

Visual Design in Games

Today's lecture

Introduction

What is a game?

Are games Art?

Understanding visual Design

Thursday's lecture

What an image can hold?

Reality and Creativity

Creativity and Communication

Communication and Aesthetics

Thursday's lecture

Perception and Meaning

Solving a Design Problem

The Design Process

Thoughts on the Design Process

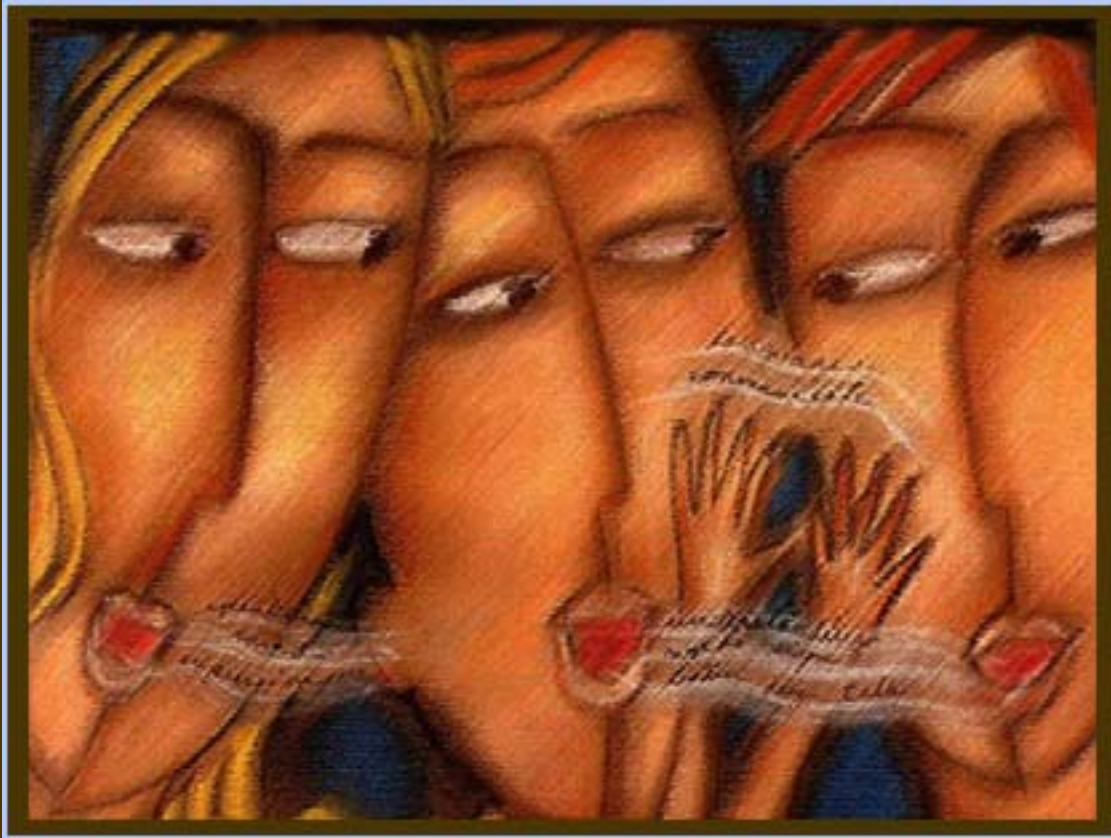
Introduction

Our main Theme is

The purpose of any visual medium is communication

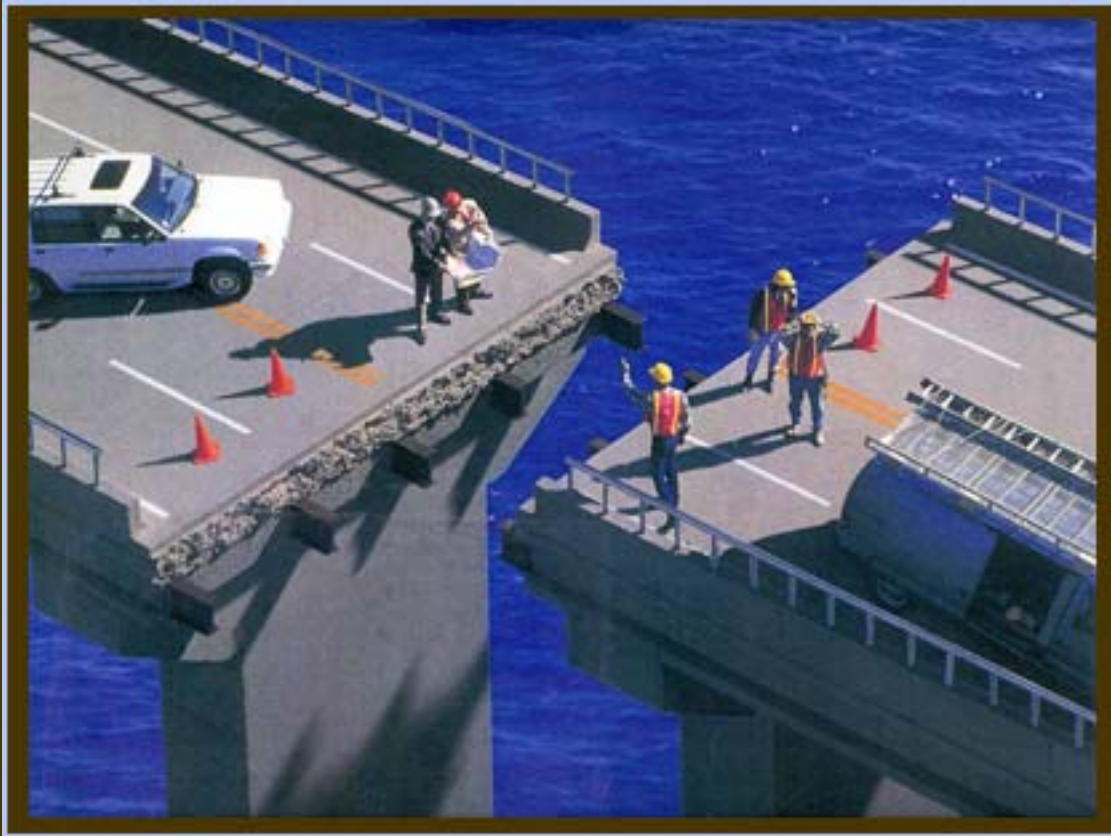
Visuals should add cohesiveness and continuity

Good visuals don't replace a good game idea



Isabelle Cardinal

The central purpose of any visual medium is communication



**Need to communicate effectively
...or else!**



**The instructive force is always at
work in games**



The Sims/ Image courtesy of Game Spot

**Intelligent use of visuals
communicate complex concepts**



Simcity 4/ Image courtesy of Game Spot

... and not so intelligent use of
visuals will hinder the experience

Understanding the Medium

What is a game?

What is a computer game?

Are games art or design?

What is a game?

Lets play 😊

Teams' Definitions of Games:

Team Bananas: A game is an activity which requires participants that make decisions. A game has various interactive components that is defined by goals and its primarily for entertainment.

Team jade Dragon Studios: a game is an entity with participants attempting to achieve objectives and make decisions that are defined by goals primarily for entertainment and enjoyment.

Team Killer Spork: a game is a peculiarly integrated product of the designer and the player in which participants make decisions according to the pursuit of goals, in a context defined by rules, resulting in a quantifiable outcome.

Team Danger Formula (Rocks) : A game is an activity with one or more decision-makers achieving objectives defined by rules, primarily for entertainment or enjoyment. (CORRECT)

Team Qwiybo (89 points): A game an objective-based entertainment with artificial conflict: it is filled with goals to achieve, exists in a separate reality, and is for enjoyment.

Game Definitions

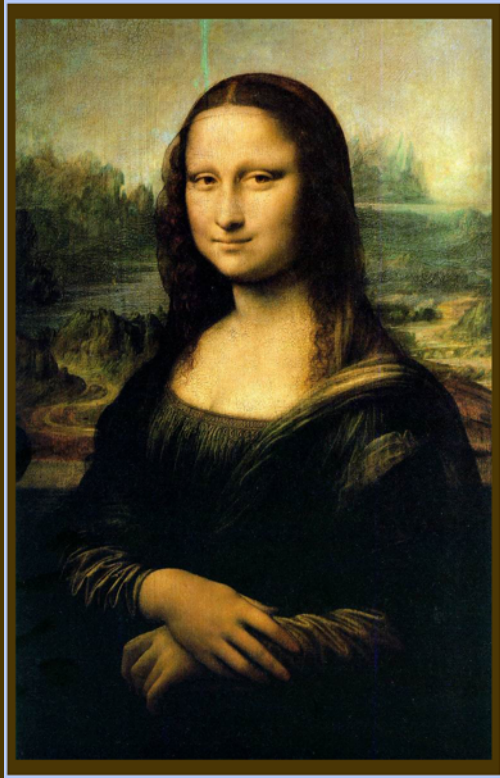
- *A game is an activity among two or more independent decision-makers seeking to achieve their objectives in some limiting context. (Clark C. Abt)*
- *A game is a form of art in which participants, called players, make decisions in order to manage resources through game tokens in the pursuit of a goal. (Greg Costikyan)*
- *A game is a system in which players engage in an artificial conflict, defined by rules that result in a quantifiable outcome. (Salen and Zimmerman)*
- **A closed formal system that subjectively represents a subset of reality. (The art of computer game design, C Crawford)**
- **Game structure is self-contained, its rules are complete and explicit, its various components and participants interact with each other directly and often in complex ways, and the game's environment is the peculiarly integrated product of the game designer's and the player's fantasy. In this game fantasy, only pieces of reality apply not entire models of nature or behavior. (game work, ken Mcallister)**



Are games art?

Andy Warhol

Does



Leonardo da Vinci

=



Half Life 2

?

Does



Umberto Boccioni
Unique Forms of Continuity
in Space

=



Solid Snake
Metal Gear Solid

?

Does



Claude Monet

=



Elder Scrolls IV: Oblivion

?

So...some computer games are art

CHAOSE
ZX Spectrum



Newer games can be considered art as well

Nintendogs
DS



Others are definitely not...

Big Rigs:
Over the Road Racing
Tech Info 2004



Understanding Visual Design

Design is an intentional action

Visual communication designer

That includes:

A method (design)

An objective (communication)

A medium of perception (vision)

Questions!

Review & Summery

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See you next class 😊