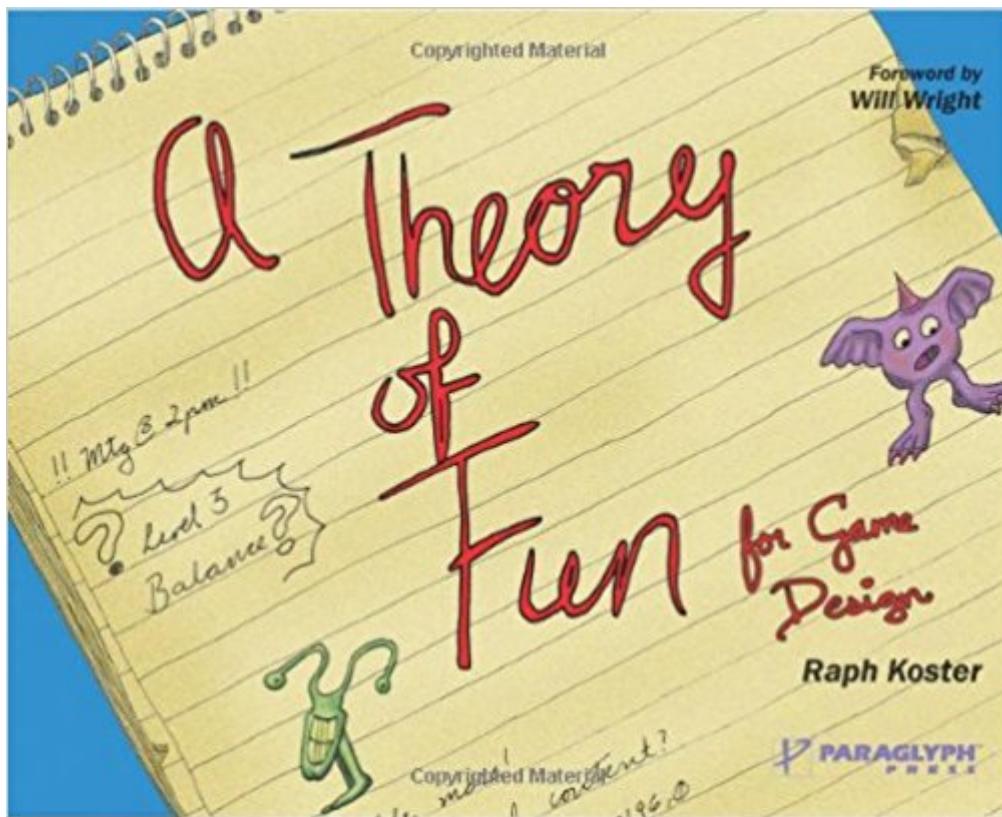


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# Theory Of Fun For Game Design



## **Synopsis**

A Theory of Fun for Game Design is not your typical how-to book. It features a novel way of teaching interactive designers how to create and improve their designs to incorporate the highest degree of fun. As the book shows, designing for fun is all about making interactive products like games highly entertaining, engaging, and addictive. The book's unique approach of providing a highly visual storyboard approach combined with a narrative on the art and practice of designing for fun is sure to be a hit with game and interactive designers. At first glance A Theory of Fun for Game Design is a book that will truly inspire and challenge game designers to think in new ways; however, its universal message will influence designers from all walks of life. This book captures the real essence of what drives us to seek out products and experiences that are truly fun and entertaining. The author masterfully presents his engaging theory by showing readers how many designs are lacking because they are predictable and not engaging enough. He then explains how great designers use different types of elements in new ways to make designs more fun and compelling. Anyone who is interested in design will enjoy how the book works on two levels--as a quick inspiration guide to game design, or as an informative discussion that details the insightful thinking from a great mind in the game industry.

## **Book Information**

Paperback: 256 pages

Publisher: O'Reilly Media; 1 edition (November 6, 2004)

Language: English

ISBN-10: 1932111972

ISBN-13: 978-1932111972

Product Dimensions: 9.1 x 0.5 x 7.1 inches

Shipping Weight: 15.2 ounces

Average Customer Review: 4.1 out of 5 stars 118 customer reviews

Best Sellers Rank: #158,810 in Books (See Top 100 in Books) #29 in Books > Computers & Technology > Games & Strategy Guides > Game Design #39 in Books > Science & Math > Evolution > Game Theory #96 in Books > Computers & Technology > Games & Strategy Guides > Game Programming

## **Customer Reviews**

"Does for games what Understanding Comics did for sequential art. You'll never look at fun the same way again." -- Cory Doctorow, Author of Eastern Standard Tribe and Down and Out in the

Magic Kingdom; co-editor of Boing Boing "I expect this book to become an instant classic, fascinating to anyone who has ever made or played a game." -- Noah Falstein, Freelance Game Designer/Writer/Producer "Raph Koster offers a road map for how to make games an even more expressive medium." -- Henry Jenkins, Director, MIT's Comparative Media Studies Program. "Raph's focus on finding new ways to communicate complex design issues has been an incredible benefit to game developers" -- David Perry, President Shiny Entertainment (Atari, Inc.) "You've written a wonderful starting point for research and many future dinner conversations!" -- Cory Ondrejka, VP, Linden Lab A book about fun which is actually fun to read. It reminds me of Scott McCloud's Understanding Comics. -- Henry Jenkins, Director, MIT's Comparative Media Studies Program A thoughtful take on how and why games are fun (and important)... chock full of insights, jokes and asides. -- Robin Hunicke, Northwestern University Does for games what Understanding Comics did for sequential art. -- Cory Doctorow, Author of Eastern Standard Tribe and Down and Out in the Magic Kingdom, co-editor of Boing Boing Everyone from professional game developers to those who want to understand why we play games will enjoy this book. -- Cory Ondrejka, Vice President, Linden Lab

A Theory of Fun for Game Design is not your typical how-to book. It features a novel way of teaching interactive designers how to create and improve their designs to incorporate the highest degree of fun. As the book shows, designing for fun is all about making interactive products like games highly entertaining, engaging, and addictive. The book's unique approach of providing a highly visual storyboard approach combined with a narrative on the art and practice of designing for fun is sure to be a hit with game and interactive designers. At first glance A Theory of Fun for Game Design is a book that will truly inspire and challenge game designers to think in new ways; however, its universal message will influence designers from all walks of life. This book captures the real essence of what drives us to seek out products and experiences that are truly fun and entertaining. The author masterfully presents his engaging theory by showing readers how often designs are lacking because they are predictable and not engaging enough. He then explains how great designers use different types of elements in new ways to make designs more fun and compelling. Anyone who is interested in design will enjoy how the book works on two levels--as a quick inspiration guide to game design or as an informative discussion that details the insightful thinking from a great mind in the game industry.

I had played some of the games that Raph Koster had worked on, so this book caught my eye. It is

kind of an unusual book. It certainly in no way resembles a "classroom text" sort of book on game making or game design. Instead it is more of a somewhat rambling discussion of "fun" with regards to computer and video games. The author talks a lot about things like trying to nail down what this "fun" sensation actually is, and why we find certain things either fun and other things not so fun. He breaks down what sorts of attributes a game should have in order for it to at least have a chance of being found fun. He also touches on some related topics briefly like gender and age differences, and the sustainability of games. Then there is a small discussion about ethics and some random ideas about the future of gaming. The book is definitely brief, weighing in at under 250 pages. The pages have fairly large print and every other page is filled with a full-page illustration. But at this price, it is still a fairly good value. The illustrations are generally quite good and add a lot to the enjoyment of reading this book. I really enjoyed this book. It got me thinking about my gaming projects in a bit of a different way, and I've now got a bunch of new ideas floating around inside my head that hopefully will find their way into some interesting, and yes, "fun", games. I definitely recommend this book for game developers that strive to do more than make rehashes of yesterday's games.

This is a short read, and not really technical like other books, but it is a great way to get introduced to the theory of game design. It also helps get you started thinking about the potential of games to be a positive force in the world. A theme you can follow up on with books like "Reality is Broken." I highly recommend this book!

Love it!

Great book. There was a comment about the second part being over loaded with the discussion of games as an art form. For me, that discussion made the book.

This is a very smart view on how our brain interacts with games. And what is more interesting, this is applicable to variety of art objects from books to music. A very useful read

Nice and easy read. I like that it is more narrative and less technical.

Excellent discussion of game design by an expert in the field. What I found most insightful and surprising was the focus of games as learning environments.

My son is gong into video game design and he loves this book. He has learned so much from it.

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