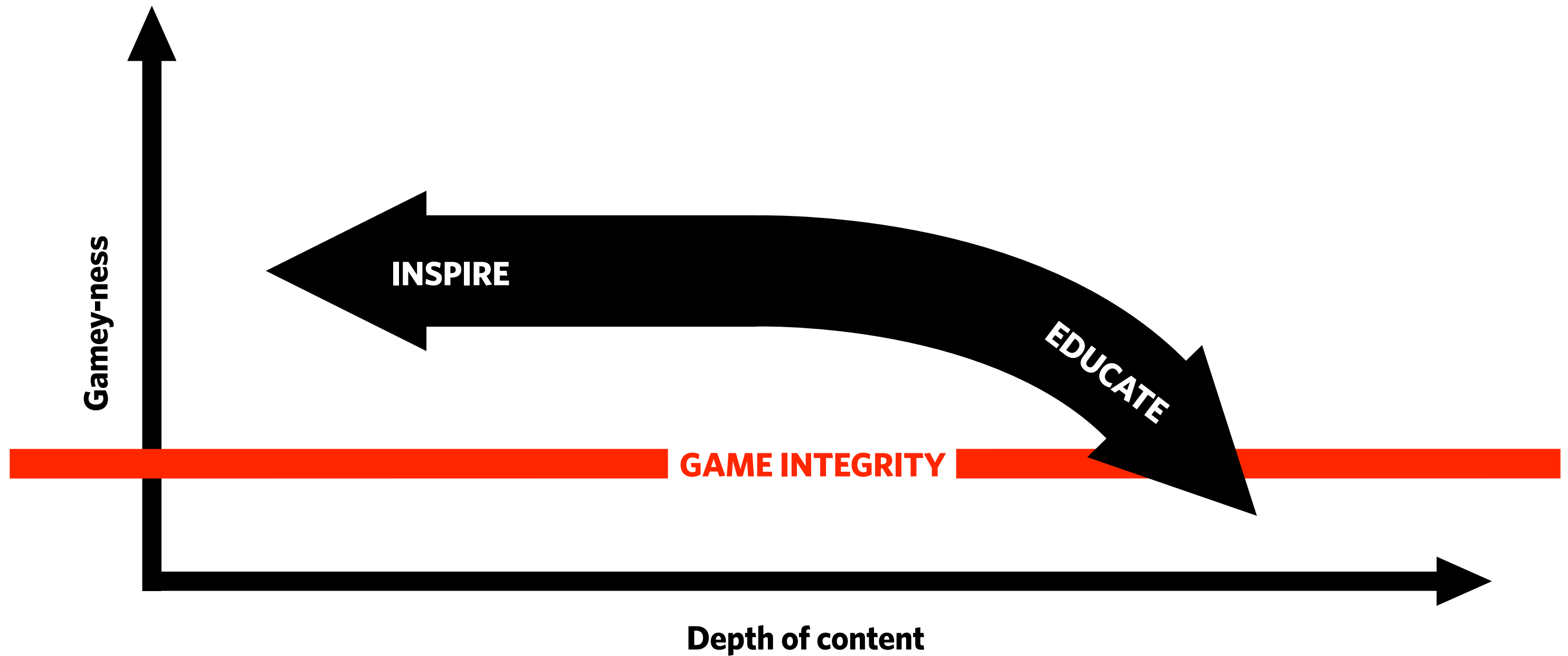
1. Understanding the ABOUT

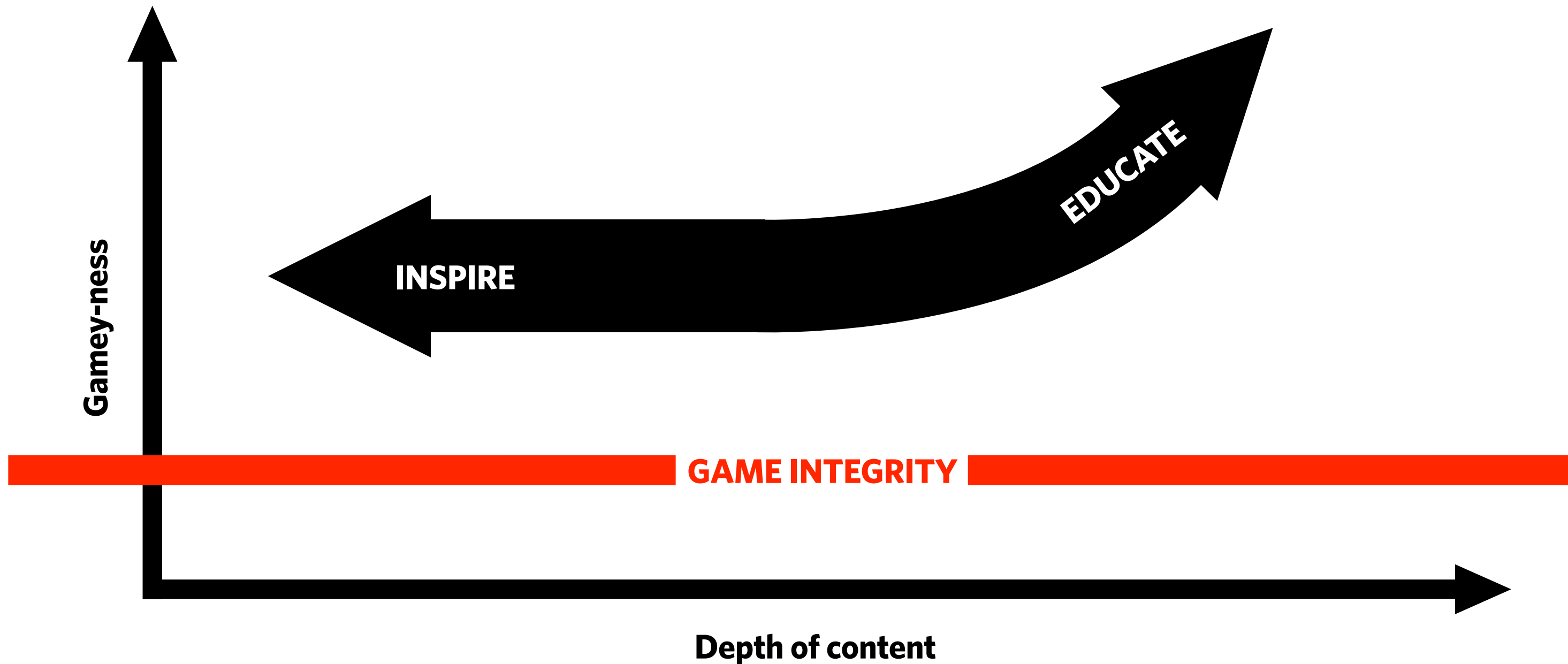
- Find the magic
- Content experts FTW!
- Depth of content linked to objectives











2. Making the ABOUT fun

- It's really hard!
- Content should lead the design
 - The four shapes: Metaphor, Simulation, Abstraction and Narrative

#1. Metaphor







#2. Simulation

Launchball

Play the levels

Create and share

Back

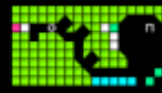
Warm up | The levels | Extras

Tricky



- 1 Bomb chamber ✓
- 2 Flying Bounce ✓
- 3 In hot water ✓
- 4 Rubber soul ✓
- 5 The steam room ✓

Sneaky



- 6 Mirror, mirror ✓
- 7 Open sesame ✓
- 8 Light fantastic ✓
- 9 Loop the loop
- 10 A bridge too far

Crafty



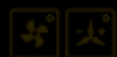
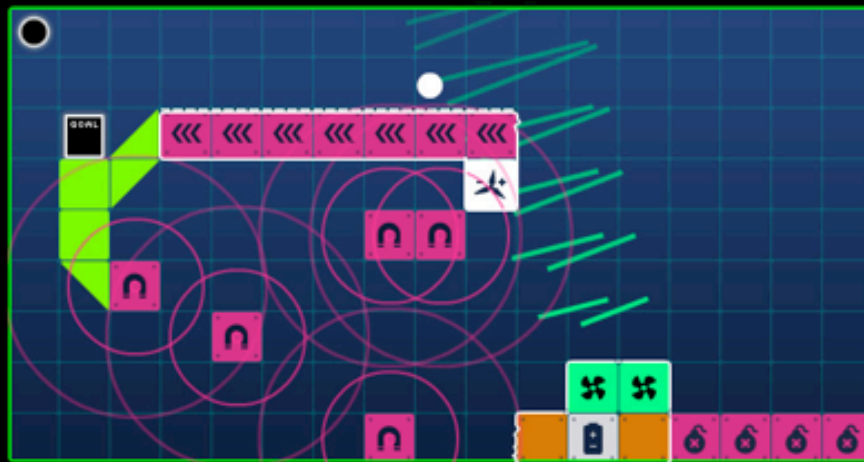
- 1 Fire and ice ✓
- 2 At the checkout ✓
- 3 Temple of doom ✓
- 4 Fan base ✓
- 5 Conveyor layers ✓

Sign out

Field of fear

00:00:50

Mute Exit



STOP

Launchball

Bringing Launchpad online

Play the levels

Slide, bounce and spring your way through 30 obstacle-filled levels.



Play

Create and share

Create your own levels to play or send to your friends.



Create

Lights and mirrors

00:00:03

Hint Mute Back to menu

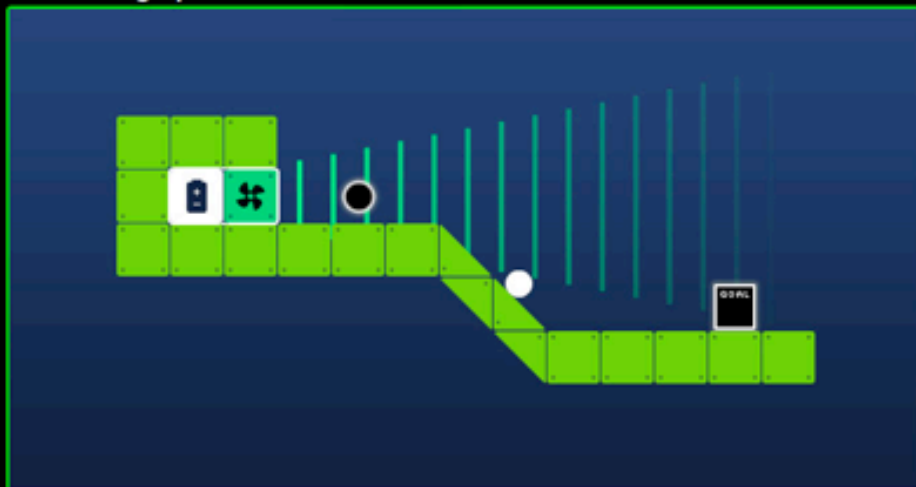


STOP

Powering up

00:00:15

Hint Mute Back to menu



STOP

Dream Machine

00:00:21

Hint Mute Back to menu

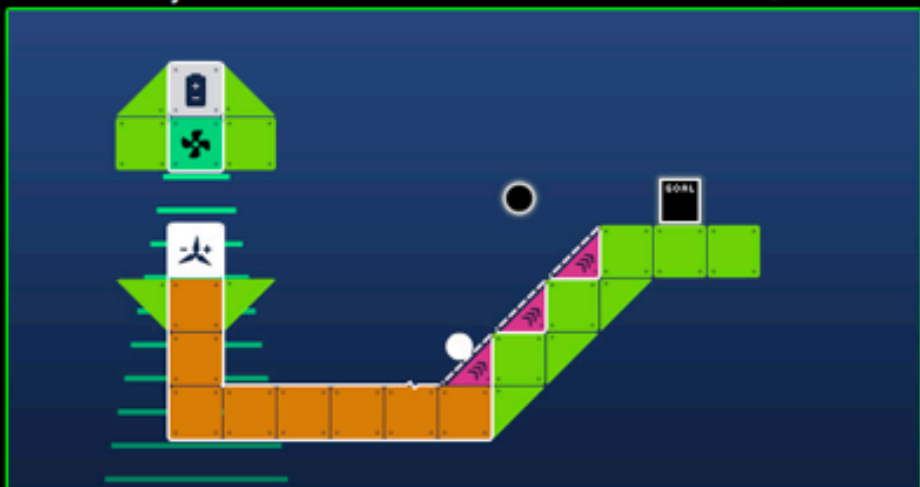


STOP

Blown away

00:00:26

Hint Mute Back to menu

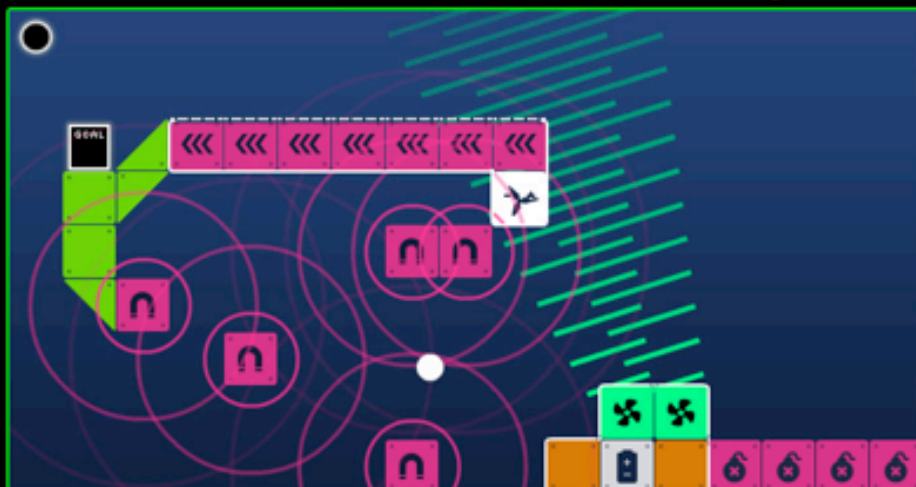


STOP

Field of fear

00:00:48

Mute Back to menu



STOP

Training Three

00:00:11

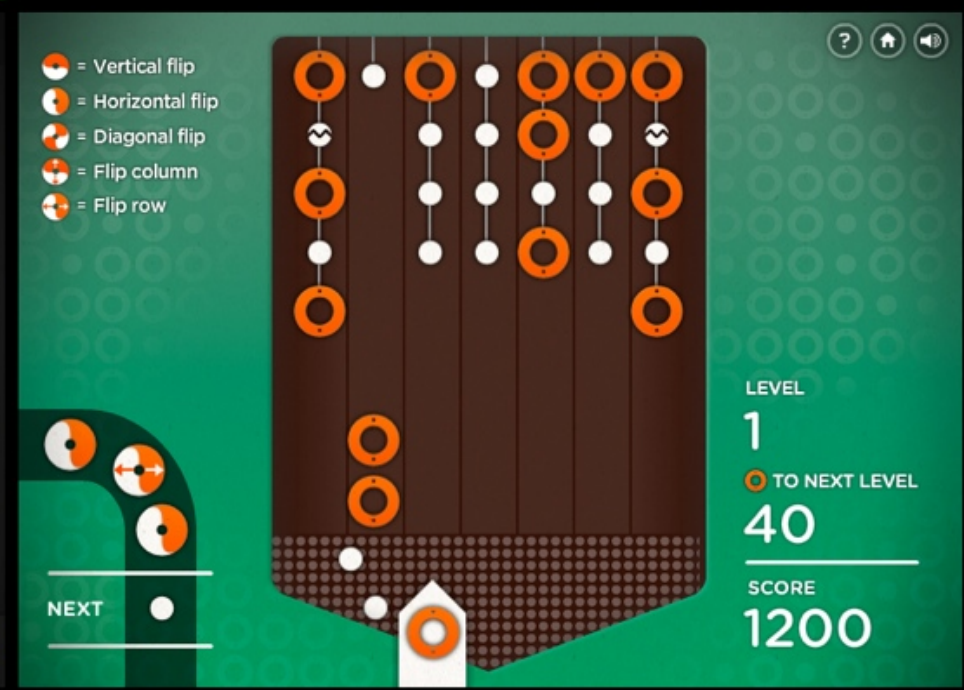
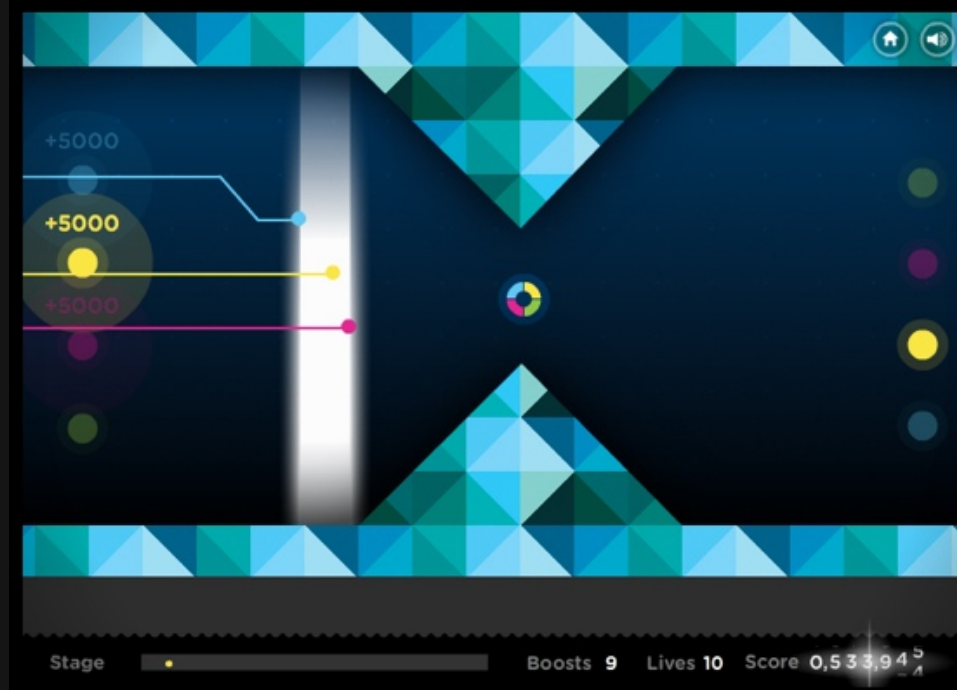
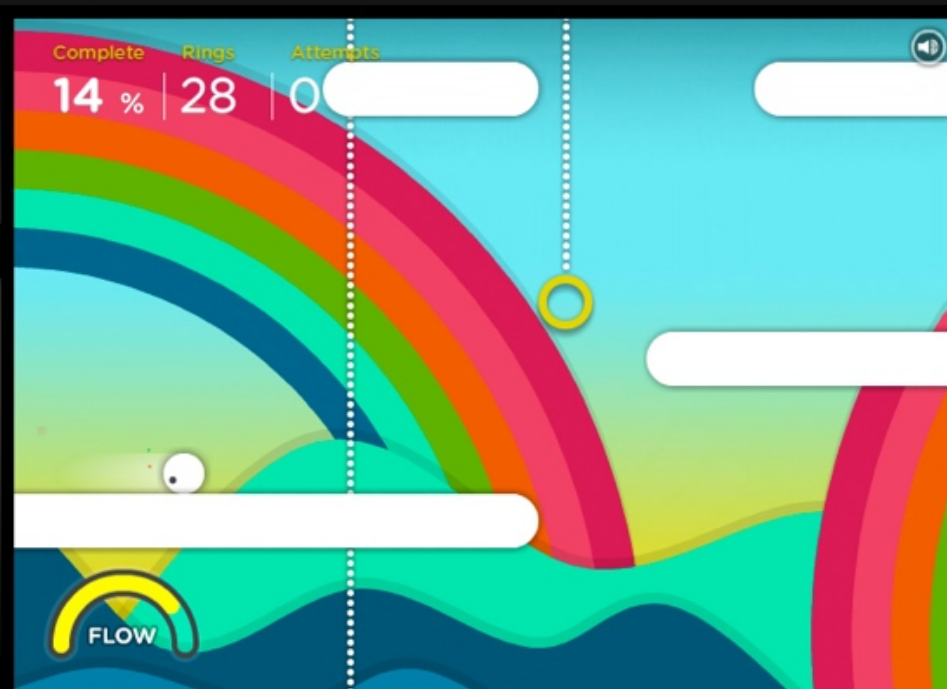
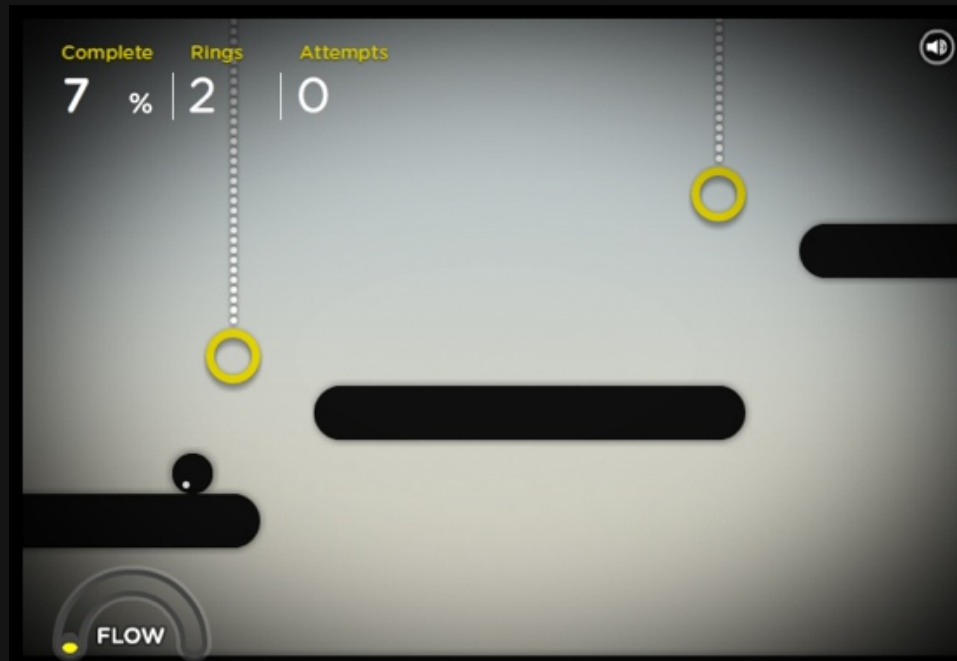
Mute Exit

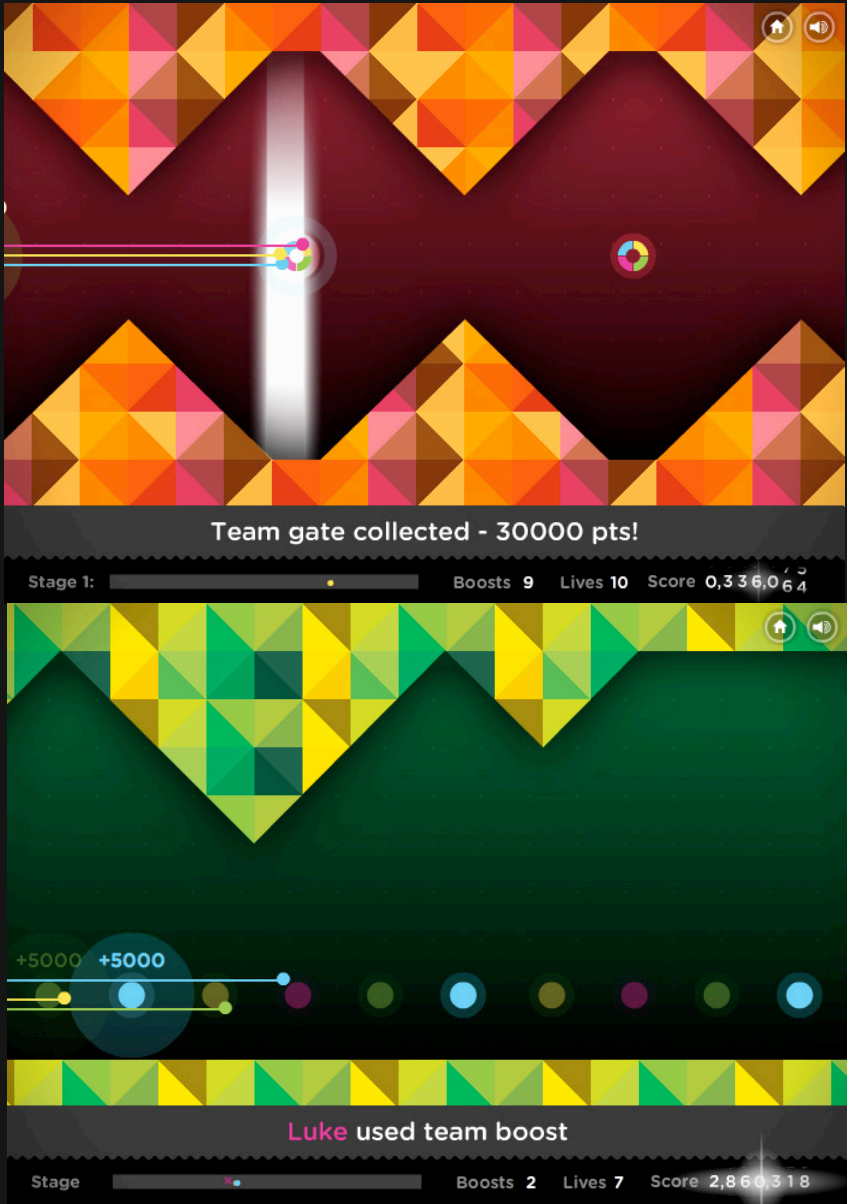


STOP

#3. Abstract







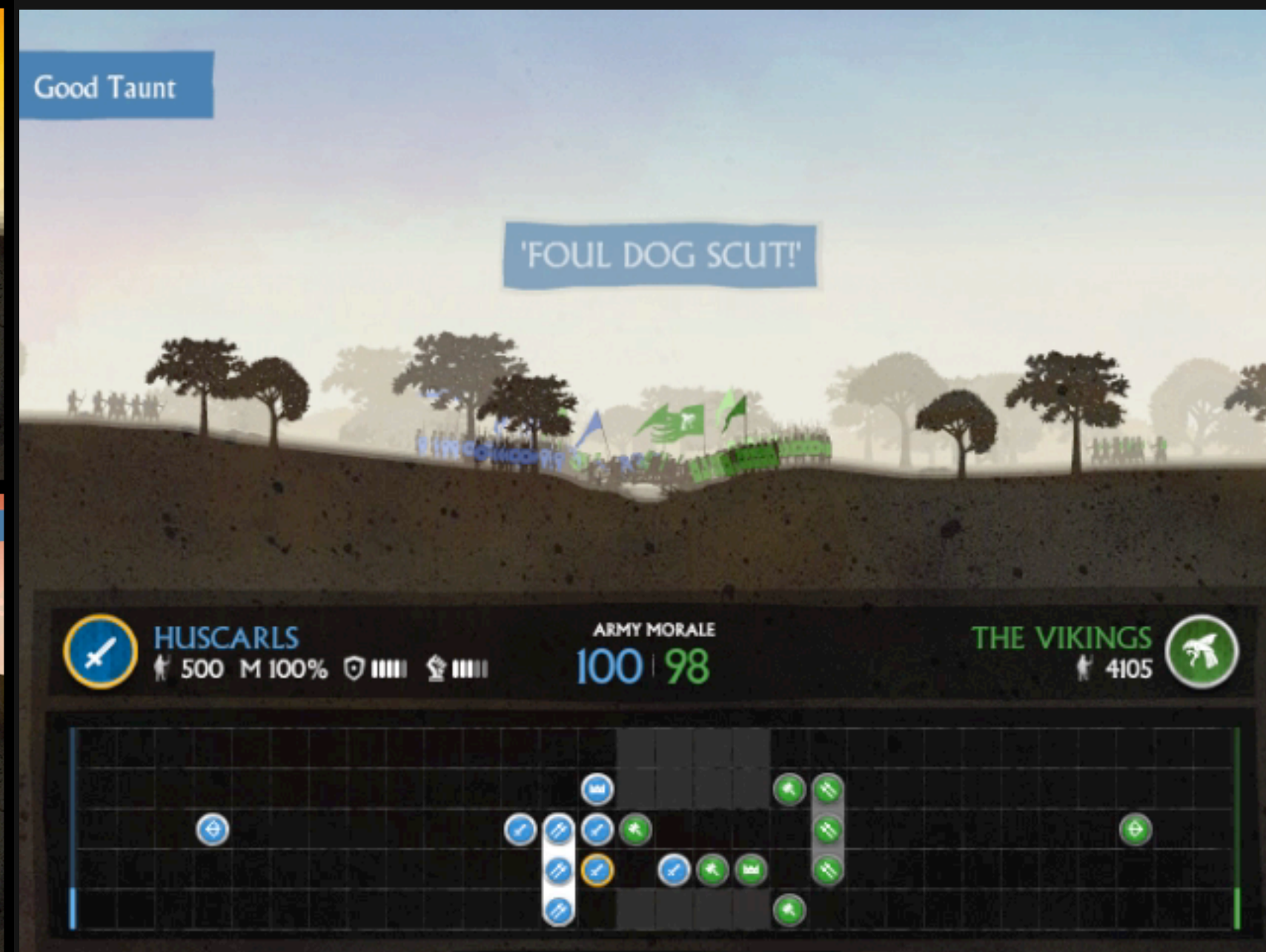
#4. Narrative

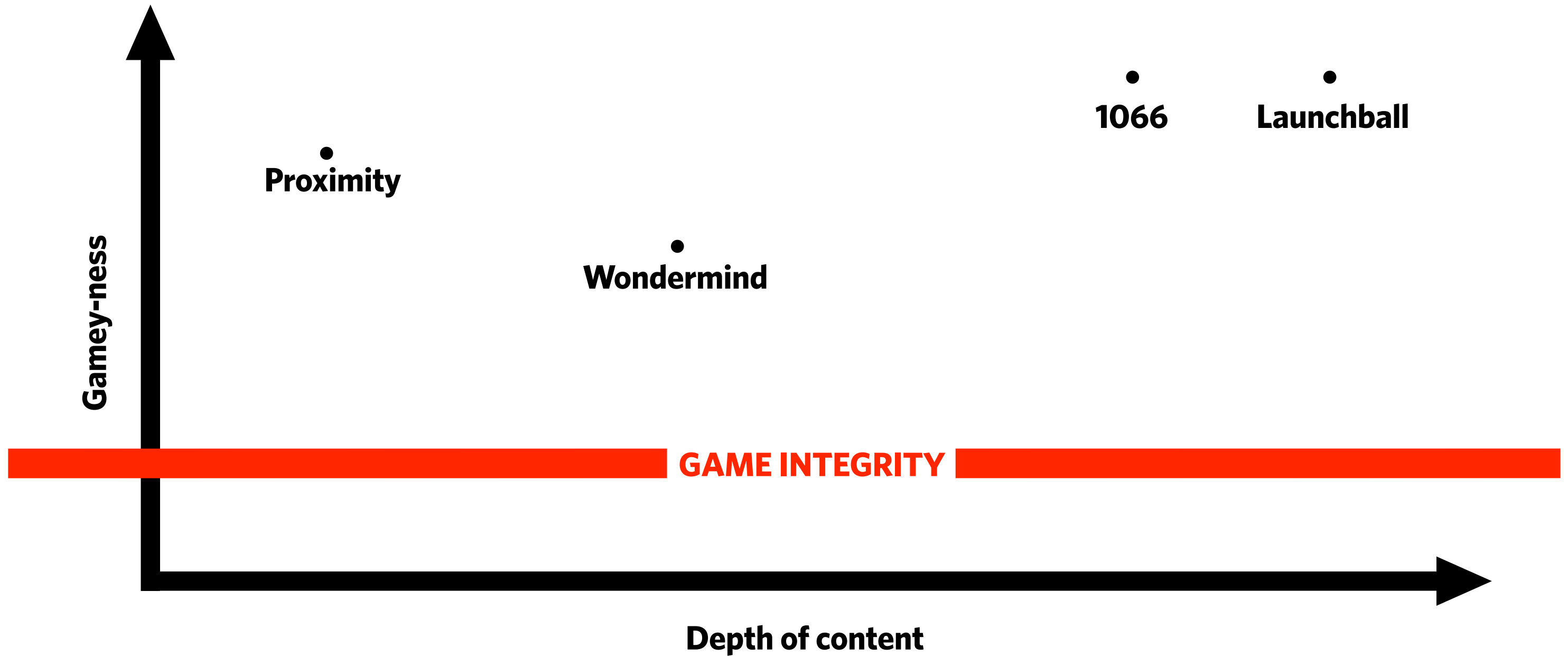
1066



1066

Preloaded





Take-aways

Find the magic
Objectives ~ content depth
Content *led* design
Must be fun

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