www.cs.vu.nl/∼eliens/serious/speak-design.html

serious gaming / design

reading(s)   challenge(s)

media game(s)
mechanic(s)   issue(s)

play / tribe(s) / network(s) / identity / flow(s) / search / cycle(s)

it's all in the game

let's be serious!
topical media & game development

it's all in the game

game play

it's all in the game

question(s) / answer(s)

... problem(s) of (y)our time(s)!?

answer(s)

what is the moral value of science?

answer(s)

what is the relation between reality and perfection?

answer(s)

what is the relation between fashion and death ?

it's all in the game

procedural rethoric(s)

it's all in the game

interaction mechanic(s)

it's all in the game

challenge(s)

it's all in the game

incentive(s) & feedback

it's all in the game

social play

it's all in the game

sensor(s) & actor(s)

it's all in the game

temptation(s) & seduction(s)

changing behavioral pattern(s)

perspective(s)

first person experience

identification & immersion

games are fun!

mini game(s)

narrative context(s)

interaction graph(s)

game design

avatar / challenge / game space

education / health / civic order

invitation / interface / message

think visual!

it's all in the game

- **preparation(s)** – invite player(s)
- **space(s)** – create world(s)
- **mechanic(s)** – define interaction(s)
- **challenge(s)** – set goal(s)

- **skill(s)** – fix requirement(s)

project utopia

experience / design / create / reflect

ludeme(s): communication(s) media

hit the vanity metric(s)/index!

design

gamification(s)

point(s) level(s) badge(s) leader-board(s)

nudge(s): branding(s) ⟨ mechanic(s)

serious gaming / design

reading(s)   dynamic(s)

media game(s)
mechanic(s)   issue(s)

play / tribe(s) / network(s) / identity / flow(s) / search / cycle(s)
twinkle(s) / difference(s)

design(s)
        role(s)
                challenge(s)
                        experience(s)

design
/ gamification(s) / mechanic(s) / resource(s)