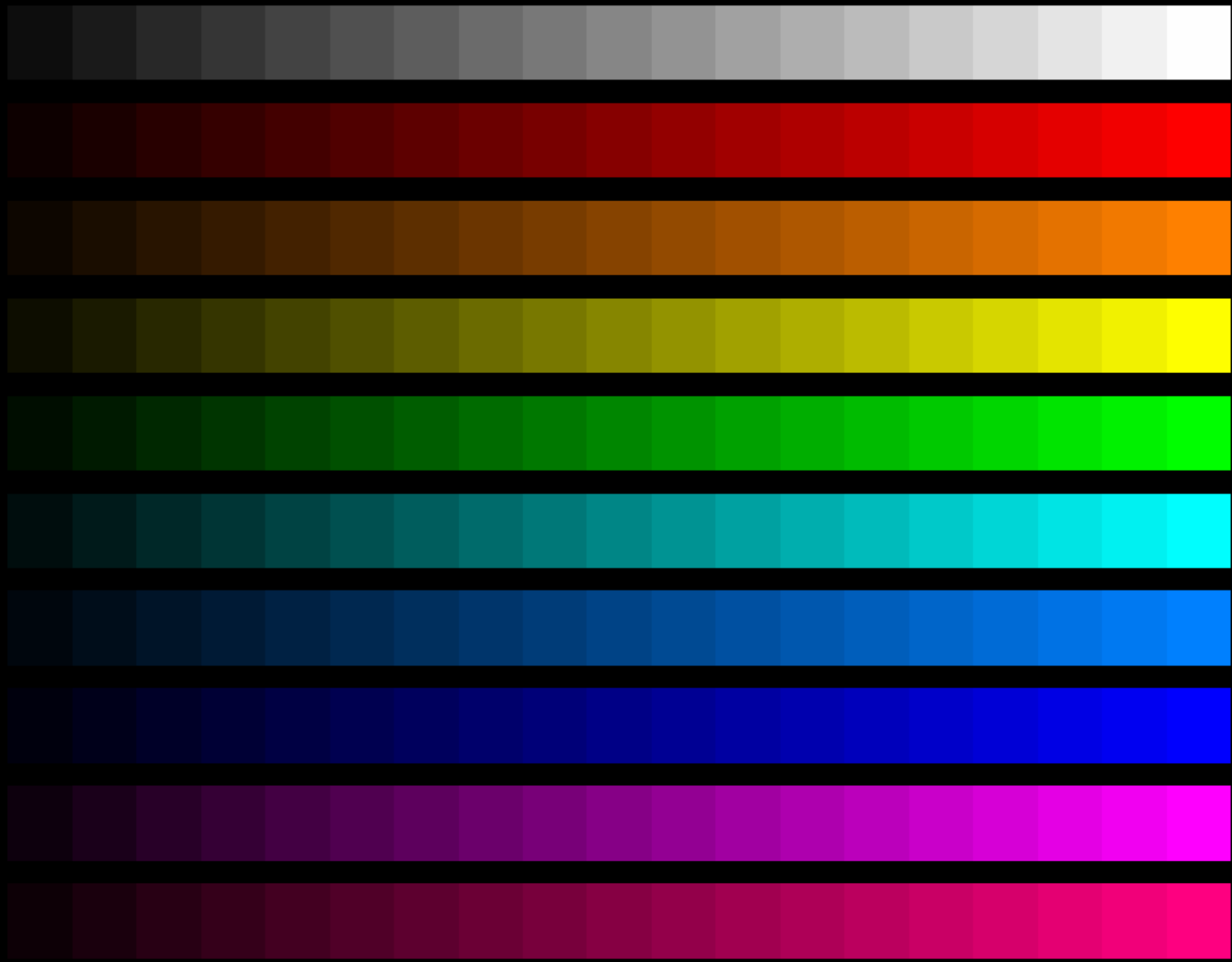

The Three Circles of Community

Social Connections that Extend Beyond the Game

by Mark Terrano

1st World Game Culture Conference

Taegu, South Korea

26 October 2007

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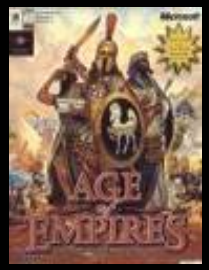
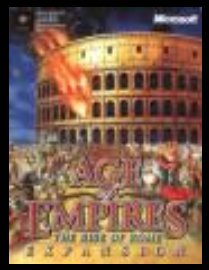




I have made creative content for a few popular PC games, launched a console or two, lectured on 5 continents, and helped developers realize *their* creative vision on the Xbox and Xbox 360

XFEST
GameDevelopers Conference
agdc
Define the Future KGC2 Korea
WCG WORLD CYBER GAMES
SGDA 上海市多媒体行业协会 游戏开发者专业委员会 Shanghai Game Developers Association
Gamefest

I am currently the design director and a founder of a small independent game studio: Hidden Path Entertainment

www.HiddenPath.com

The First Decision

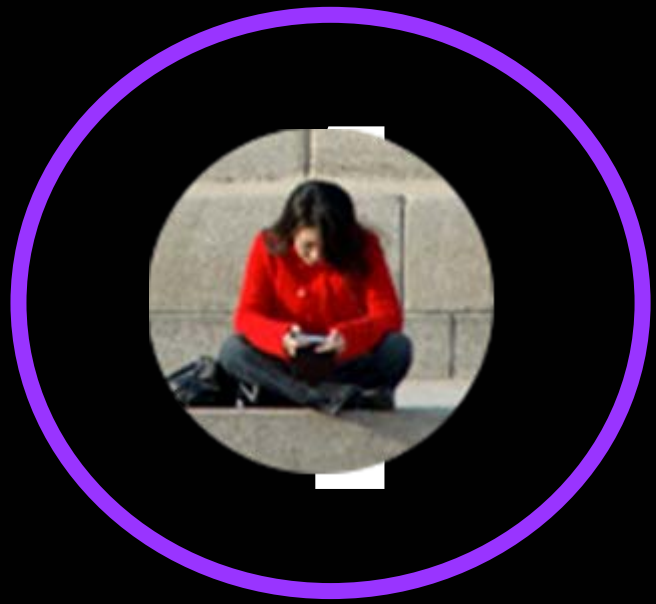
I want a specific experience
나는 특정한 경험을 원한다

I want to play with my friends
나는 친구들과 함께 플레이하고 싶다

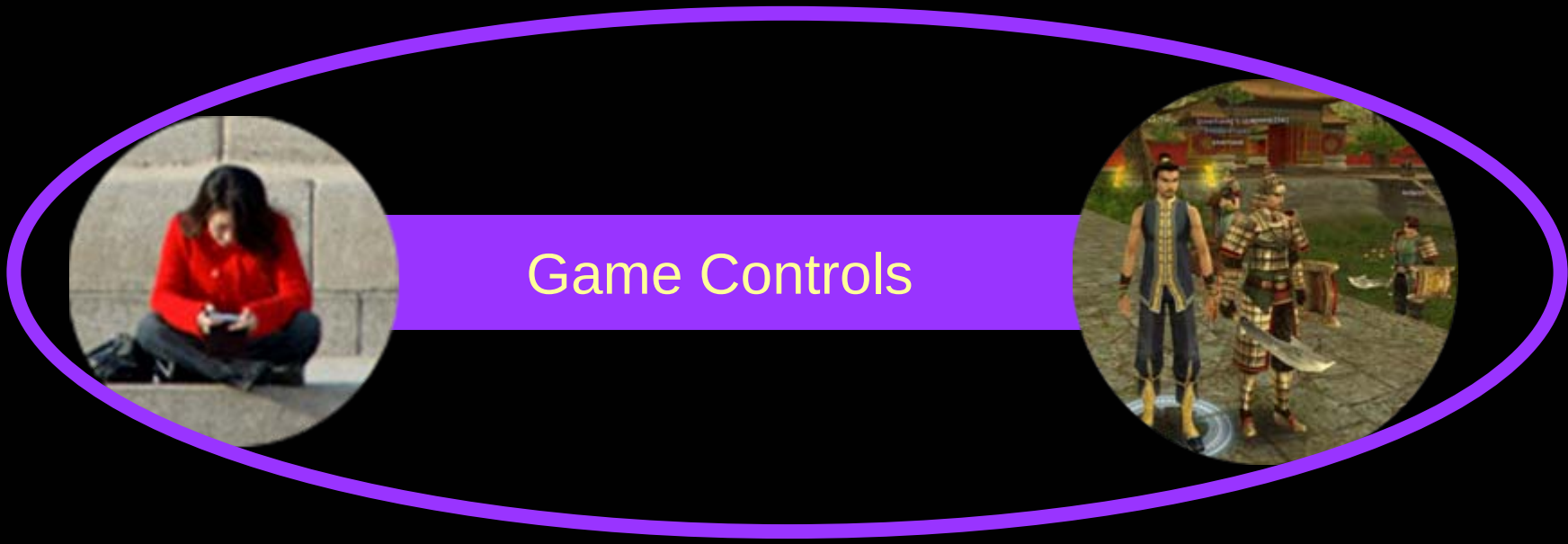
I want a specific experience
나는 특정한 경험을 원한다

The first circle

플레이어와 게임
The player and the game



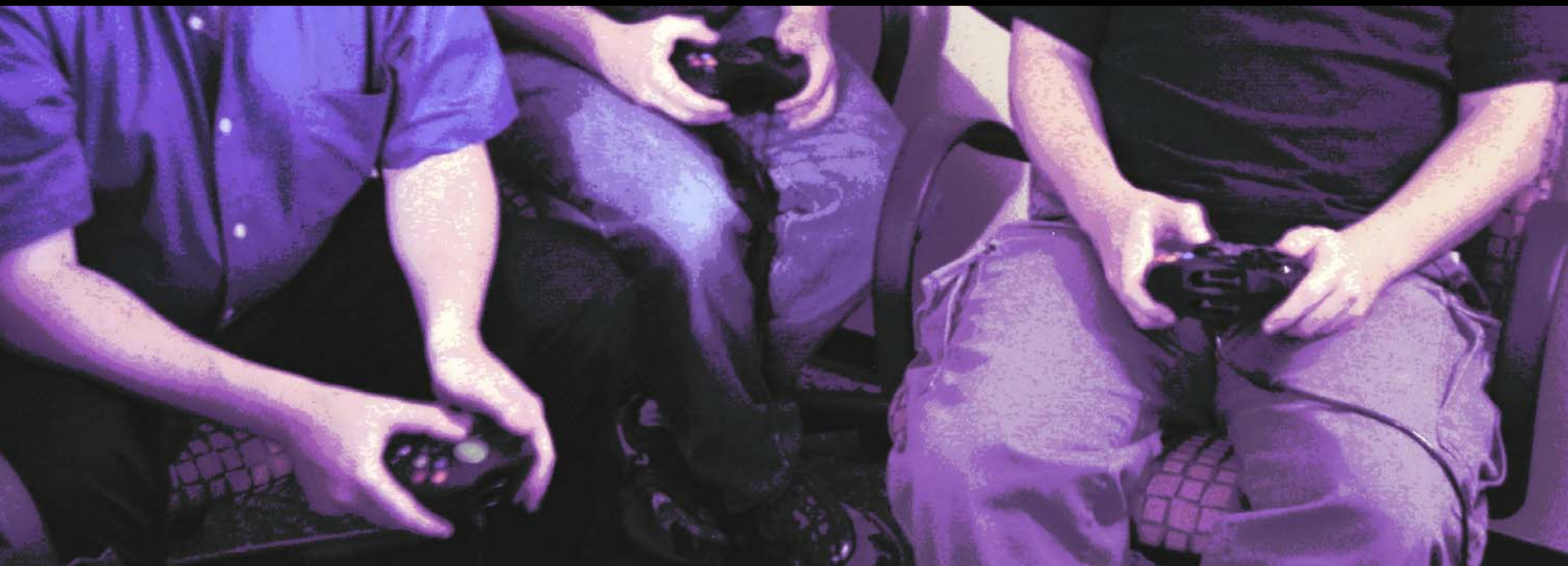
플레이어와 게임
The player and the game



The relationship between the player and the created world is mediated by gameplay

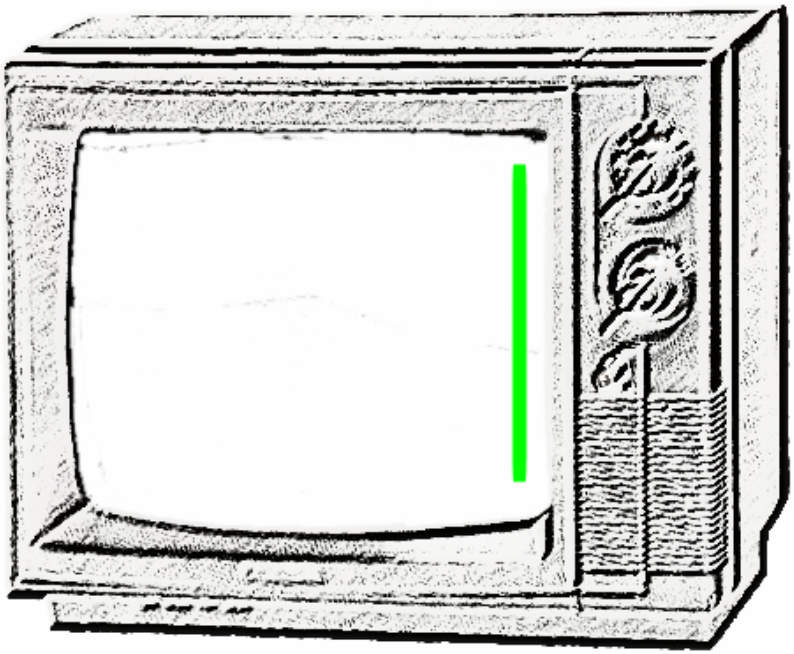
Our physical connection to the game is through the controller or keyboard.

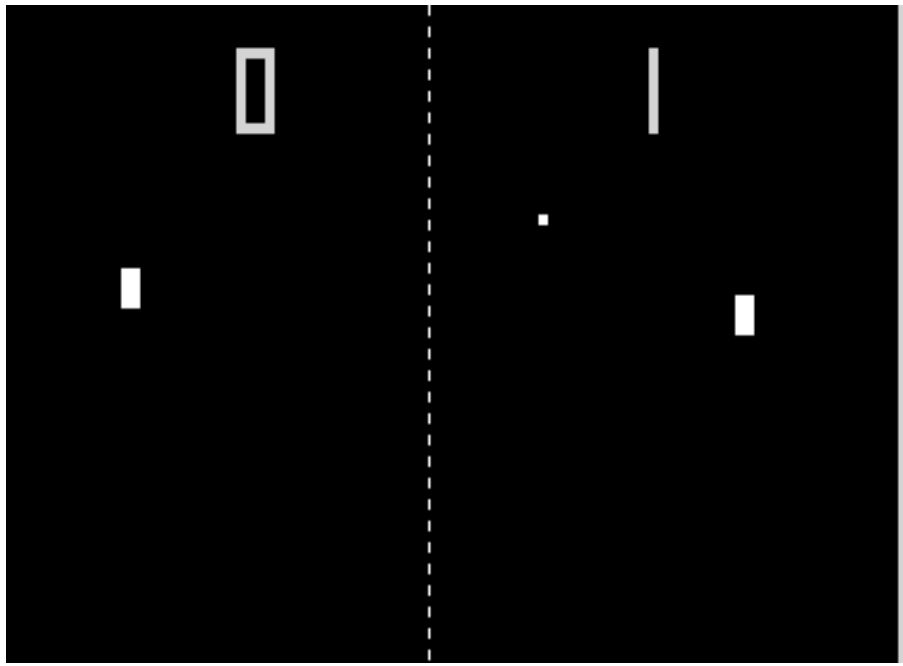
Navigating through the world, manipulating objects, these are fundamental interactions with the world.



A brief history of gameplay as revealed through Topology not Chronology

At first, all videogame interaction was defined to a tiny area on one side of the screen





As simple as this interaction seems now, at the time it was the hot subject of strategy guides

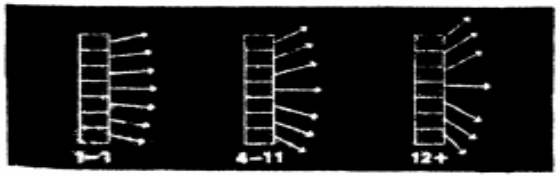
Playing PONG to Win

by David Ahl

First you should understand that Pong is merely a miniature "computer" attached to a TV screen. The behavior of the ball and paddles is permanently programmed into the "computer" or PC board. If X happens, Y will result. Simple. No luck involved. No body English. No spins on the ball. Understand the algorithms and you can win the game.

The Paddle

The Pong paddle seems to be a single unbroken surface. Many players believe it can impart a spin to the ball as in actual ping-pong or tennis. Wrong. The paddle actually consists of seven sections. Each section returns the ball at a predetermined angle, *no matter what the angle of incidence*. The middle section returns it horizontally, the end sections at the greatest angles. The others are in between. Try to set your paddle for a return as soon as possible and fine tune it on the final approach of the ball.

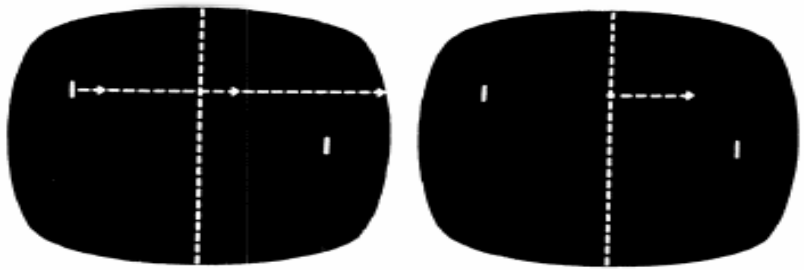


The Volley

The ball may seem to speed up with every volley. It doesn't. But it does speed up on the fourth and twelfth

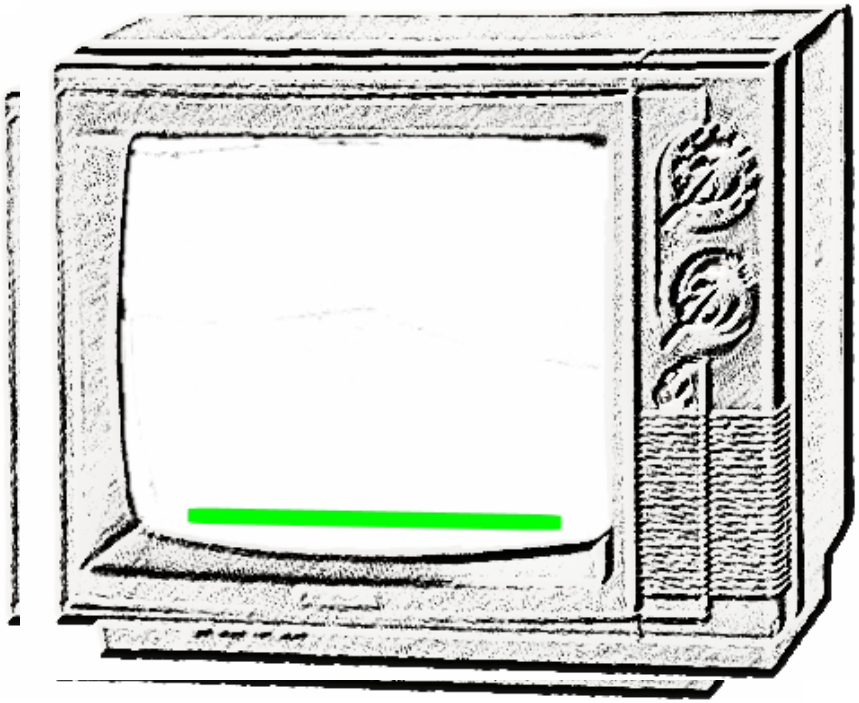
The Serve

The person who misses a point always receives the next serve. (On some earlier Pongs this algorithm was reversed, i.e., person who scores a point receives the next serve). You can predict where the serve will come from by simply imagining the screen wrapped around a cylinder with a second screen in back that you can't see. If the ball went off the screen fairly straight, it will appear from a continuation of the same path it was tracing. If it went off at an angle, it will bounce against the edge of the invisible screen on the other side of the cylinder and reappear at the new (opposite) angle. If you miss an angular serve, the next one will approach slightly higher or lower (unless the angle was exactly 45° in which case it will come from the same point).

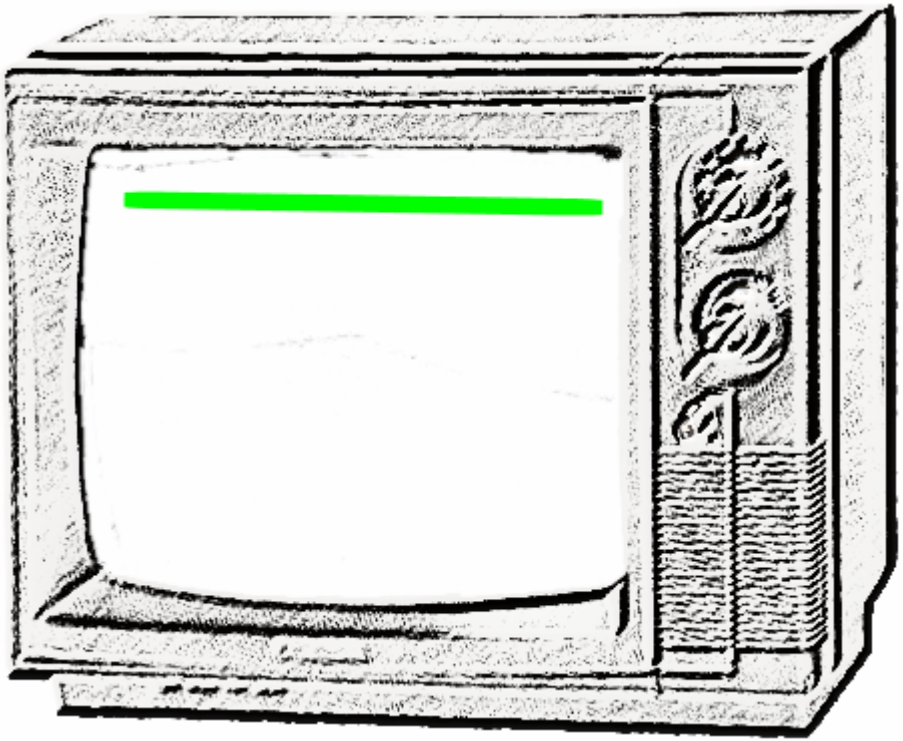


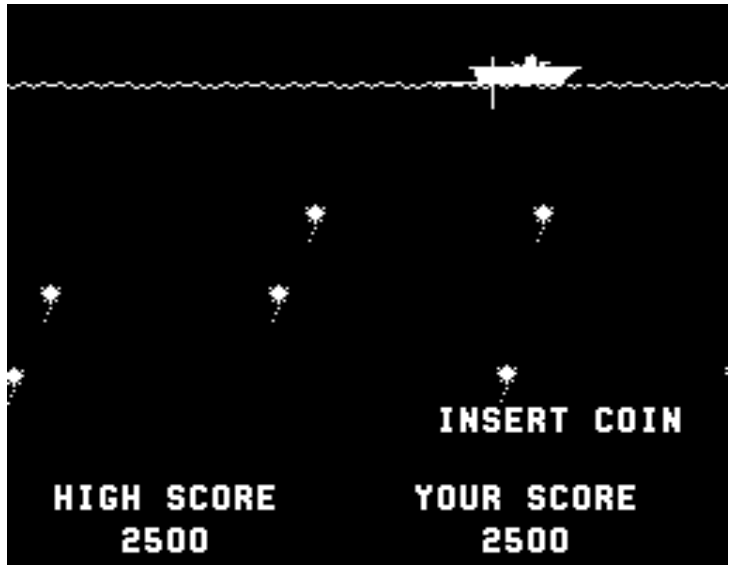
Now go hustle your friends. And if they want to know how you got so good all of a sudden, tell them to subscribe to *Creative Computing*.

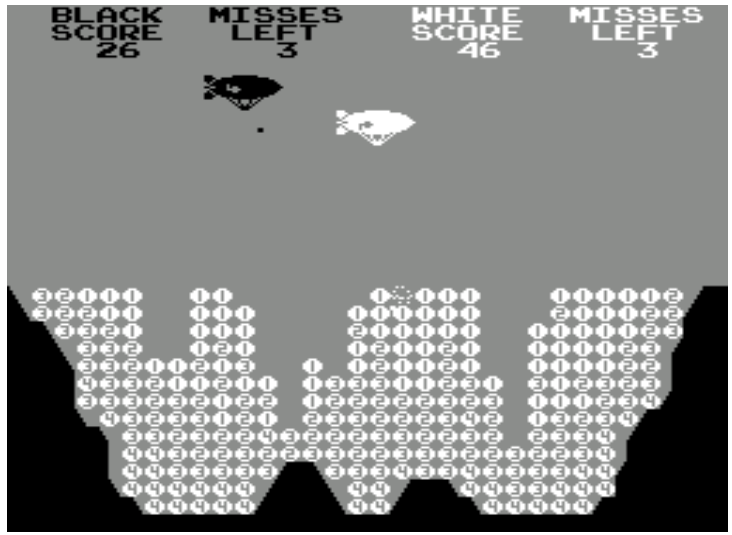
Moving that tiny area to the bottom opened up an entirely new set of games and experiences



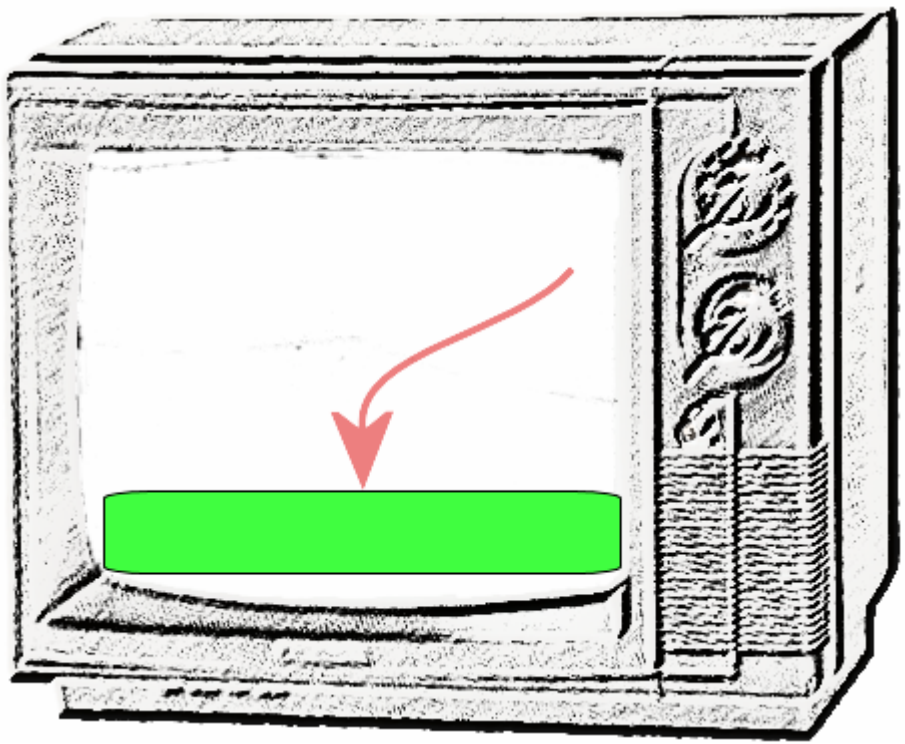
Or you could flip it to the top…

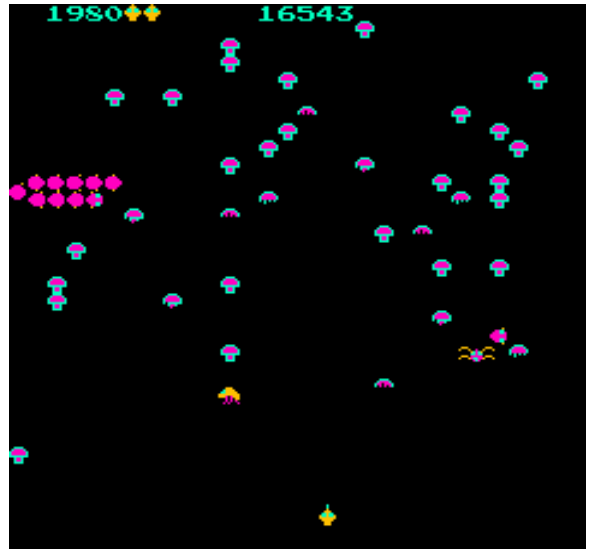


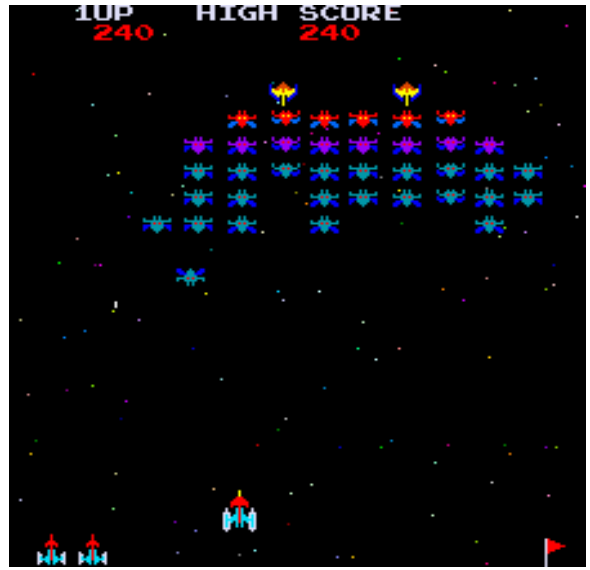




Even a small change - adding just a little vertical movement to the horizontal area…is a dramatic change to gameplay

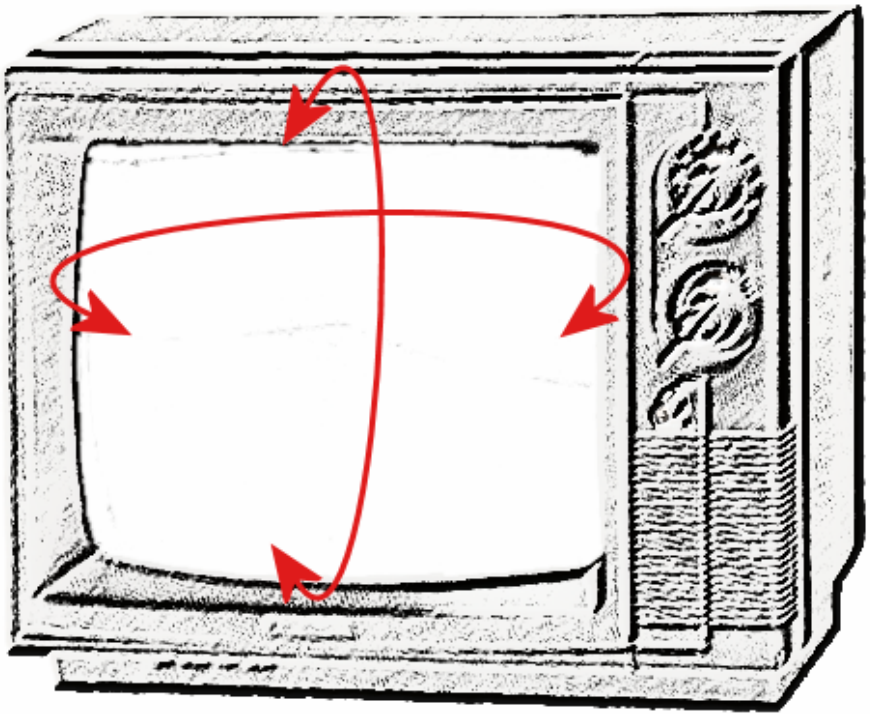


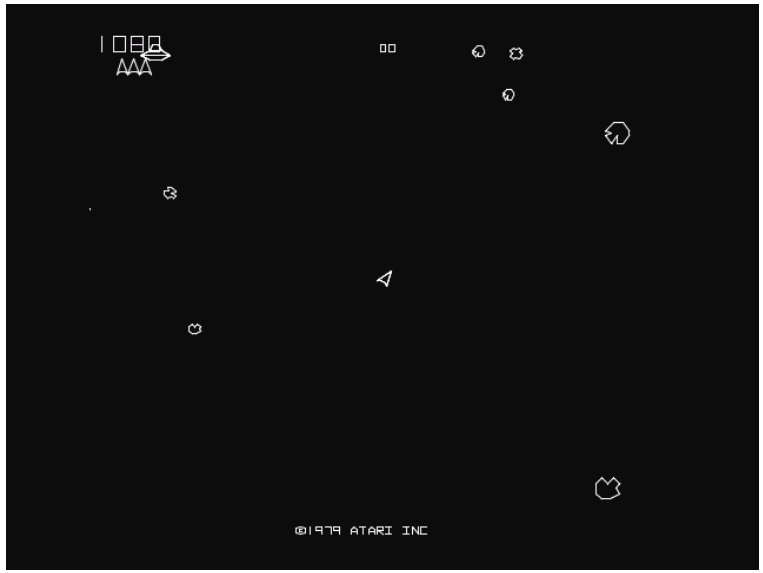




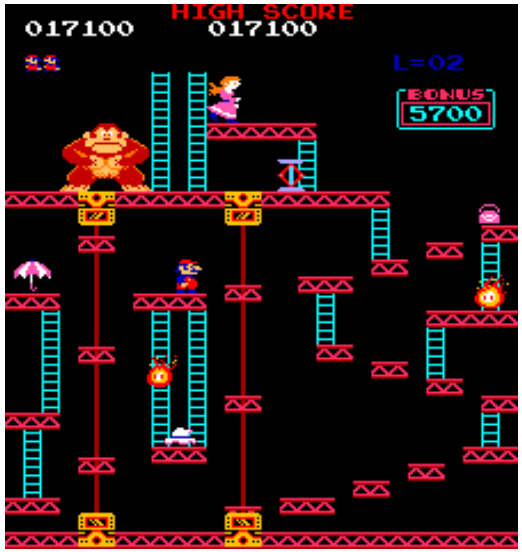
그놈은 멋있었다
자동판매기

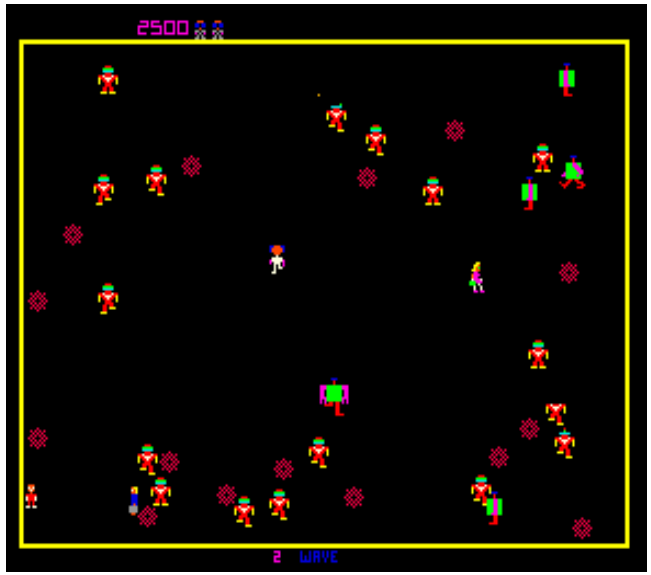
Adding horizontal and vertical wrapping of enemies and players added entirely new experiences

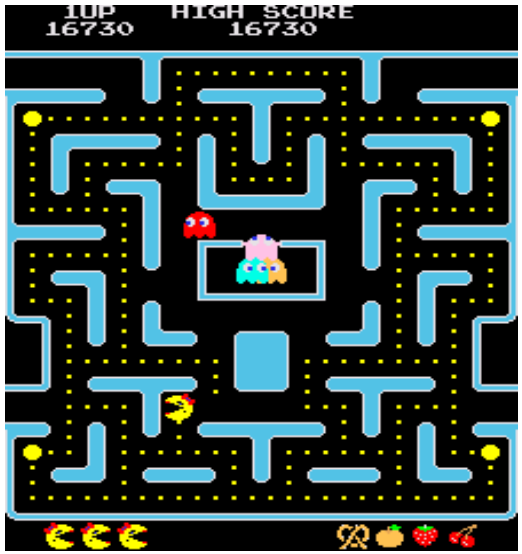


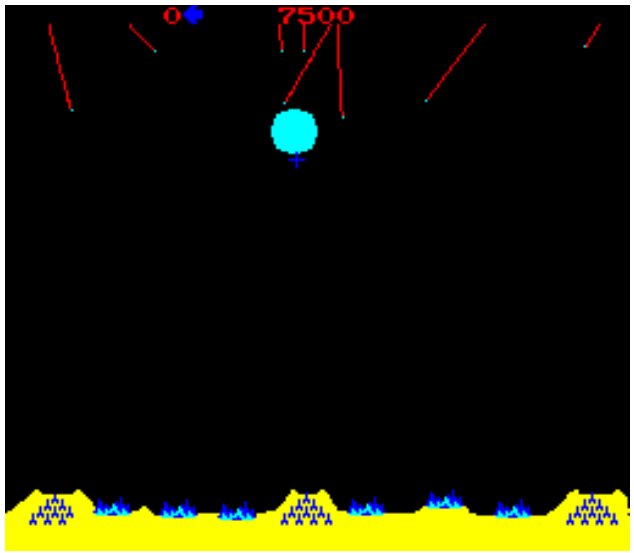


It seemed that we could fit a whole world of interaction into a single screen



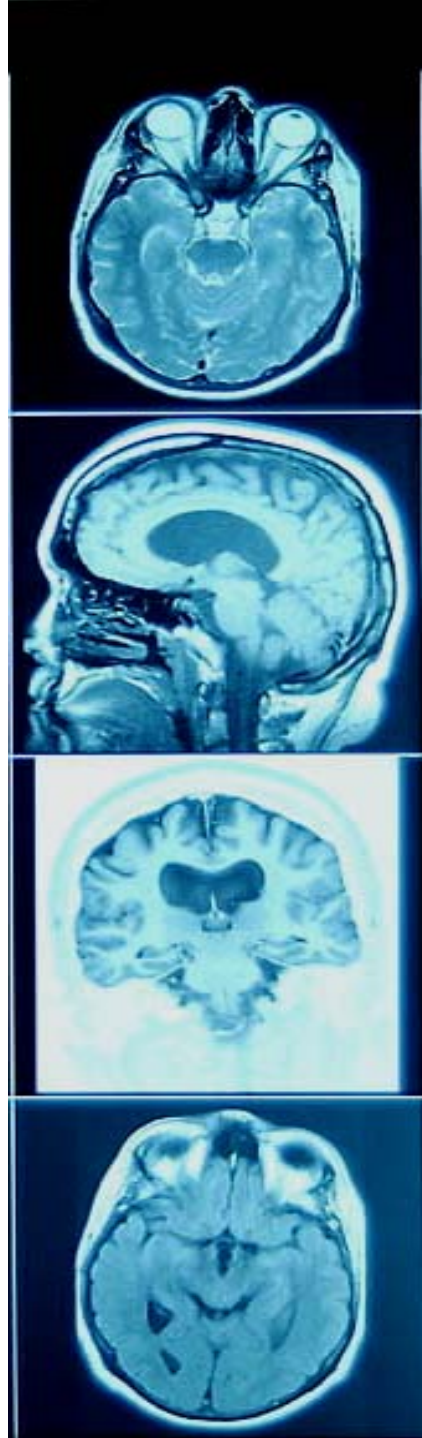




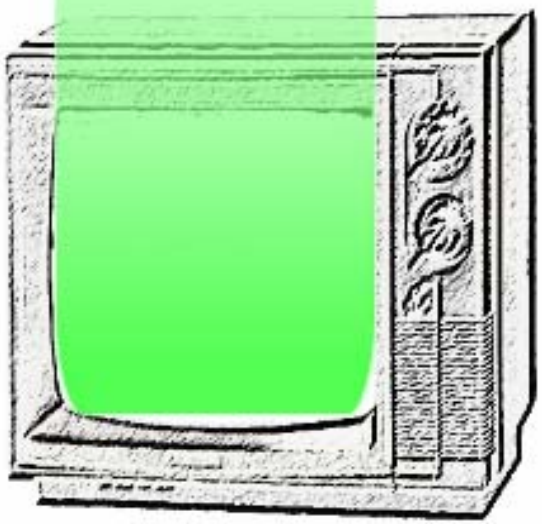


With all of the decision-making information constantly displayed to the players, the action is *by necessity* just as fast and furious as the user can think and react.

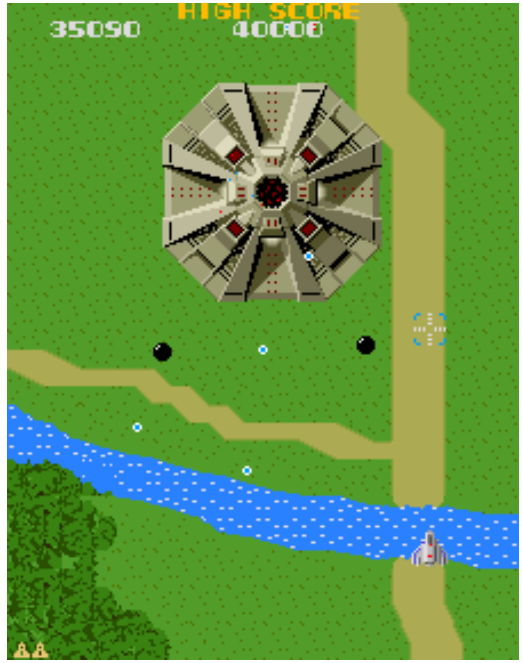
To *expand the experience* we have to *expand the playfield*

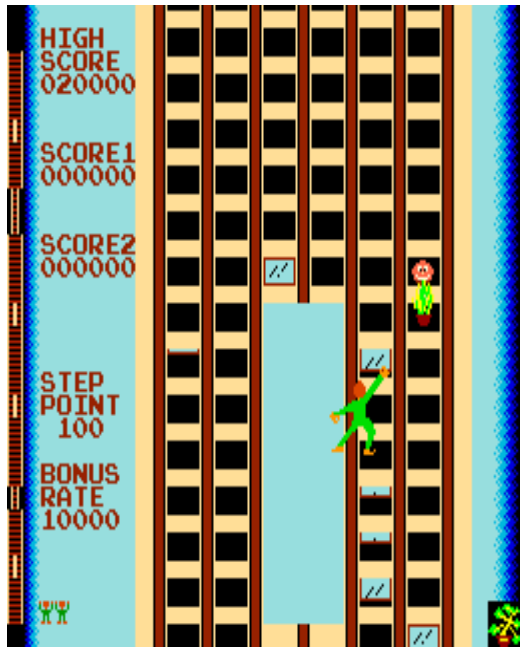


Vertical



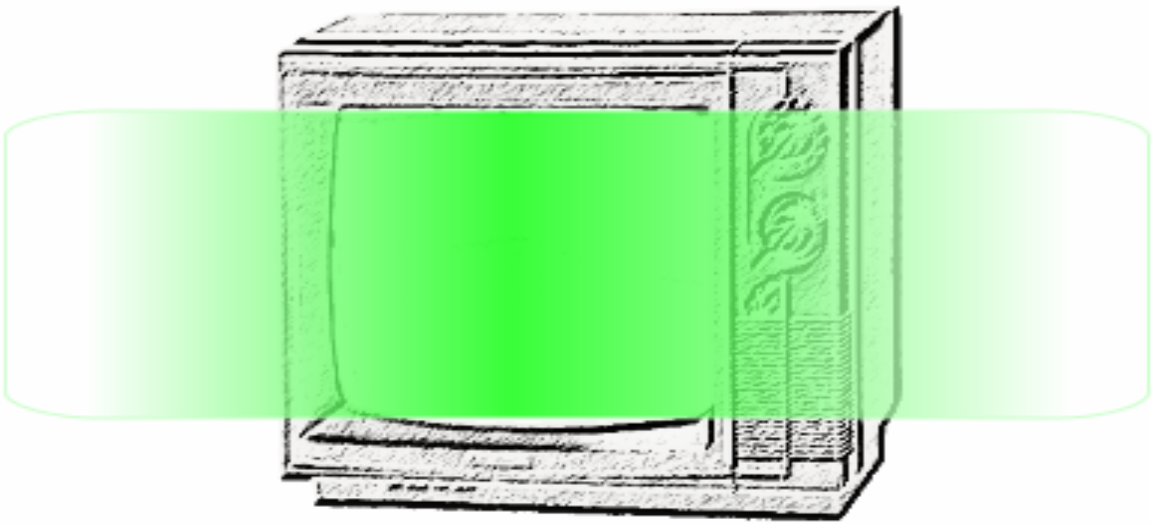
TIME 093
YOUR SCORE 004
TOP SPEED 035
GEAR 1
NOVICE


HIGH SCORE
35090
40000


HIGH SCORE 020000
SCORE1 000000
SCORE2 000000
STEP POINT 100
BONUS RATE 10000

TOP 12000
TIME
LAP 24"28
SCORE 3760
95
SPEED 189mph
DIG DUG
POOKA

Horizontal



HI-SCORE
10000
1' UP
1460
2' UP
0
COIN 8 ROUND 1 4 2

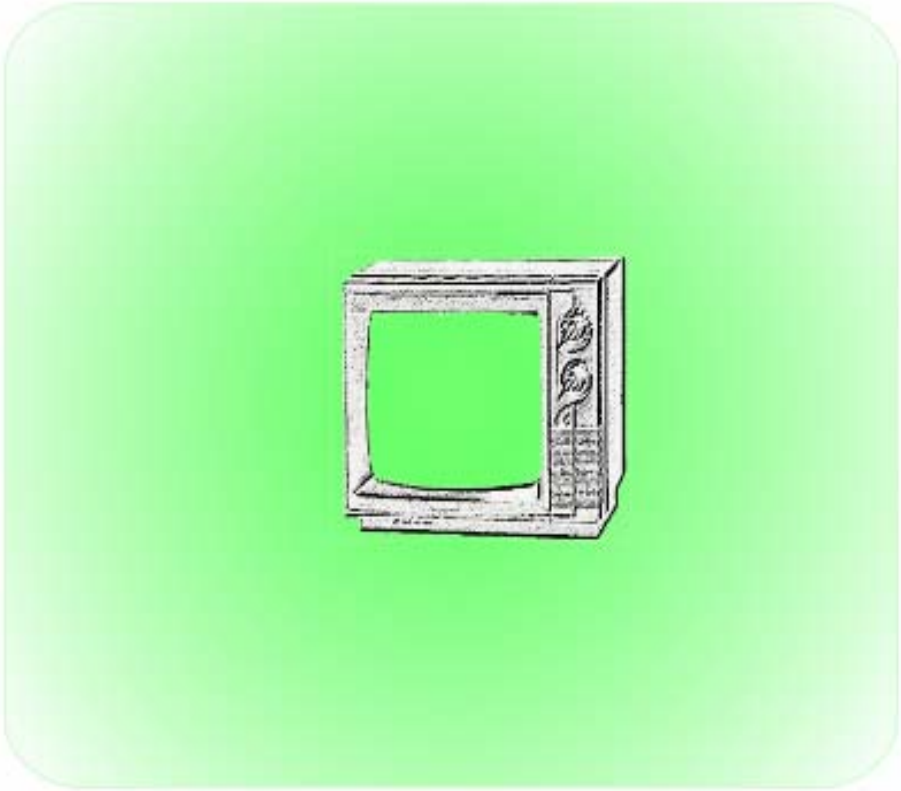
150

BEAM
23000
HI- 174500

SCORE
1P RUS 6200
WORLD RECORD
1ST &m90 EEE
2ND &m77 FFF
3RD &m43 GGG
1ST 1P RUS
2ND
3RD
4TH
QUALIFY
1ST TRY
2ND TRY
3RD TRY
6m00
LONG JUMP
51°
SPEED

1UP
10200
MAN 2
HIGH SCORE
30000
2UP
00
MAN 0
BULLET
BULLET 0
LIFE
TIME 94

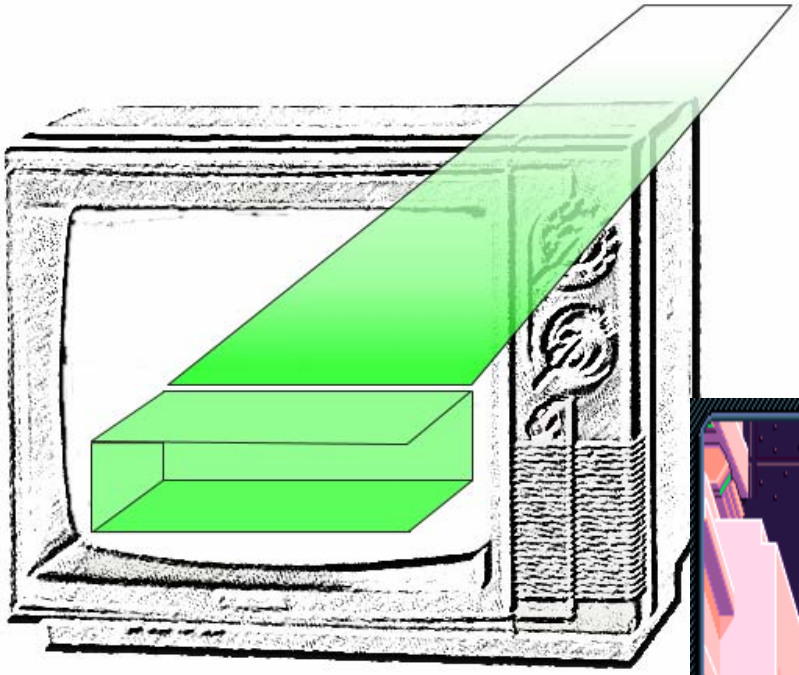
A map that moves in all directions:
Wizard needs food, badly

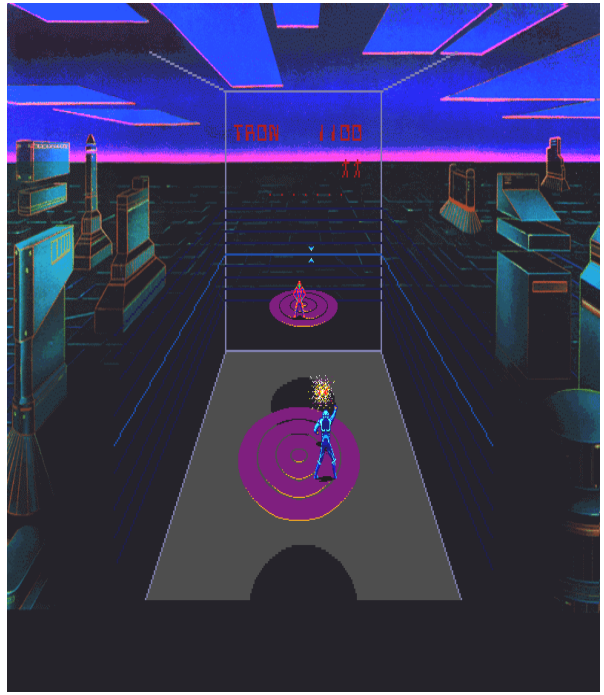


Of course, other genres such as management simulations and real time strategy games also required this topological breakthrough.

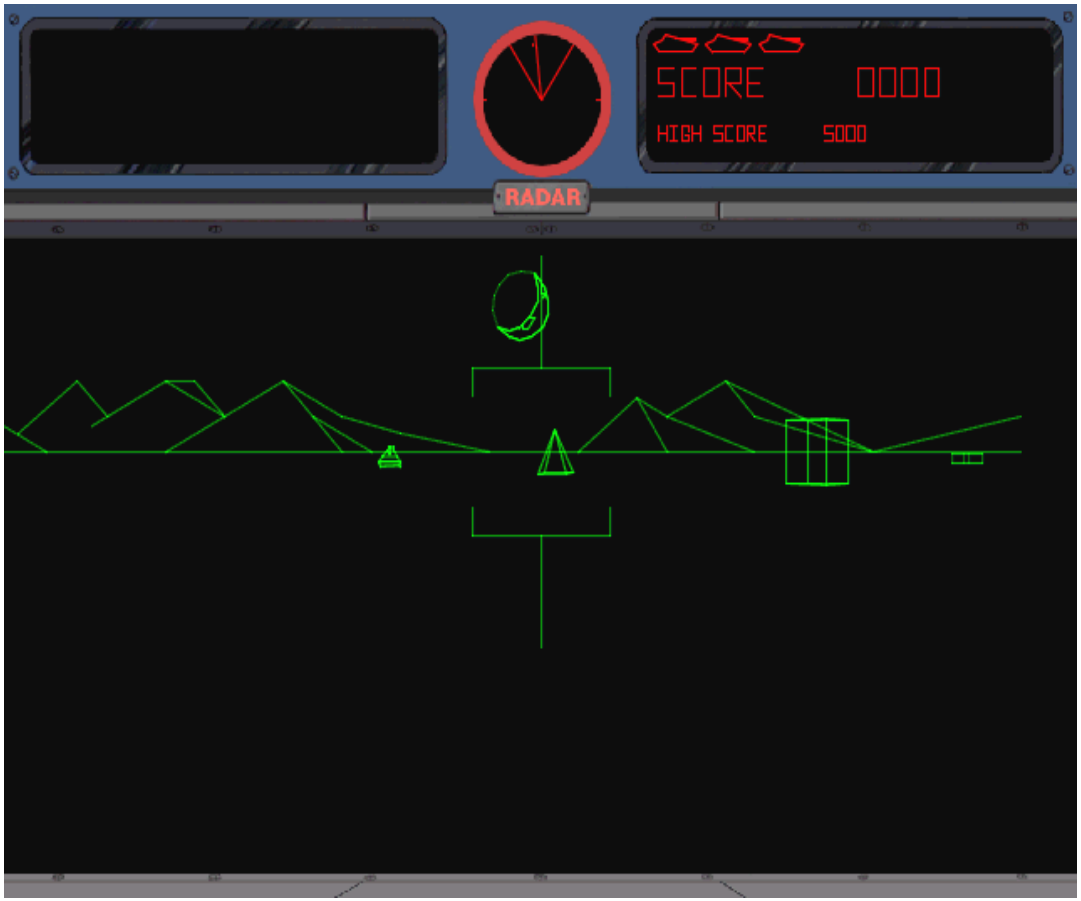
Adding Height

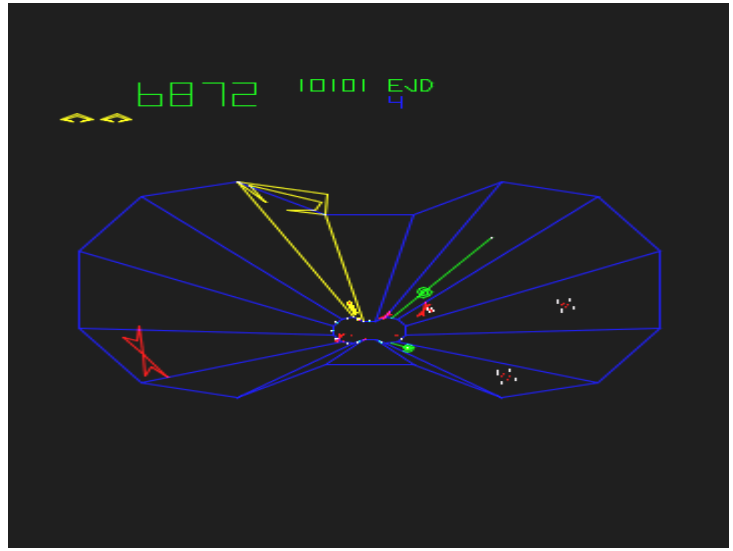
(Or the illusion of height at least)

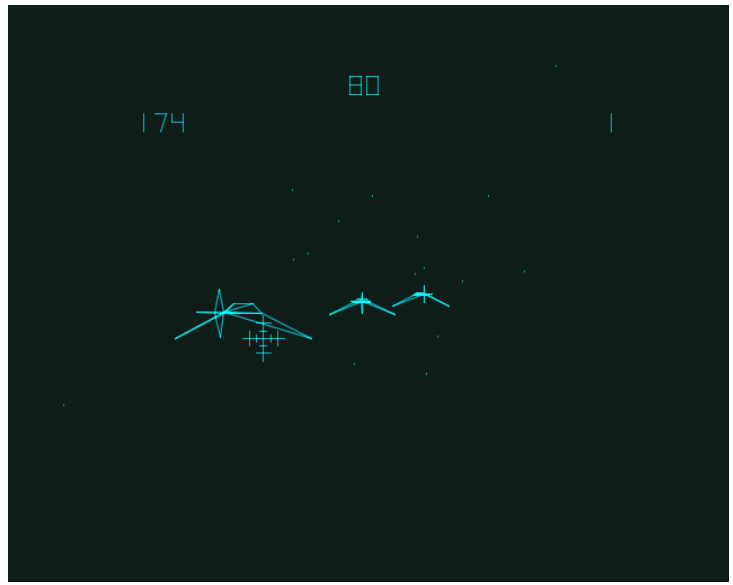




The Third Dimension







xbox
www.xbox.com

xbox
www.xbox.com

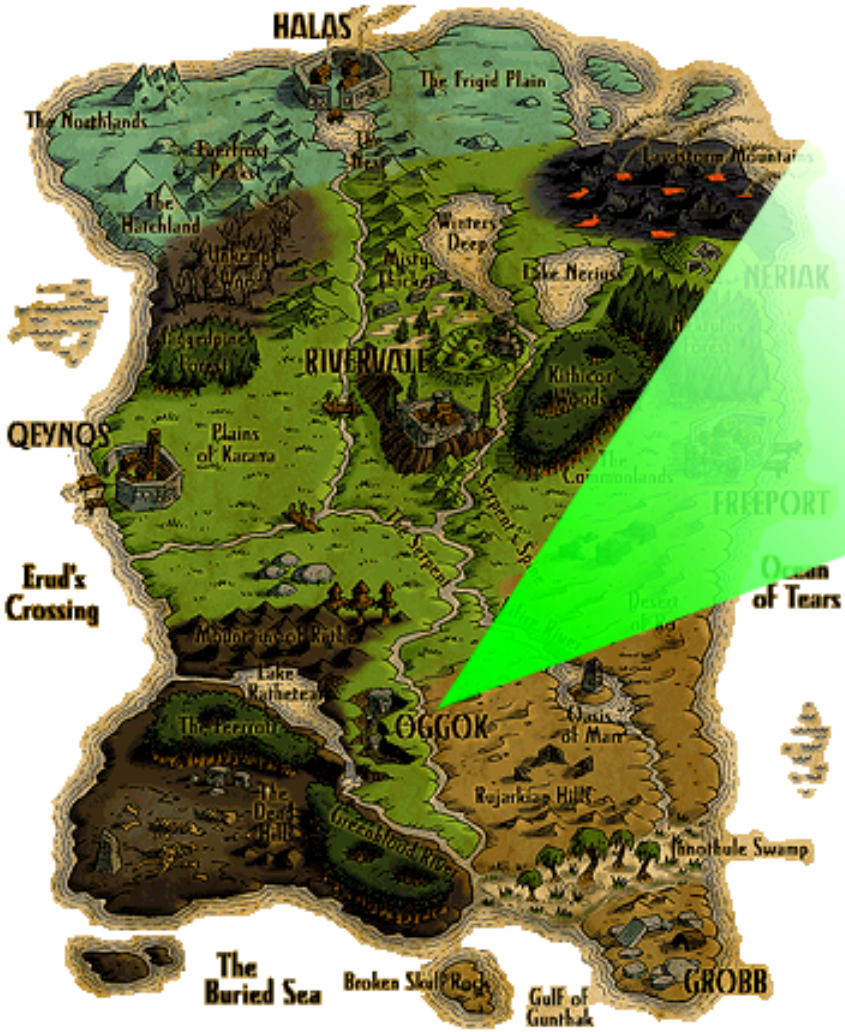
xbox
www.xbox.com

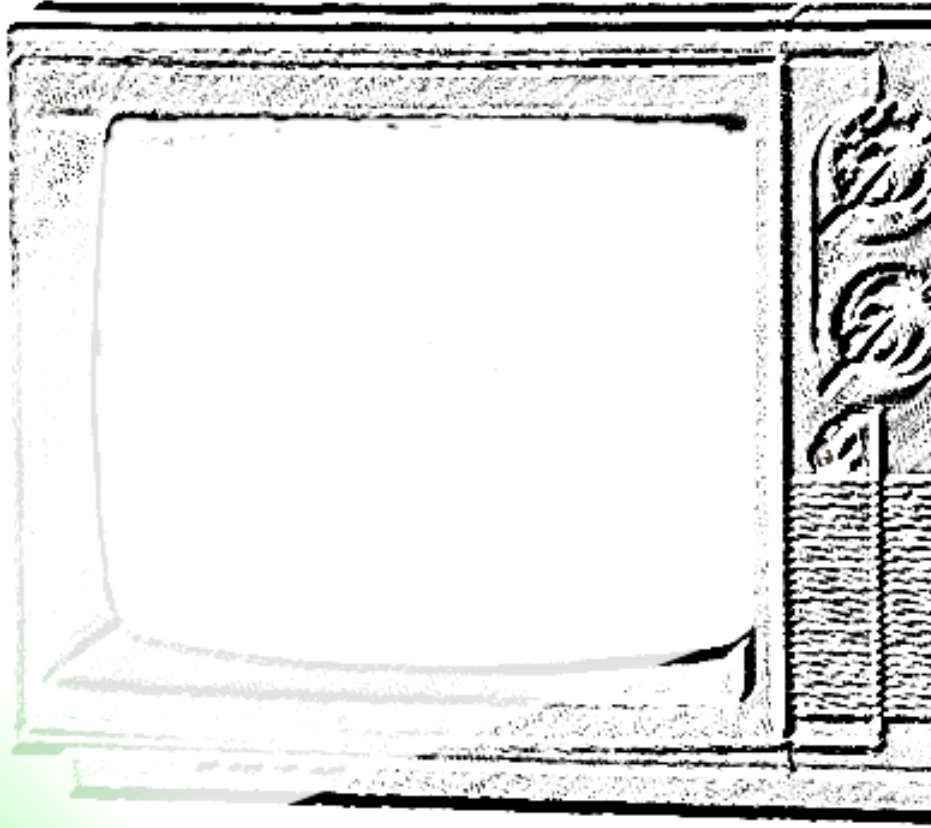
xbox
www.xbox.com

On ground level
Above Tommy's head
Police Bribes

www.gta-junkies.com

Maps are now effectively infinitely huge.





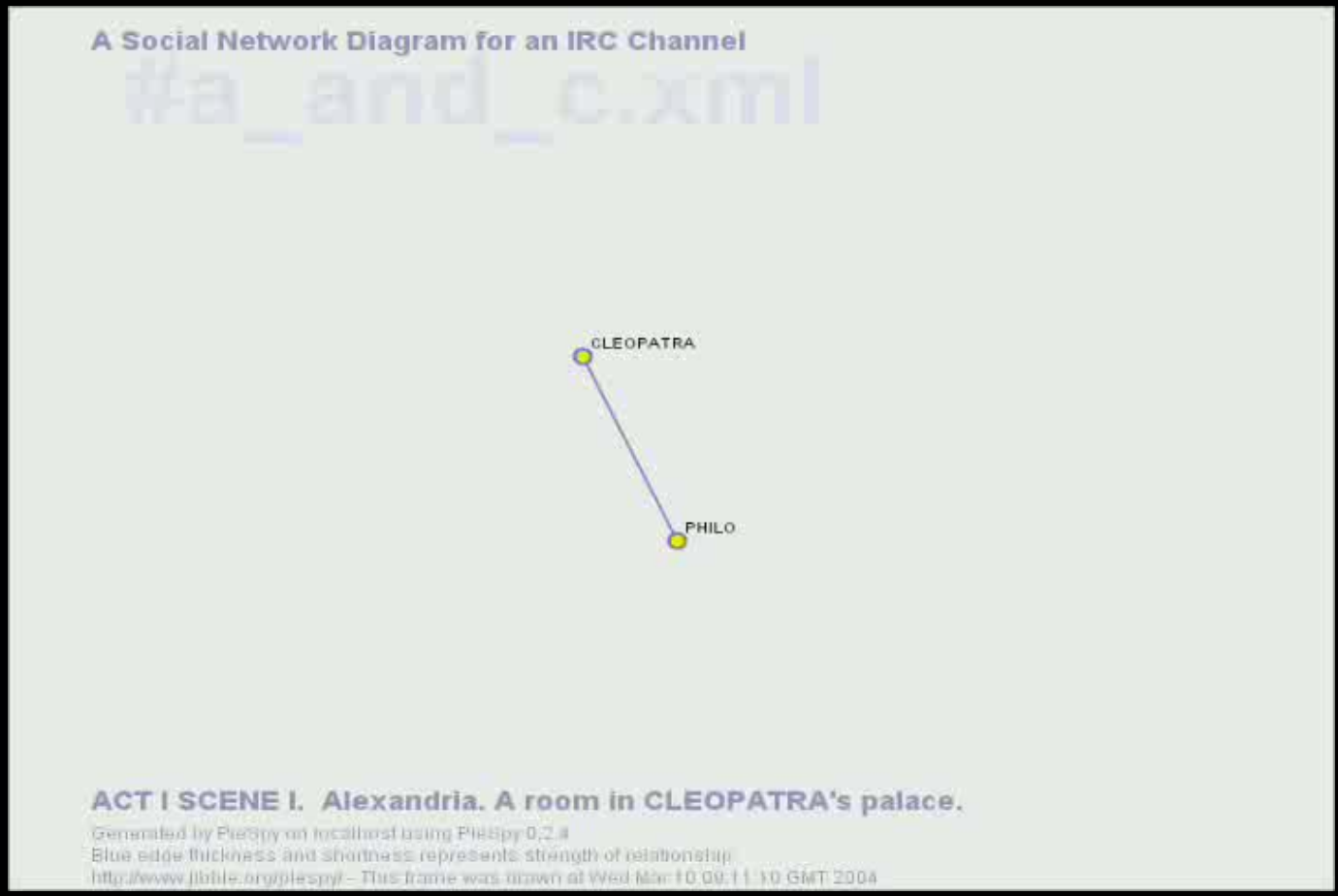
Um, so…where do we go after infinitely huge?

7
6
5
4
3
2
LAUNCH
PROTECTION
GROWTH
CONVERSION
WAR

The Fourth Dimension (Time)

Now that we have traversed all the (currently) possible space in our game's physical world, we should think about interacting with characters

Game stories are about relationships



A diagram of Shakespeare’s Anthony & Cleopatra

At first I thought I knew what a good Age of Empires story was…

“**Let me tell you about my favorite battle…**”

-Every Age of Empires Player

You are the story

사람들은 함께 플레이한다

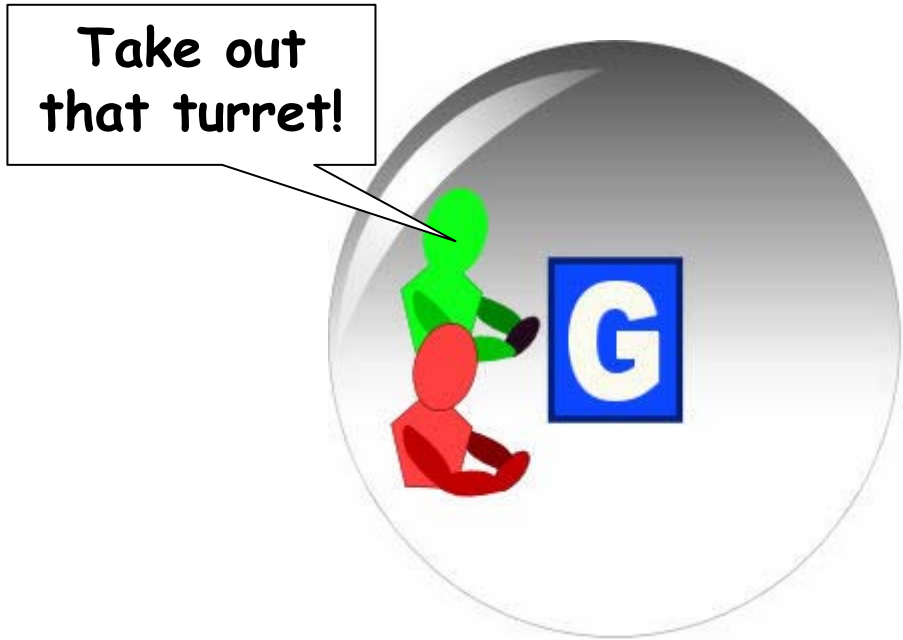
people play together

The First Decision

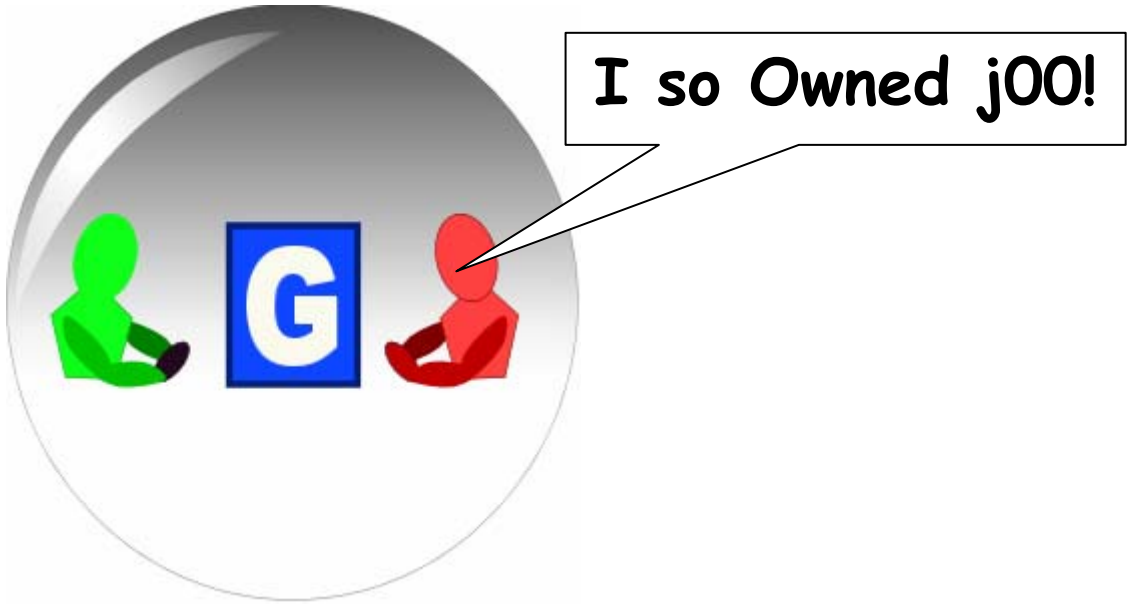
I want a specific experience
나는 특정한 경험을 원한다

I want to play with my friends
나는 친구들과 함께 플레이하고 싶다

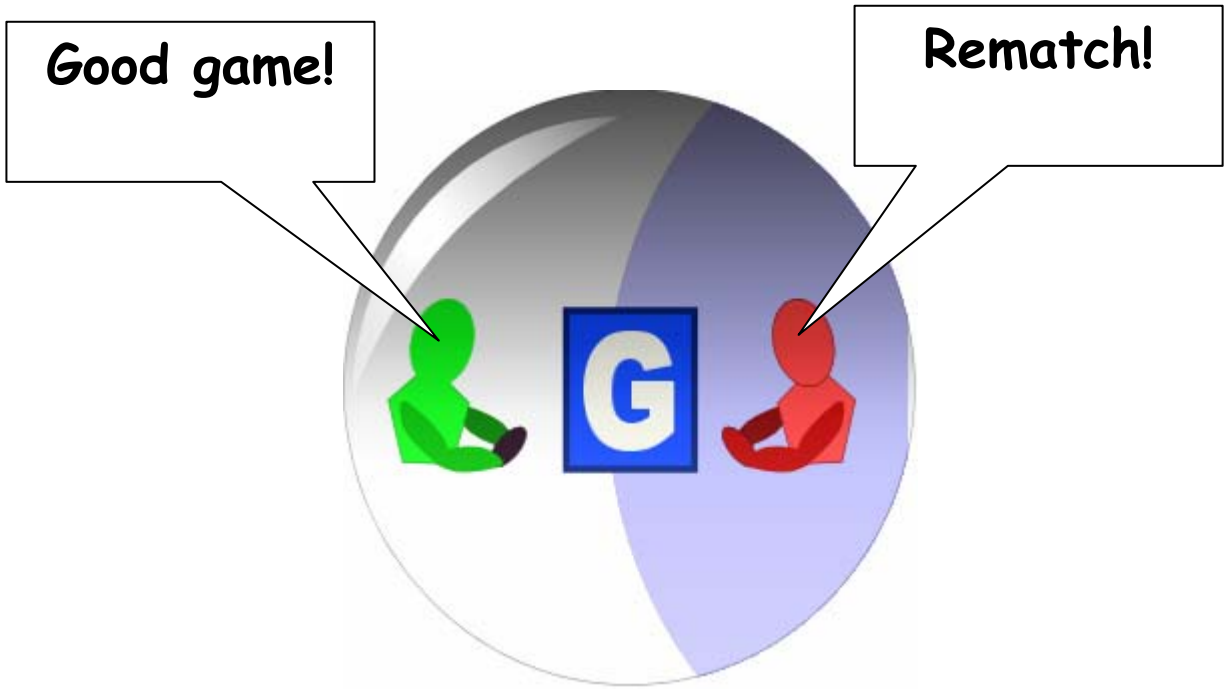
Two Player Co-Op



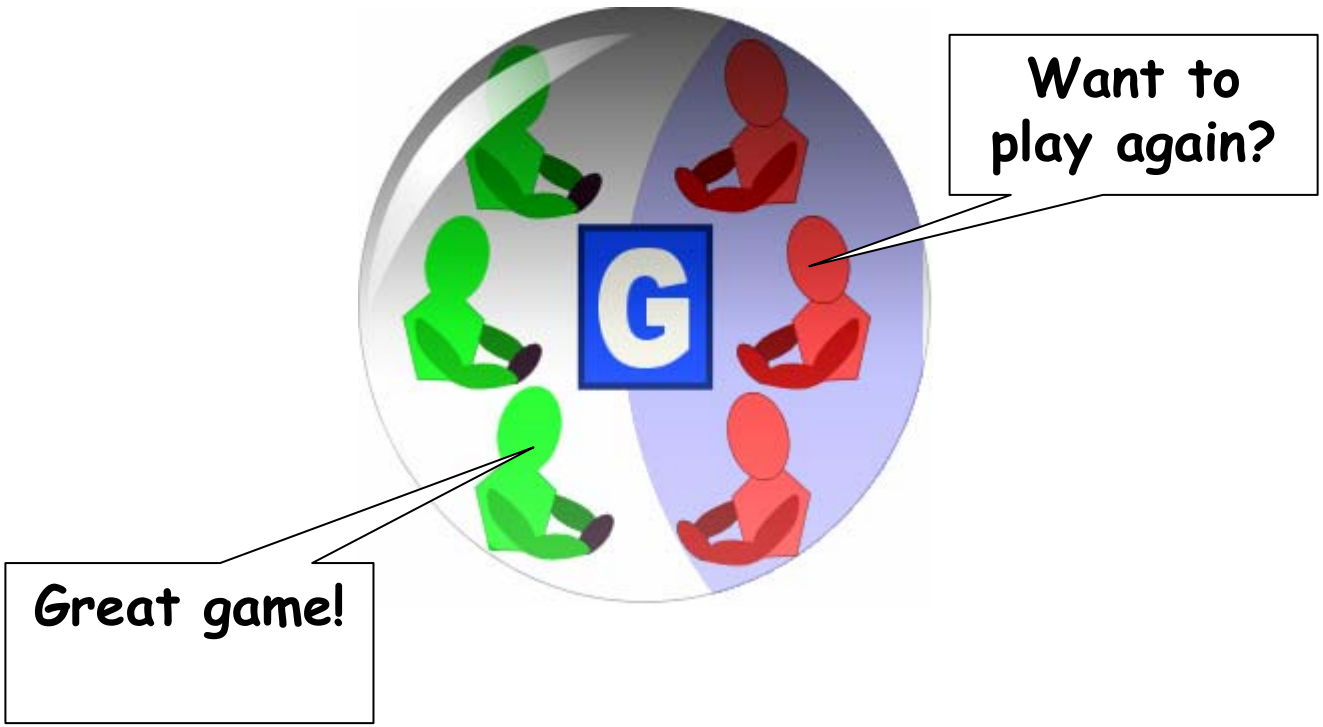
Two Player Head to Head



Two Player head to head

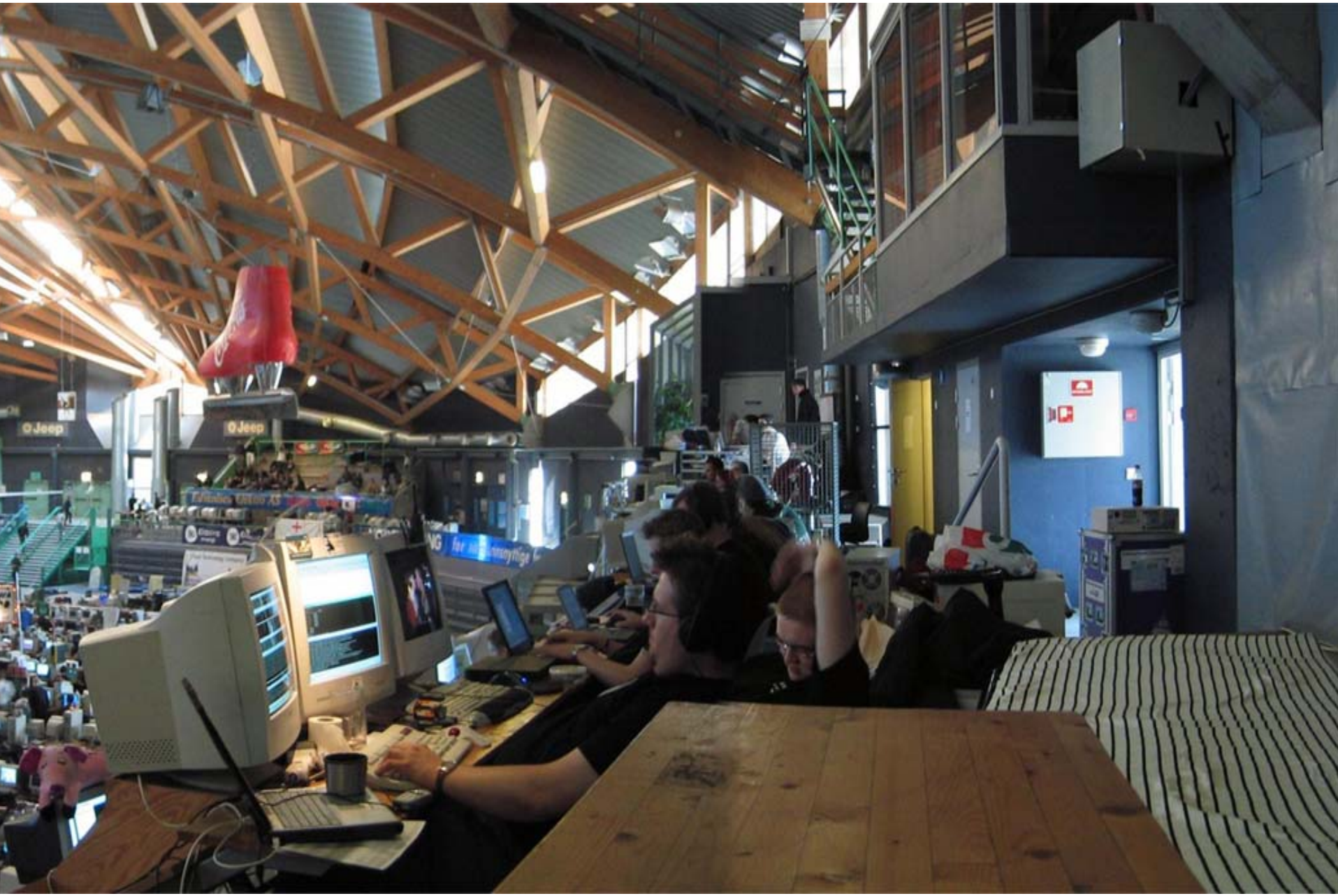


Team Play of all kinds



The social space for cooperation and competition in games is pretty well mapped out.

Sports and team games have been around for a very long time. Nothing new there with e-sports.


Jeep
Jeep

And there is so much more still to explore

- Unending tournaments with continual entries and winners
- Real money competition
- First person mass battles for millions

There are worlds beyond hunting games

- Group construction, collaboration, and creativity games
- Education and learning

G
G
G
G

Experience
Developer
Created
Experience

Developer
Created
Experience
Guilds and Teams Websites
Movies of Gameplay / Stunts
Player Created Documentation
Ringtones / Screensavers / Desktops
Mods / Add-ons / Custom Assets
Real-Life Events / Costumes
Machinima
Stories

Consider the Whole Experience

Empower your players with

Tools and Content

3

The Community,
The World,
and How We Will Change It

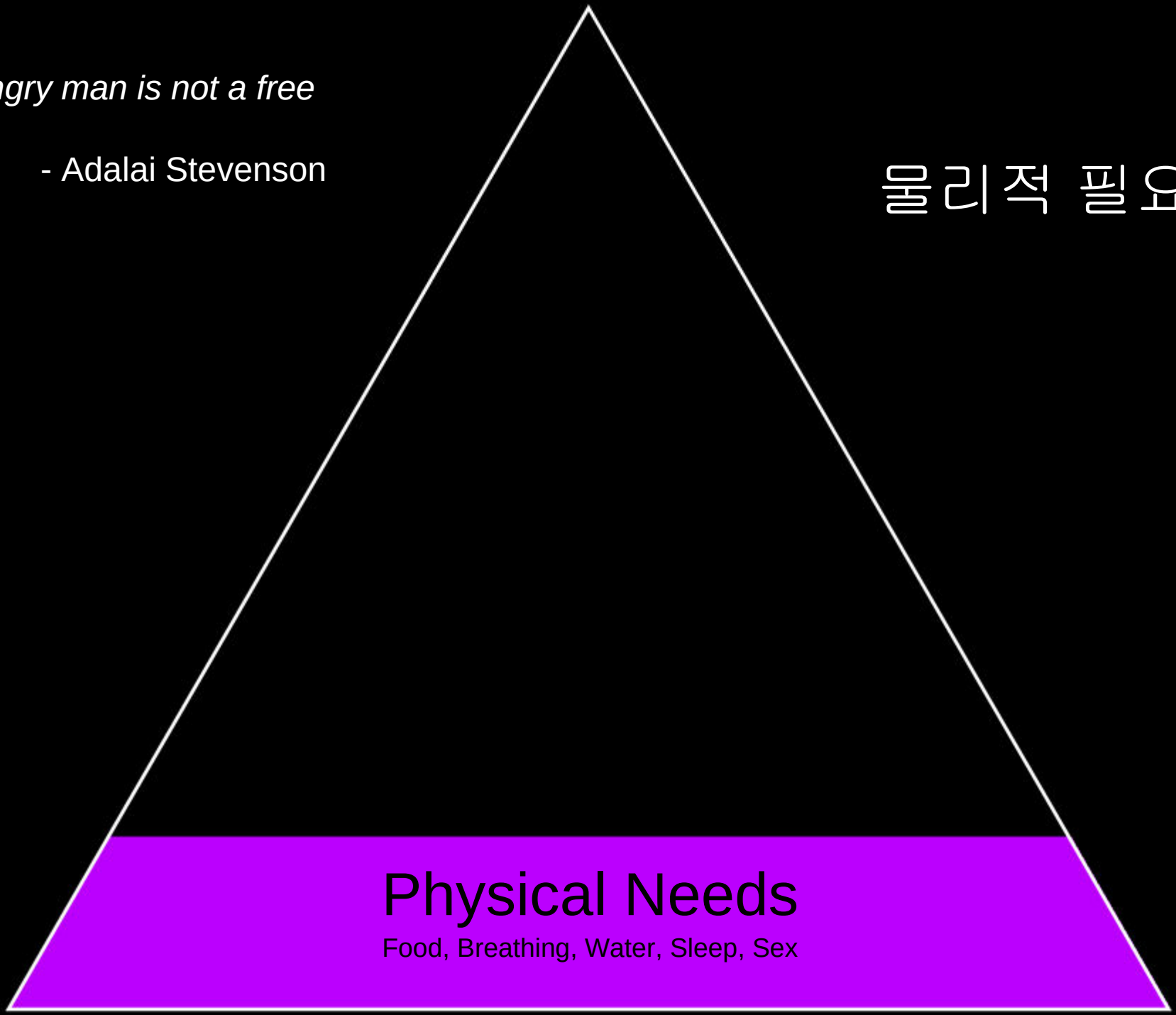
Games and virtual world experiences fill human needs

In 1943, psychologist Abraham Maslow described all human motivation as a “Hierarchy of Needs”

"A hungry man is not a free man."

- Adalai Stevenson

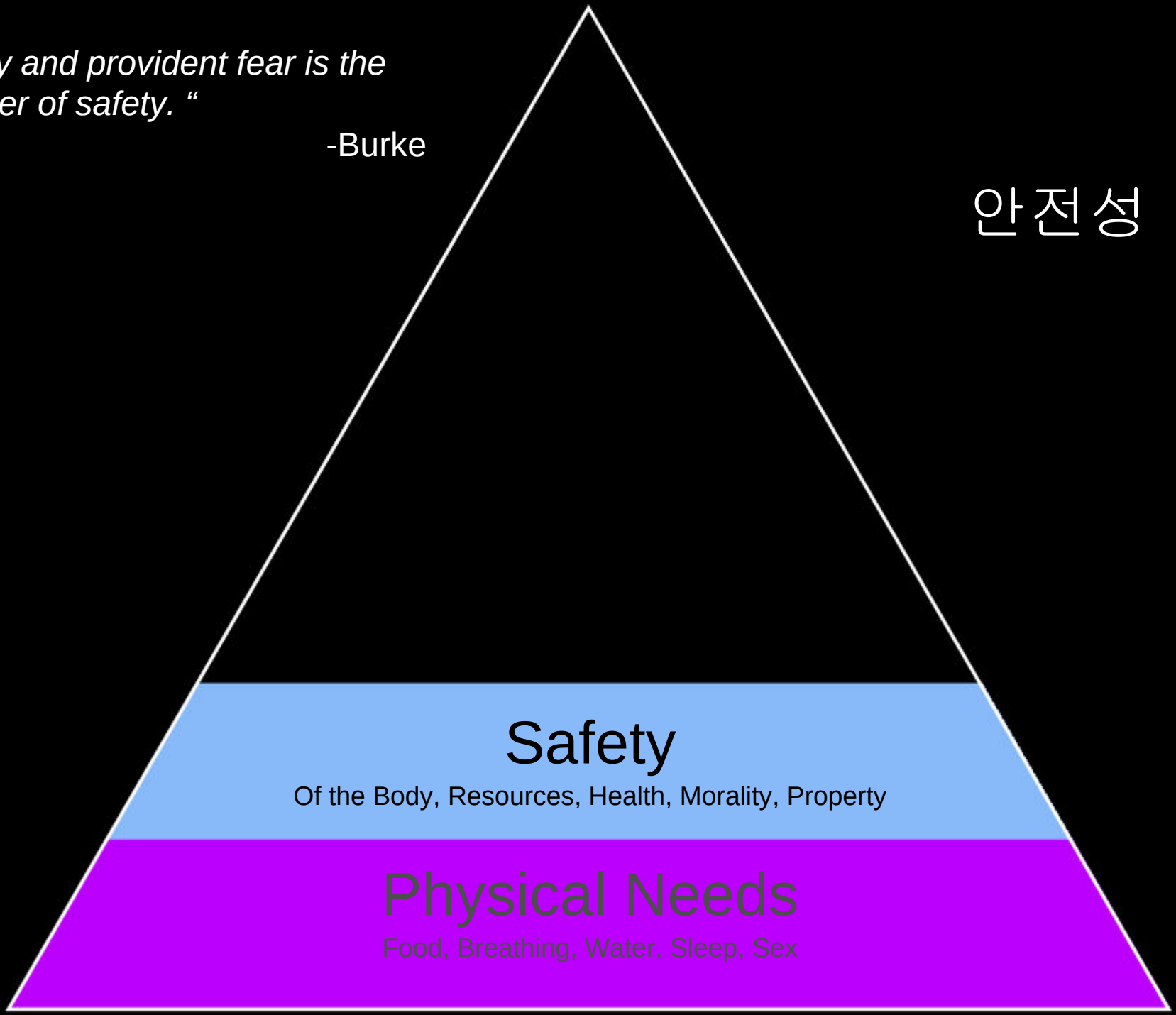
물리적 필요



“Early and provident fear is the mother of safety. “

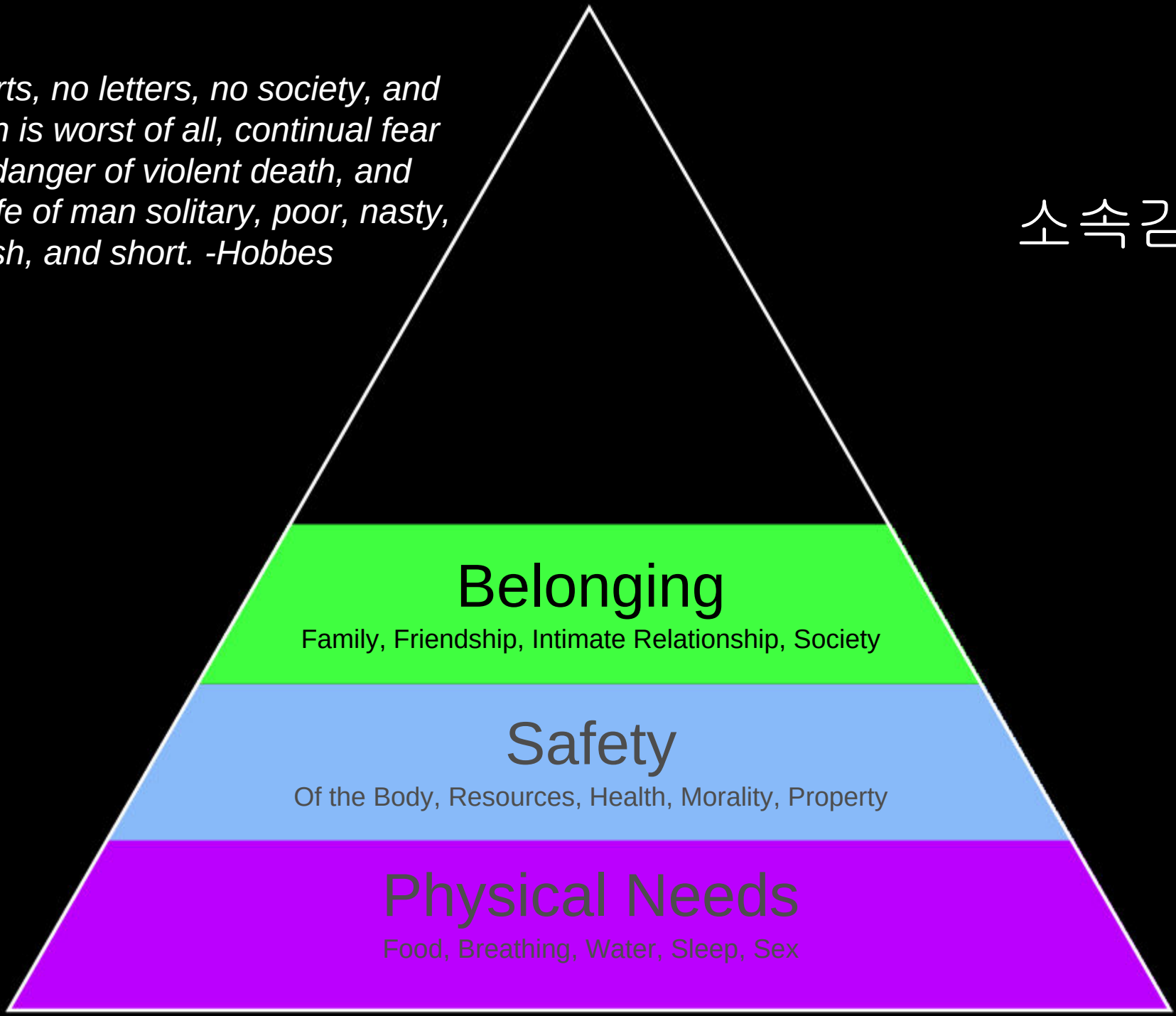
-Burke

안전성



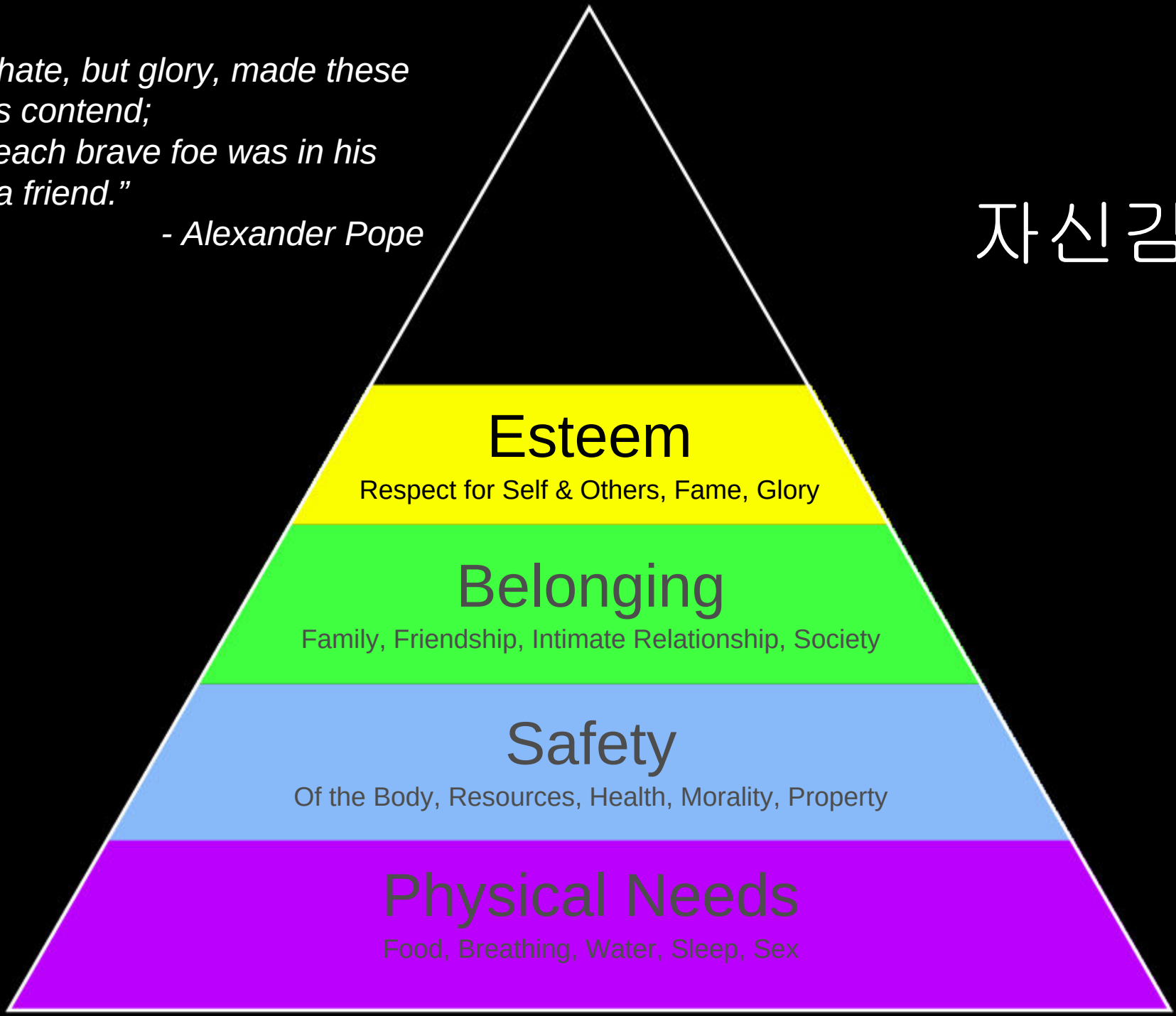
No arts, no letters, no society, and which is worst of all, continual fear and danger of violent death, and the life of man solitary, poor, nasty, brutish, and short. -Hobbes

소속감



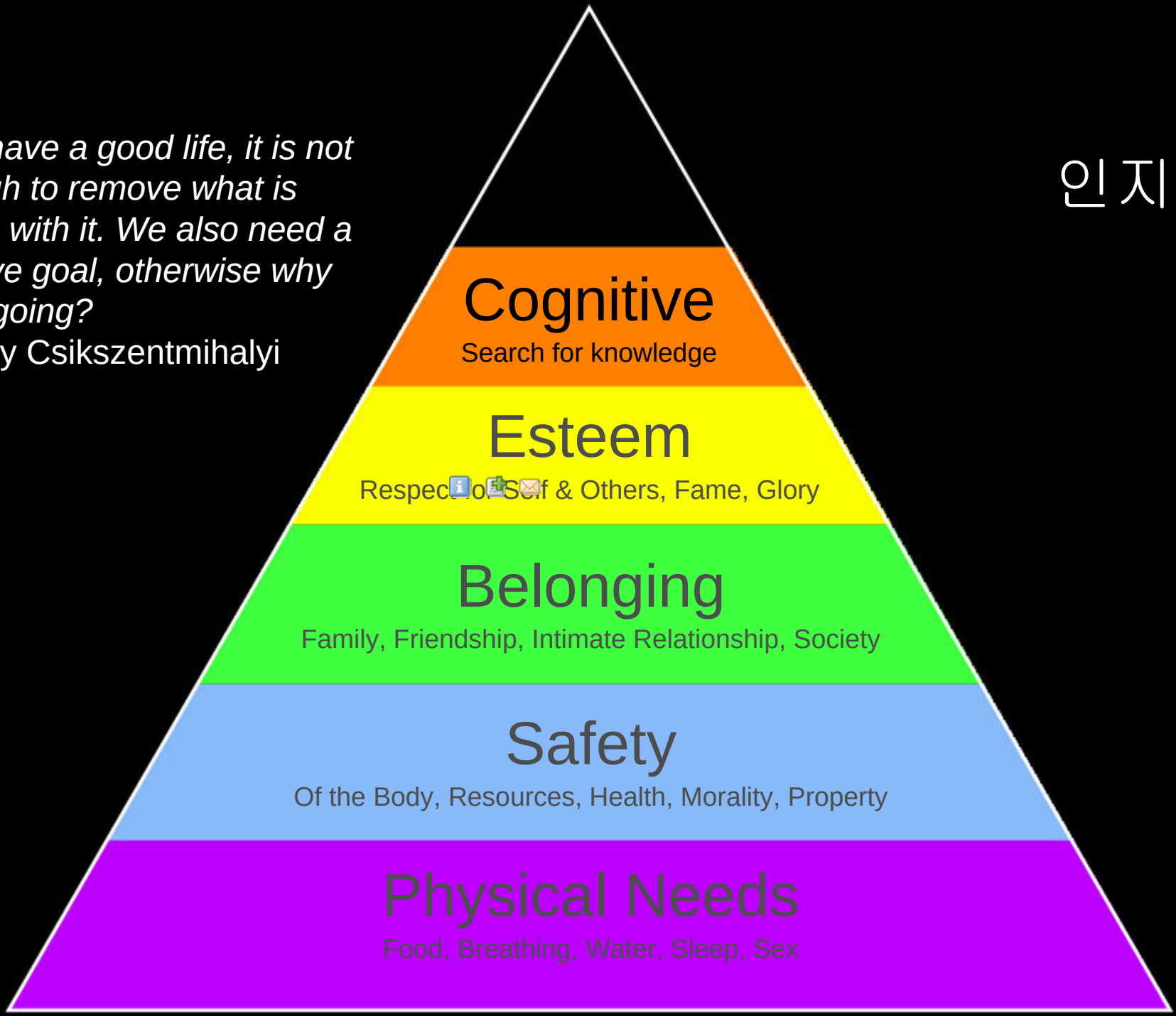
“Not hate, but glory, made these chiefs contend;
And each brave foe was in his soul a friend.”
- Alexander Pope

자신감



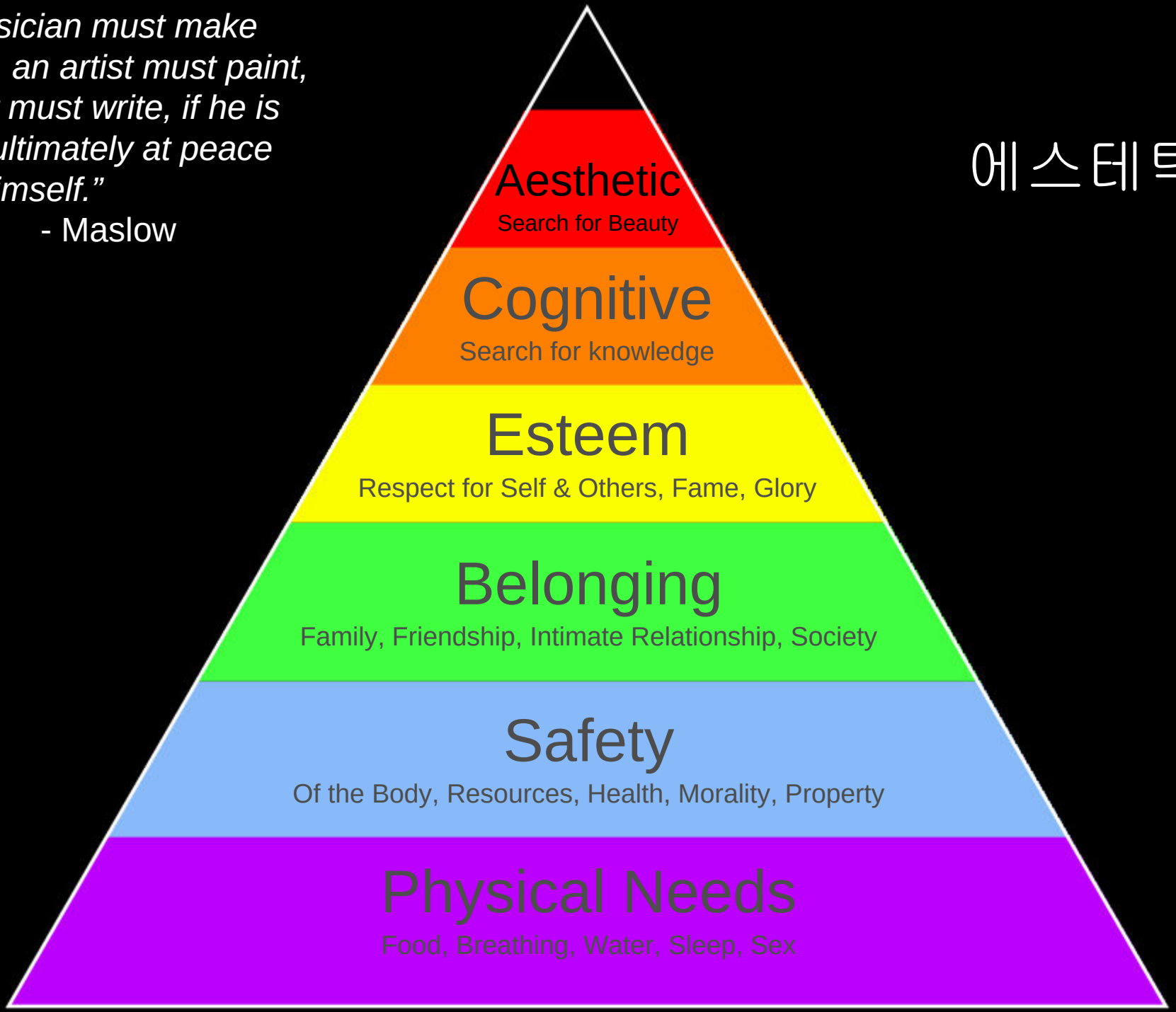
"...to have a good life, it is not enough to remove what is wrong with it. We also need a positive goal, otherwise why keep going?
-Mihaly Csikszentmihalyi

인지

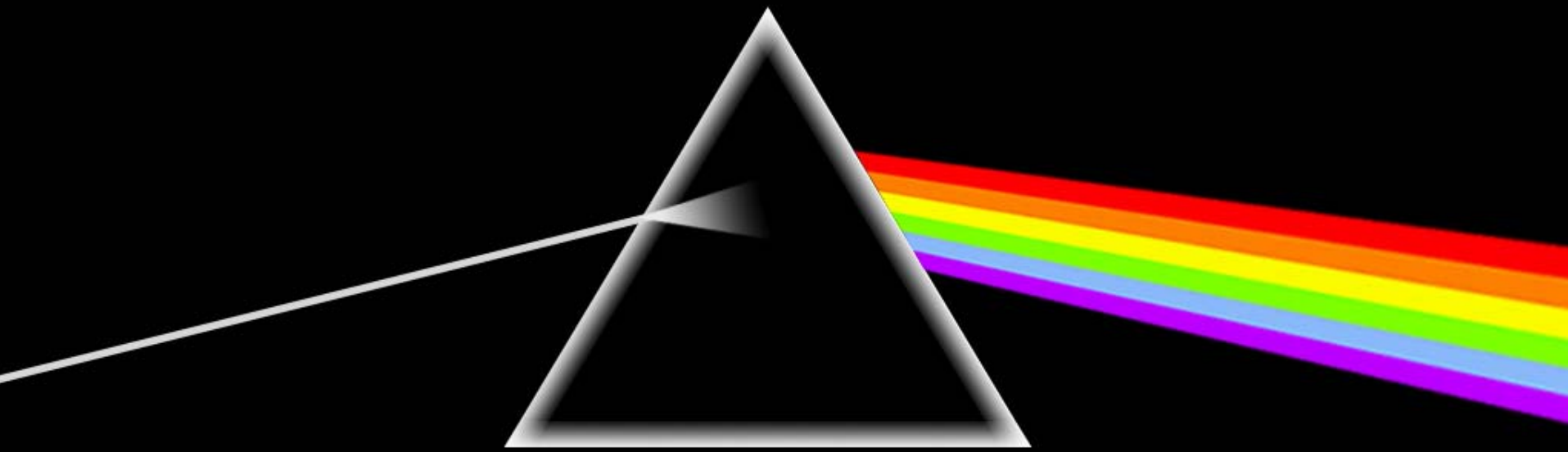


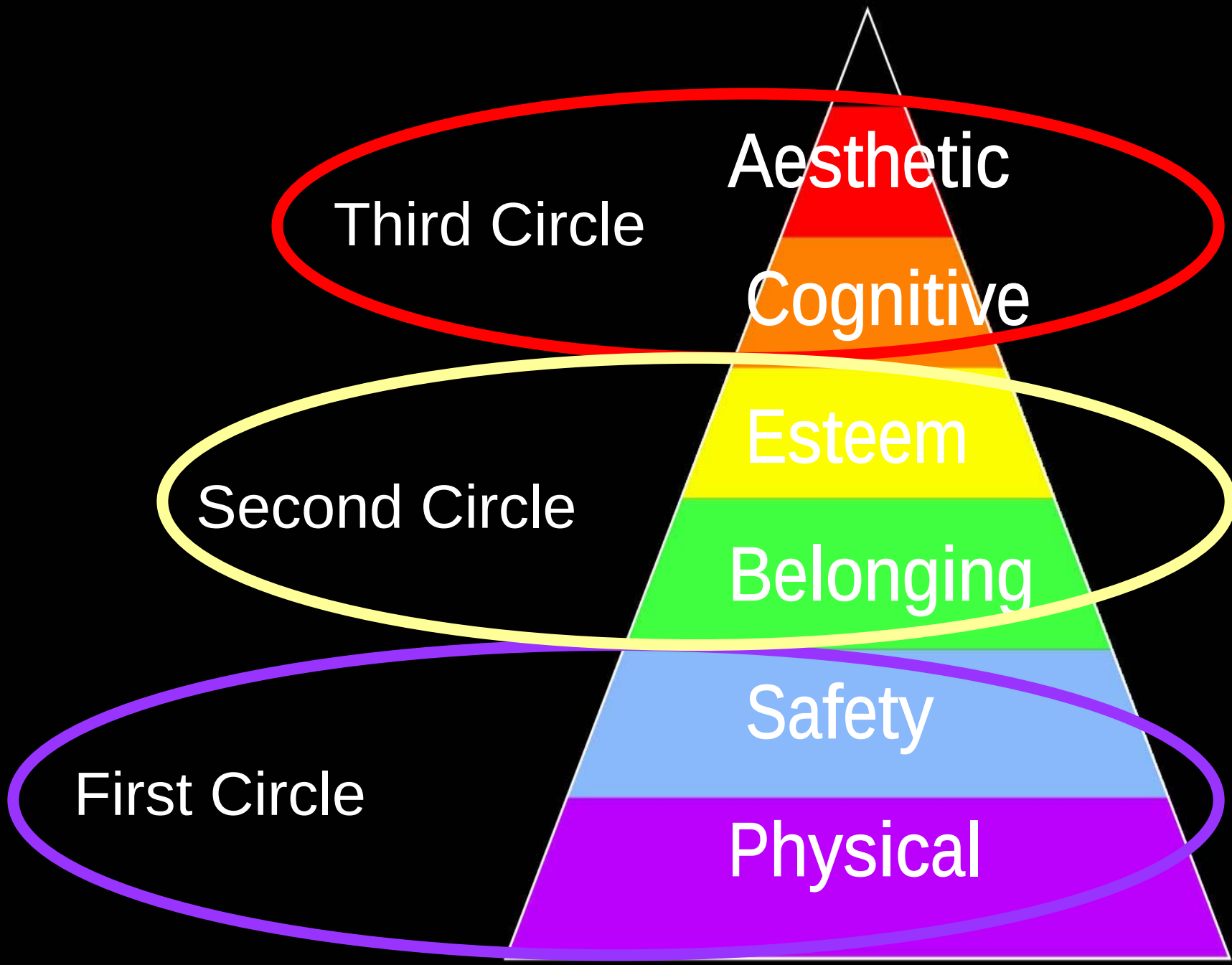
"A musician must make music, an artist must paint, a poet must write, if he is to be ultimately at peace with himself."

- Maslow



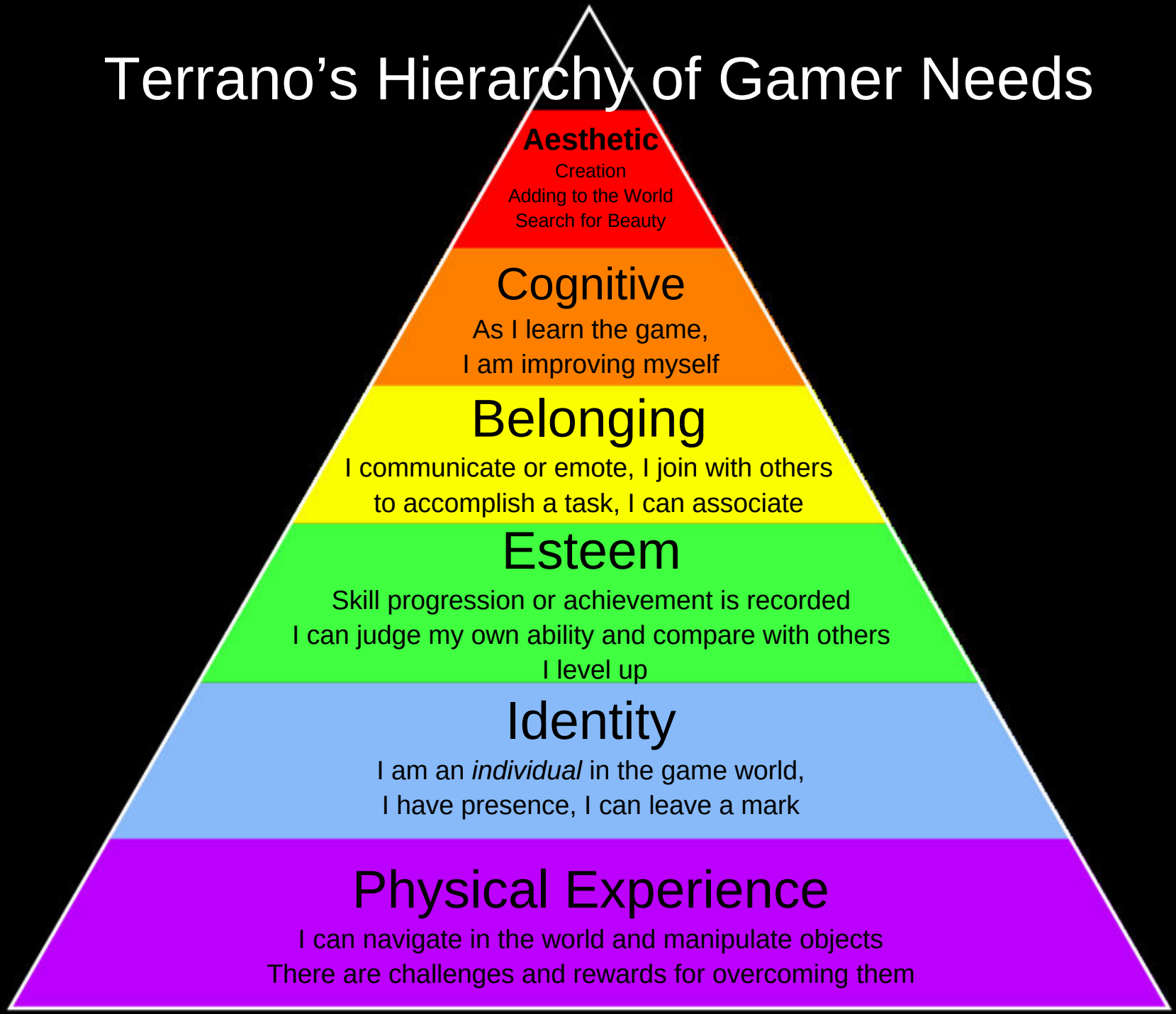
에스테틱




Aesthetic
Cognitive
Esteem
Belonging
Safety
Physical
Third Circle
Second Circle
First Circle

If for a minute, lets consider a new hierarchy…

Terrano's Hierarchy of Gamer Needs



SIERRA

- The technical challenges with installing, launching, and playing our games are ridiculous
  - Choose your Server (PVP, RP?)
  - Selecting a shadow model manually
  - Setting a draw distance for best performance
  - Understanding ‘lag’
  - 1 minute load times
  - Memory leaks
  - My video driver crashes my audio driver / updating drivers
  - Typical MMO ‘quick bar’ interfaces are confusing, daunting, and a terrible new player experience
- PC developers should pay close attention to the consoles

The *whole PC game industry* should work pre-competitively to make better management tools, secure installer, and universal video/audio/configuration tools in collaboration with hardware.

While we are doing fair with *basic graphical identity* and character customization

When will we have custom walk cycles?

When will we have avatar voice selection*

Trust systems for identity to limit haters/spammers/criminals

I can transfer my contacts list from phone to phone, why can’t I find friends from game to game?

*Baldur’s gate did a great job with this, and letting you customize it. Why not modern MMOs – it is easy tech and inexpensive content.

Xbox Live has the best model now for esteem:

- A unified points system (gamerscore)
- A broad achievement system, required for all games
- Compare against anyone or just friends
- HALO has set the bar for detailed scoring, team & matrix scoring, leaderboards, RSS

The rise of physical tournaments, pro-gaming, and sponsorship is great!

Where are PC ladders that send me a mobile text message if I lose my position? Why can't the industry get together in this area?

http://www.kfj.f2s.com/index.php/2007-10-15-gnome-quest

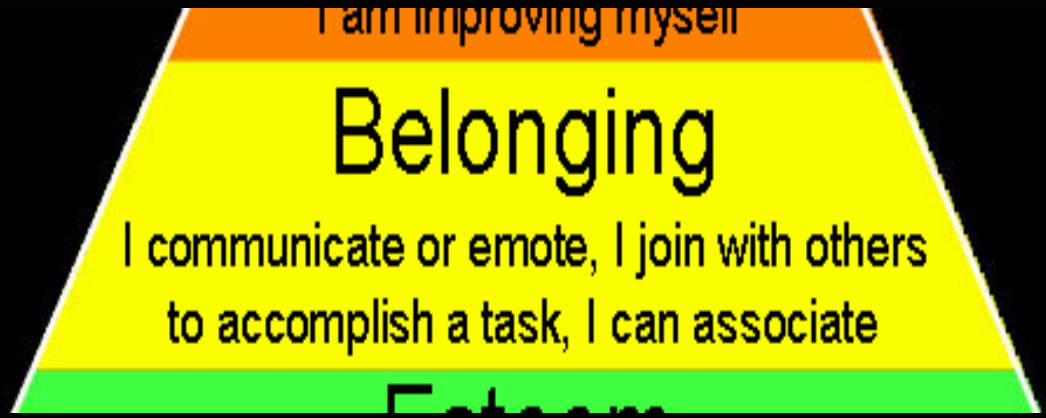
'I grew up in a very restrictive class society, where you were born, where you went to school - these could be great barriers to the kinds of things you could do or the opportunities you could have.

With MUDs we deliberately made a society where we left all that behind, you had no classes, no race, no sex – it was a pure meritocracy‘

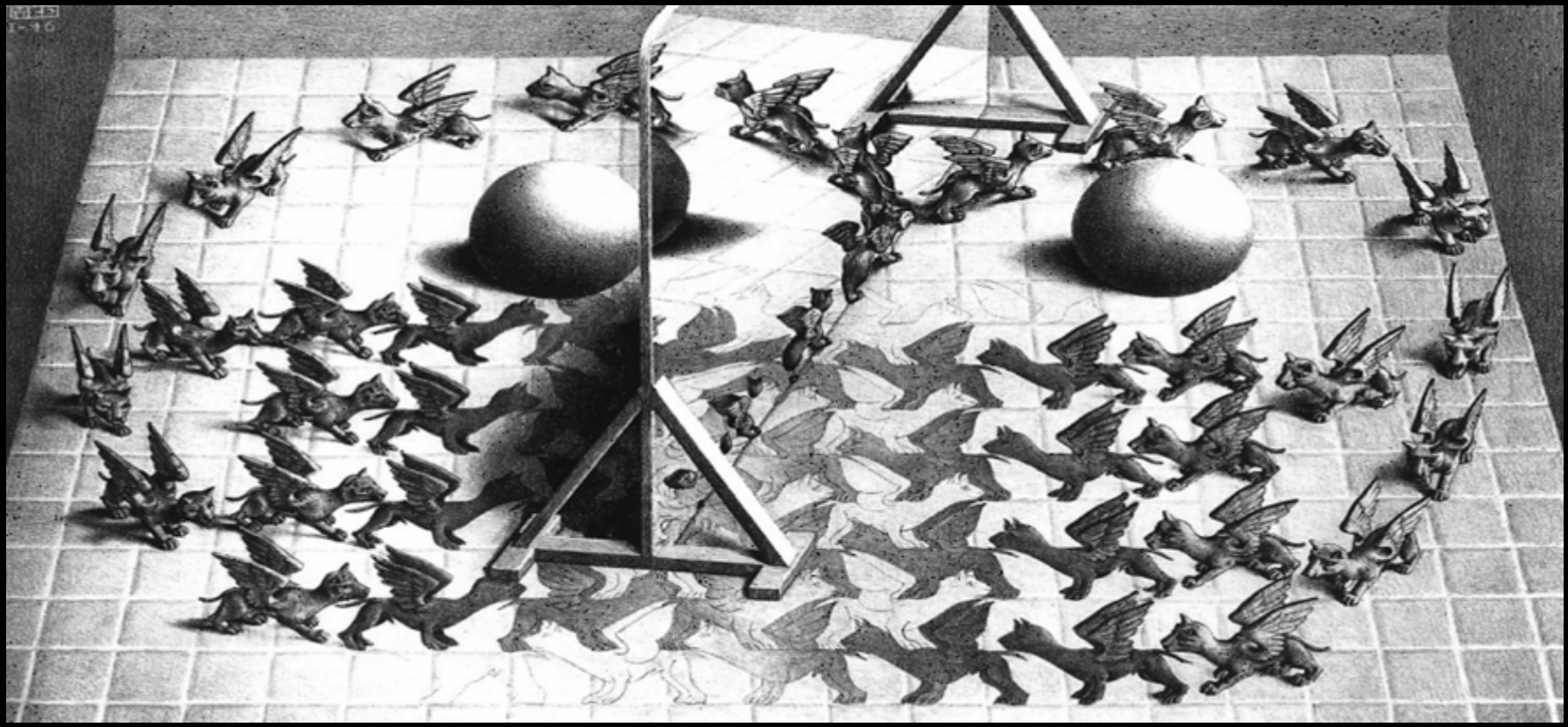
-Dr. Richard Bartle

We are getting there, slowly

- Why are there no emote standards across games?
- Guild tools, calendar, coordination, and other systems are outside the game and ad-hoc
- PC Cross-game social systems exist only on the Web
- Socially aware developers (GopetsLive) are starting to enable real-world associations with causes and charities in the game
- Real World political and social groups are building identity in the game worlds – how are they treated, what tools do we give them? Are you ready for them?
- Avatar Bill of Rights – it is coming



Humans have a built-in psychological reward system when they become more complex. Learn about ‘Flow’



- Retail PC titles give players the tools to let them make new experiences
  - Map editors
  - Car paint customizations
  - Movie recording and instant replays
- We need to stop being terrified of player created content and evolve trust systems to take advantage of the power of creation and collaboration with our audience
- Player created audio (voice) is already here!

“When you buy a virtual item for a dollar, you made a choice that it is *more valuable* to you than anything you could buy with a dollar in the real world.”

-Bridget Agabra

The current generation is growing up with a different understanding of virtual goods – this will change the fundamental relationships we have with real-world economies of products and services.

This change has already begun.

D#Ilqdd#Wkrxjkw

Our form of entertainment goes deep.

We can make anything happens.

expansion design | one ray of sunlight

J
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HOPE
CHANGE

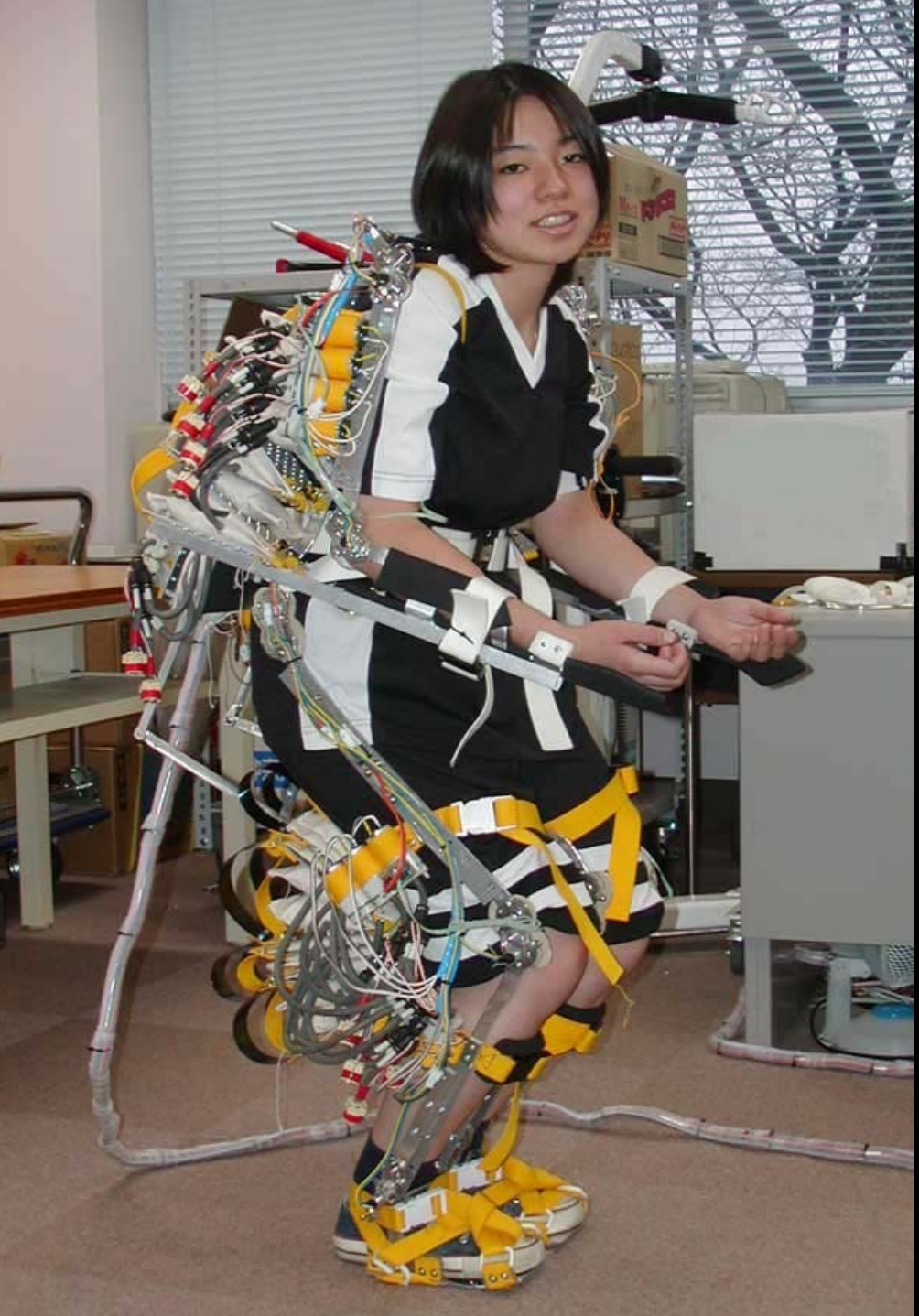
“I’m not in the games industry to make games, I’m trying to move the world, games are just the best lever I know.”

- Mark Terrano

Thank You!

감사합니다

Just like a driver and a passenger in a car – players and spectators pay attention to different things, and have different needs.



The Interface between the real world and the virtual world will be very important

아르카
옷수선
루비상회
옷수선

Look how far we have come!

Everquest 1998

/bow

World of Warcraft 2007

/bow

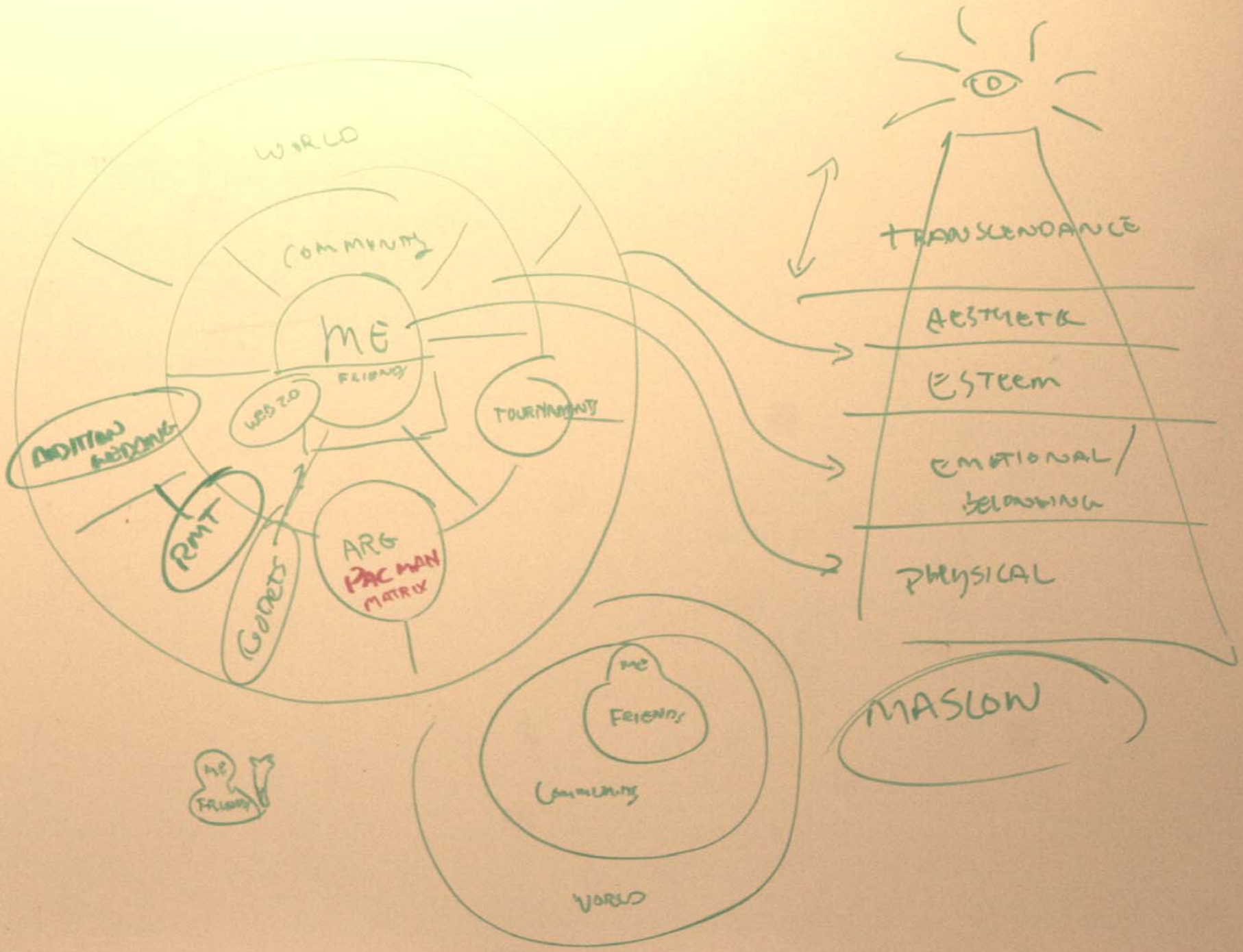
Augmented Reality

Idea – ipod fade in ipod ad.

A billion people are already adding a soundtrack to the real world.

Recognition still *feels* great –
even when you know it is completely fake.

Pengya image and sound


WORLD
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FRIENDS
WEB 2.0
TOURNAMENTS
ADDITIVE AUGMENTS
RMT
GOODS
ARG
PAC MAN
MATRIX
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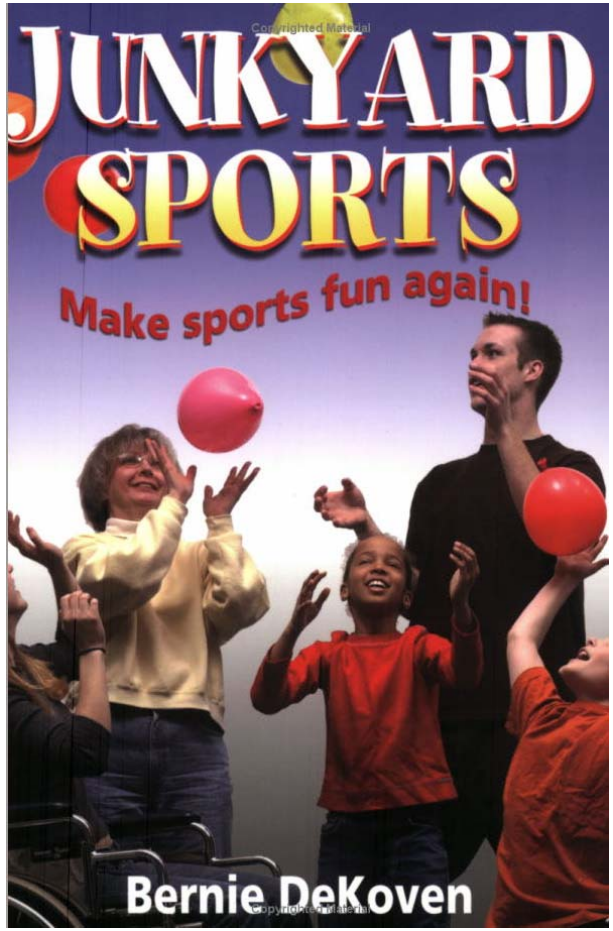
FRIENDS
WORLD
TRANSCENDANCE
AESTHETIC
ESTEEM
EMOTIONAL/
BELONGING
PHYSICAL
MASLOW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