

## Chapter XVI

# Case Study in Game Design

The global game industry expects substantial growth in the next decades. Massive multiplayer online games (MMOG) are expected to skyrocket from the \$3.8 billion reported in 2006 to \$11.8 billion by 2011 (Olausson, 2007). The video game industry is expected to grow at an annual rate of 9.1%, or from a \$31.6 billion in 2006 to \$48.9 by 2011. Serious games are the new growth area. These games are reportedly not for entertainment purposes and are being developed by and for industries such as government, education, health, and business (Scanlon, 2007). Given these figures, the role of game design will have global implications for groups of people around the world. Therefore, design and development must meet the challenges of this technological revolution.

<i>Project goal:</i>	Add-on
<i>Design goal:</i>	Adding on to an existing video game design
<i>Target Audience:</i>	Youth; ages 12-18; US, China & Japan (specialized)
<i>Production stage:</i>	Preproduction

In an Add-on, additions are made to existing products. The goal could be to enhance the design or make the product more culture-specific. The objective here is to evaluate what exists in the design and use CBM as a guide in adding on to the

pre-existing design. The reason for this add-on is to revamp the video games design into a more comprehensive culture, integrate human emotions into characters, and make real the virtual.

This example is stylized after a commercial film that became a video game.<sup>1</sup> The best way to demonstrate an add-on is to build a CBM guide. Therefore, several examples of what may be included are demonstrated.

**Step 1:** *Determine the areas of the ID-TABLET that will be used for the project. Begin by reviewing the guiding questions in Chapter III (under Add-On). In any area where the answer is yes, that area of CBM should be considered. This process might proceed as follows:*

**Inquiry: Does the project need monitoring for design and development issues?** In determining the answer to this question, work with the Inquiry area. Review the Inquiry questions briefly. Read the following Genre questions: I1a. *What ICTs are being used and why?* and I1b. *Which ICTs are more effective given the content?* These questions are relevant and acceptable for use in the project. The next set of questions under Framing asks the following: I2a. *Who is the target audience?* and I2b. *How is the content presented to the target audience?* These questions are needed to keep the project focused. Review the questions under Omission that ask the following: I3a. *What has been intentionally omitted and why?* This selection of questions is important to providing a balanced design, so they are acceptable. Next review the questions for Backgrounding such as: I4a. *What has been backgrounded?* This is a relevant question because what ever is hidden in the design is important to determining whether bias exists. Review the Foregrounding questions like: I5a. *What is emphasized and why?* In maintaining an objective design this question is needed and the other questions under this design factor. Finally, review the Visual representations questions: I6a. *How do the visual representations frame the product?* Given that game design is mostly about the visuals, the questions in this area are definitely needed.

**Development: Have all the problems been solved?** Review the Development area. All of the design factors in this area need revisiting at some point in the project; therefore, all areas of Development are valid.

**Team: Will the team have to be trained or replaced?** Review the Team area. In this add-on, a culturally sensitive team is needed.

**Assessments: Does the project need evaluating or re-evaluating?** Review the Assessments area. Determine and gather any assessments that were conducted on the project during any aspect of the previous production. If this applies, the assessment may need to be re-evaluated.

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