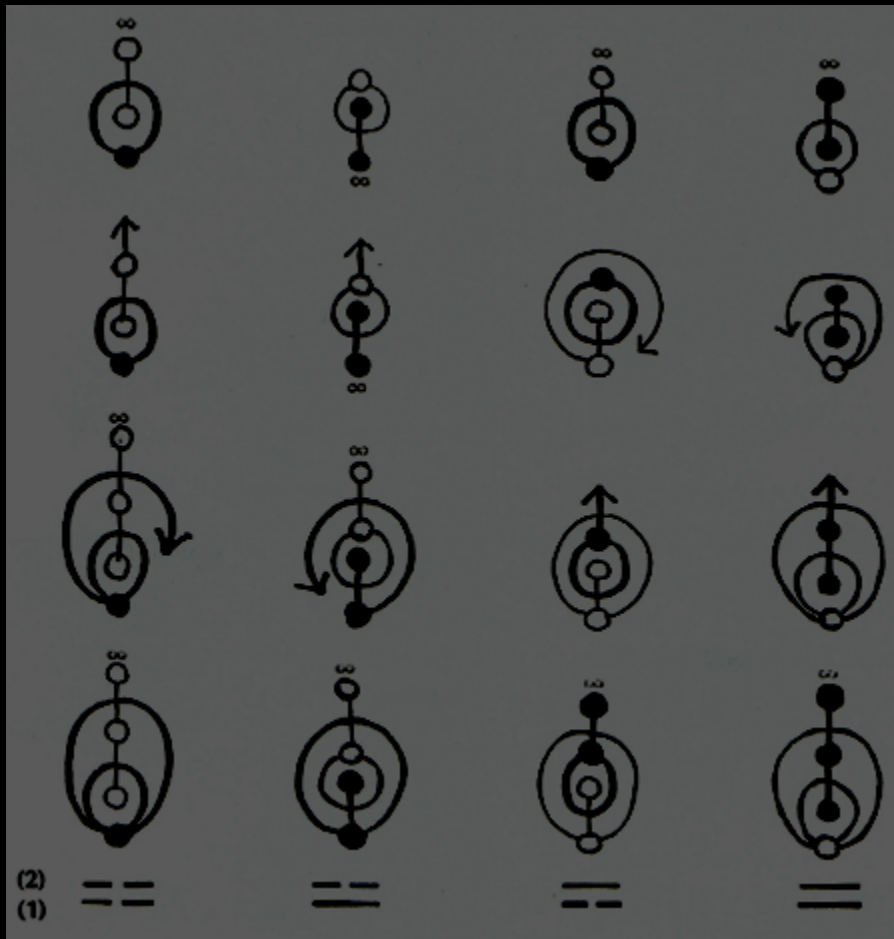
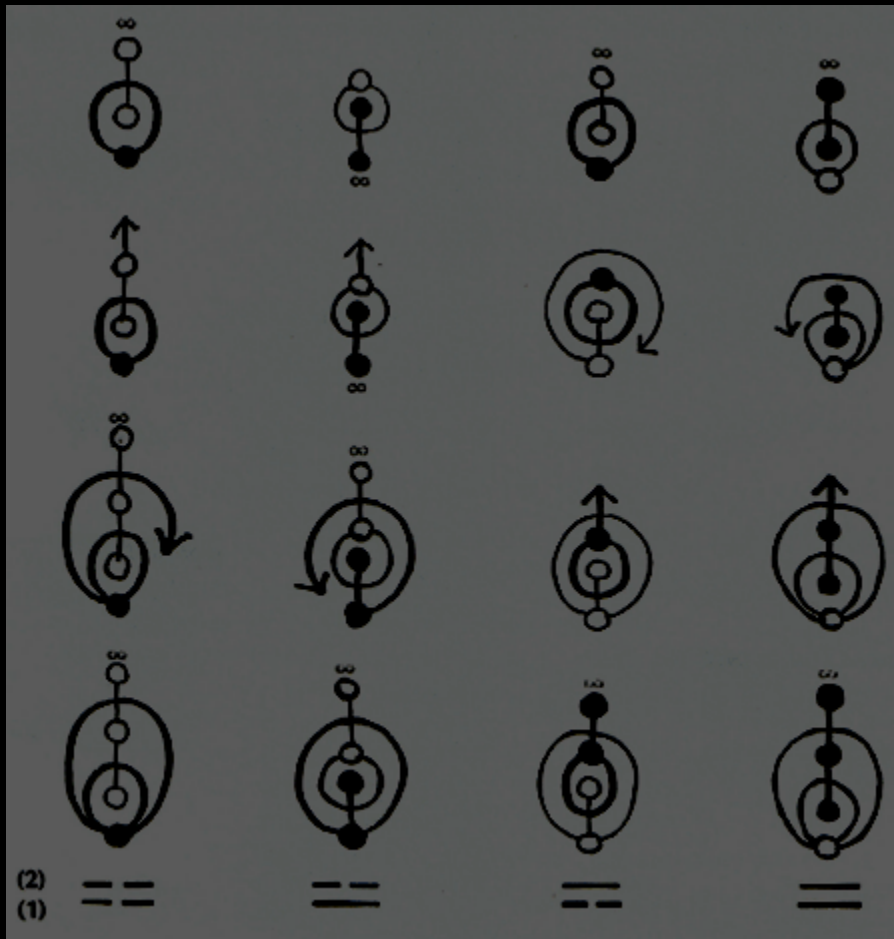


Metaphysics of Game Design

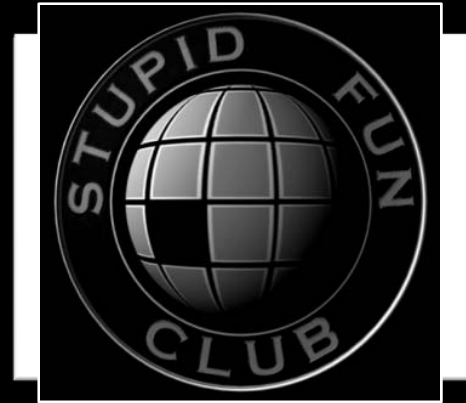


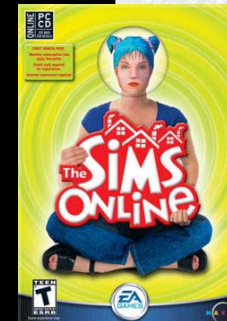
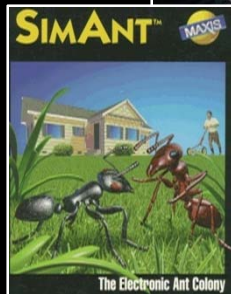
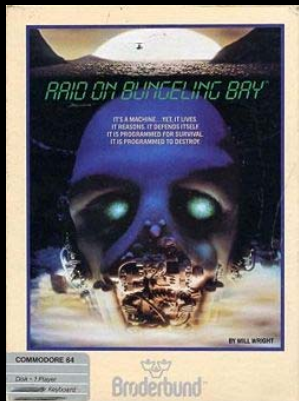
-Phaedrus

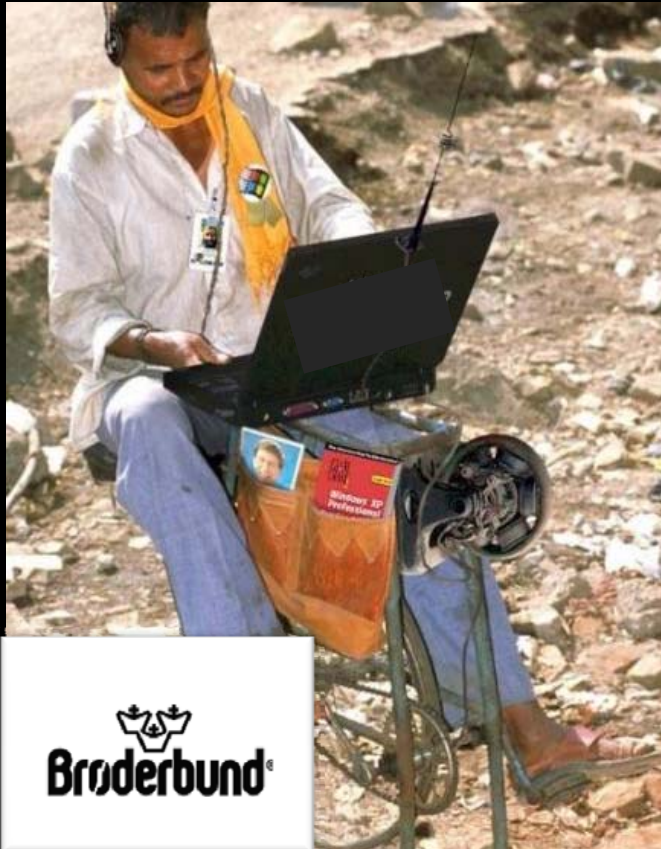
Metaphysics of Game Design

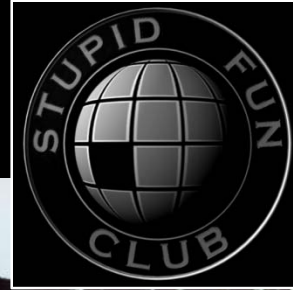


Unemployed ~~Independent~~ Game Designer









Conservative



Experimental



Today he killed more than 5000 people.

SHOOTER GAMES create a virtual reality. Often brutal and manipulating. This reality obsesses the child. So pay attention what kind of computer games a child is playing. Good company counts. Start at home.

WWW.GAMEOVER.info



Don't train your child to kill.

SHOOTER GAMES create a virtual reality. Often brutal and manipulating. This reality obsesses the child. So pay attention what kind of computer games a child is playing. Good company counts. Start at home.

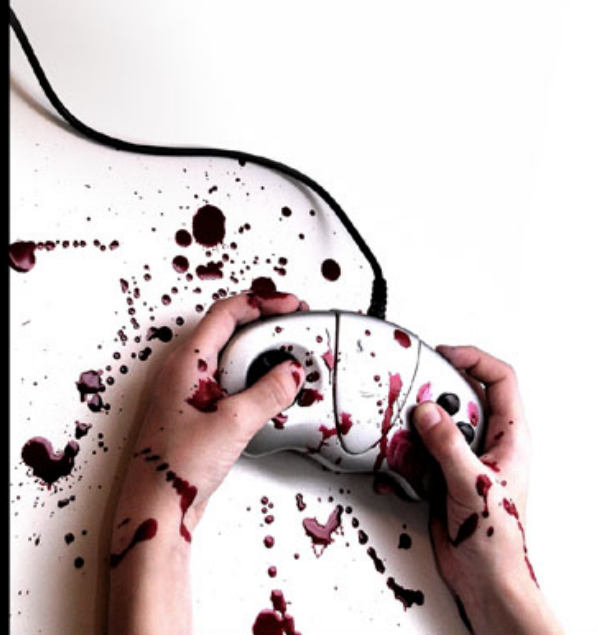
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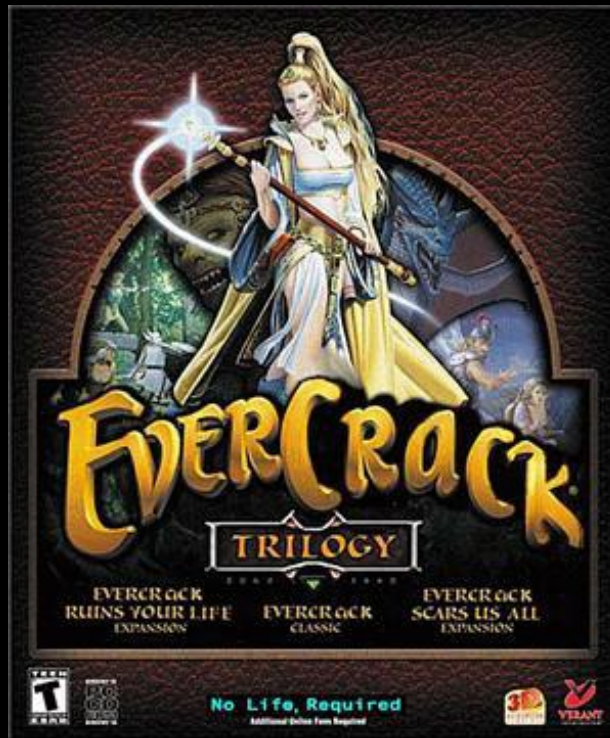


He just shot someone in the head.

SHOOTER GAMES create a virtual reality. Often brutal and manipulating. This reality obsesses the child. So pay attention what kind of computer games a child is playing. Good company counts. Start at home.

WWW.GAMEOVER.info





Unemployed
~~Independent~~
~~Game Designer~~
Drug Dealer



Value as Renegades



Sims 2 content "worse than Hot Coffee"

By Tim Surette, GameSpot Posted Jul 22, 2005 12:06 pm PT

[UPDATE] Miami attorney Jack Thompson claims cheat codes make EA's life sim a pedophile's paradise by showing genitalia; calls for ban on T-rated games

How do you like your hot coffee? If you're Jack Thompson, you like it scalding game publisher's laps. The Miami attorney and antigaming activist has done his share to see that games don't fall into the wrong hands. And lately, those hands have belonged to almost everyone.

Thompson was among those who spearheaded the recent effort to slap an "Adults Only" rating on Ro



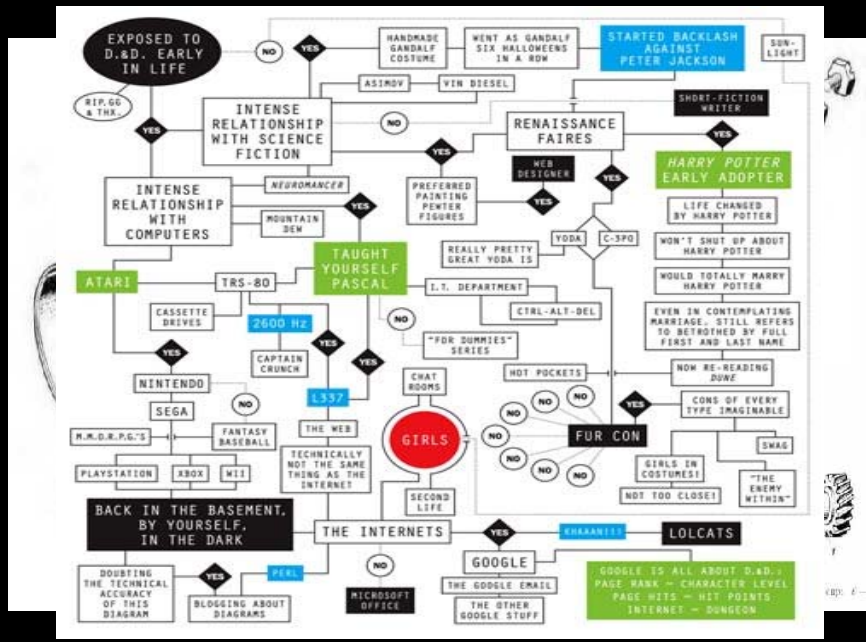
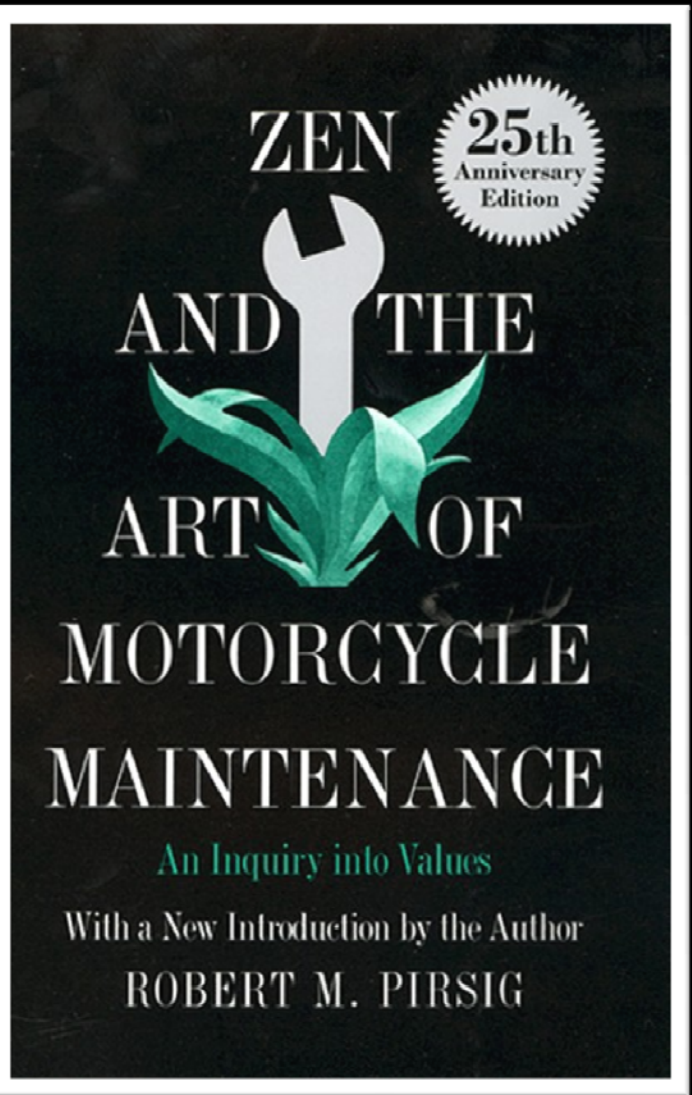
Unemployed
~~Independent~~
~~Game Designer~~
~~Drug Dealer~~

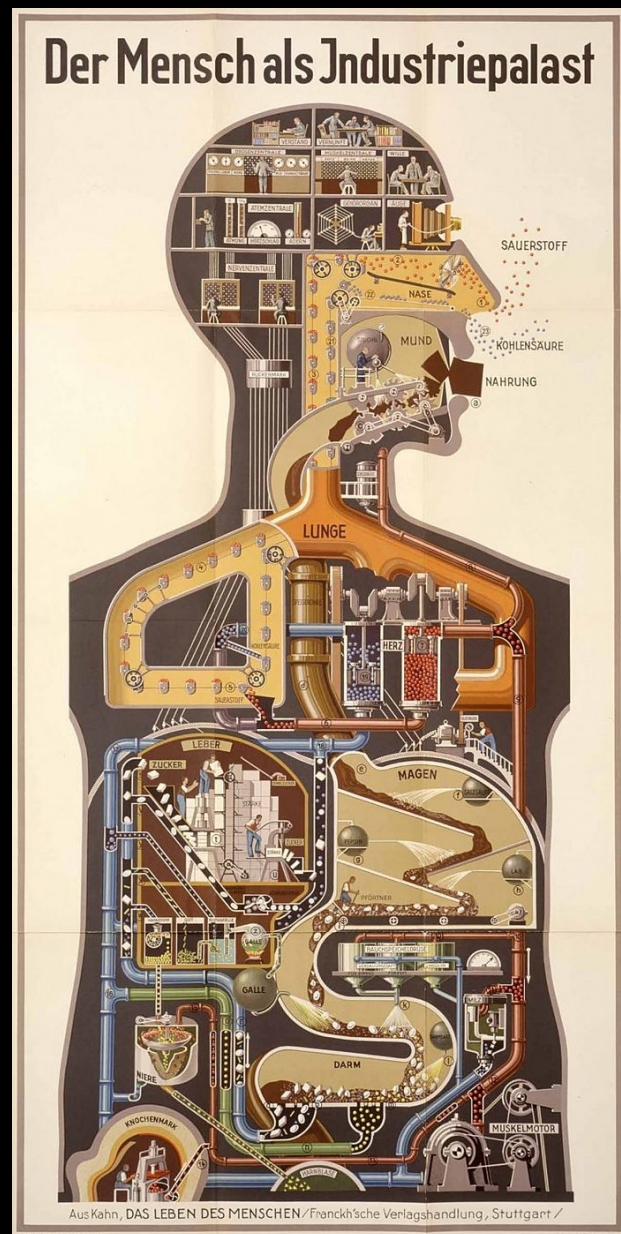
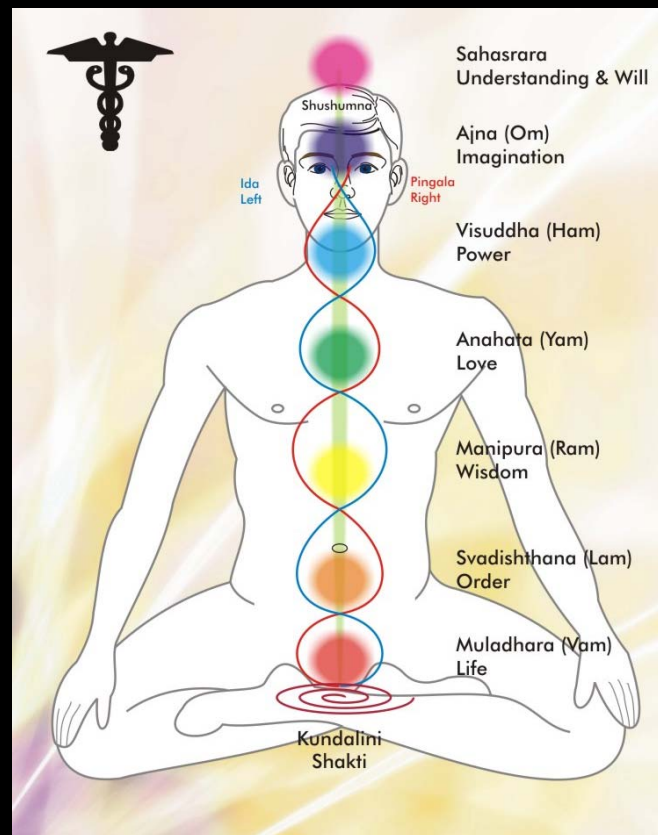
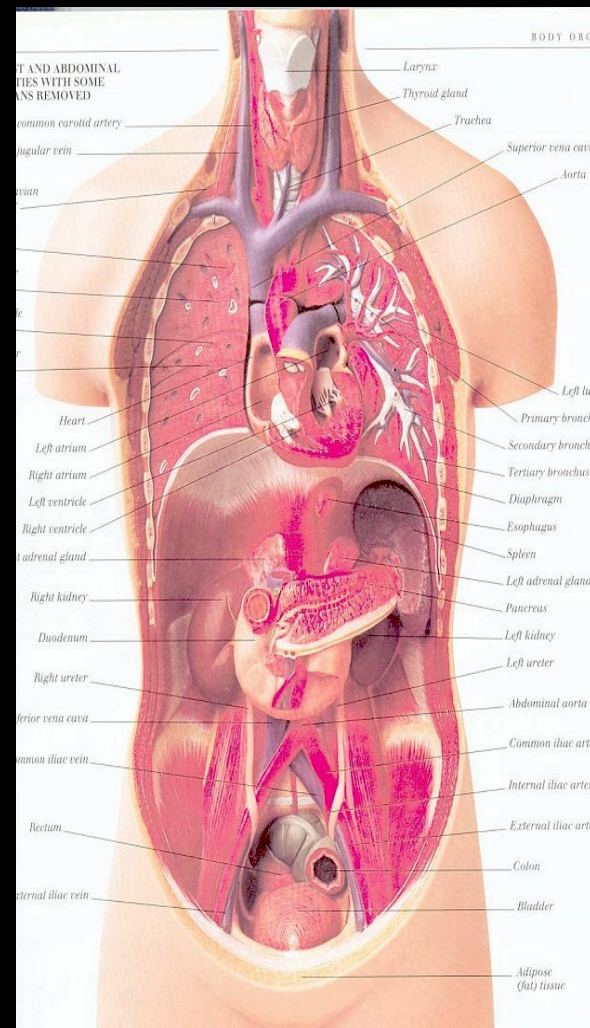


Child Pornographer

Metaphysics of Game Design



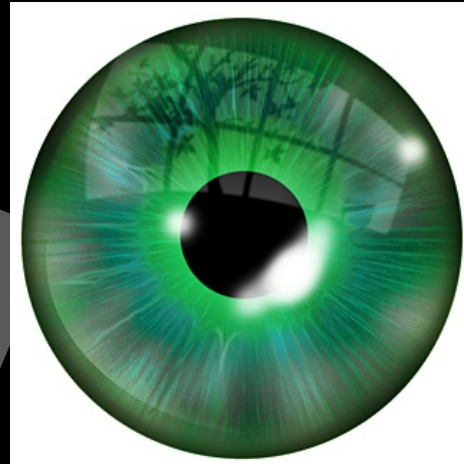
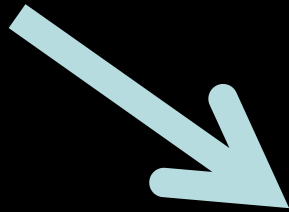




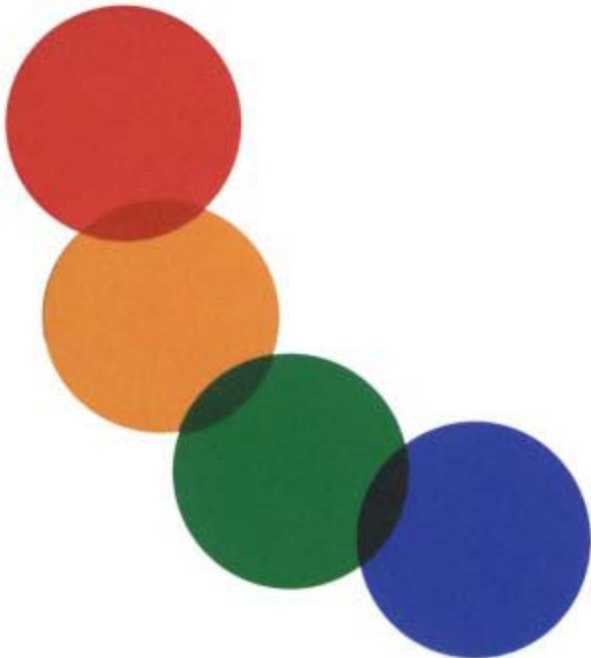
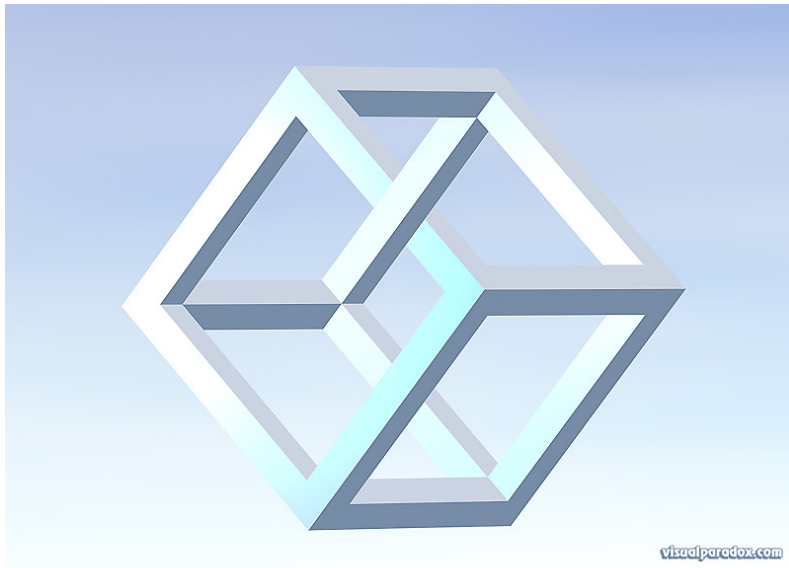


Perspectives are more valuable than solutions

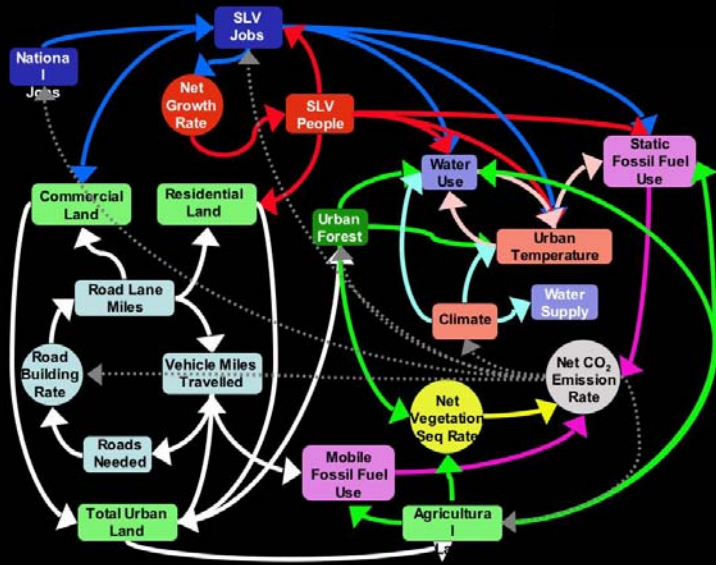








Gateway Art/Massless Storage



Systemic



Story



Visual



Play

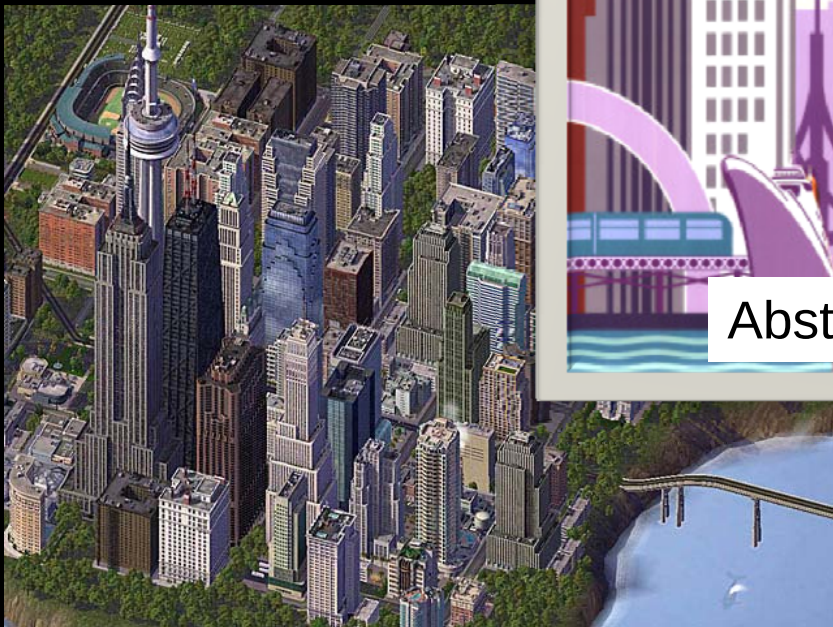




Tactile / Immersive



Historical / Regional



Toy-like / Systemic



Dramatic / Cultural

Images



~~Mechanical~~
Captured



~~Artistic?~~
Synthetic

Captured worlds



Blended worlds



Synthetic worlds



Reality

Imagined

Actual

Captured

Image

Synthetic





Life After People Slowly Rot

Reality

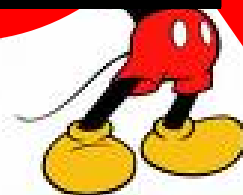
Imagined

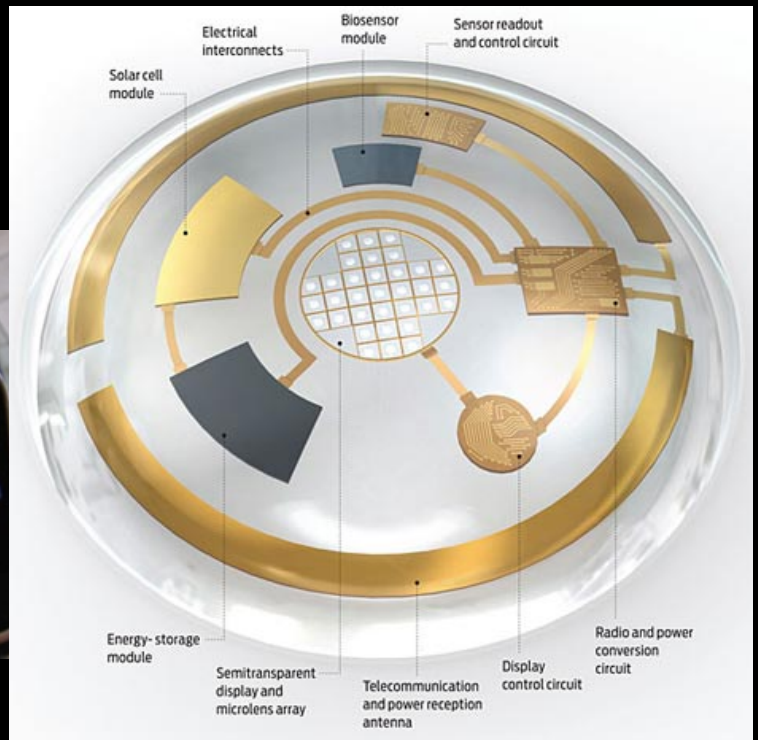
Actual

Captured

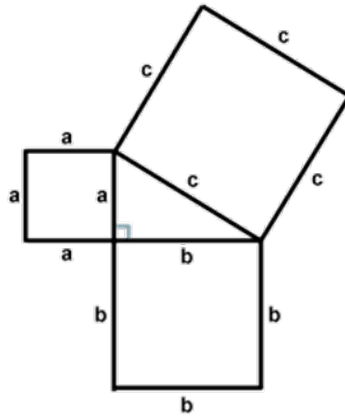
Image

Synthetic

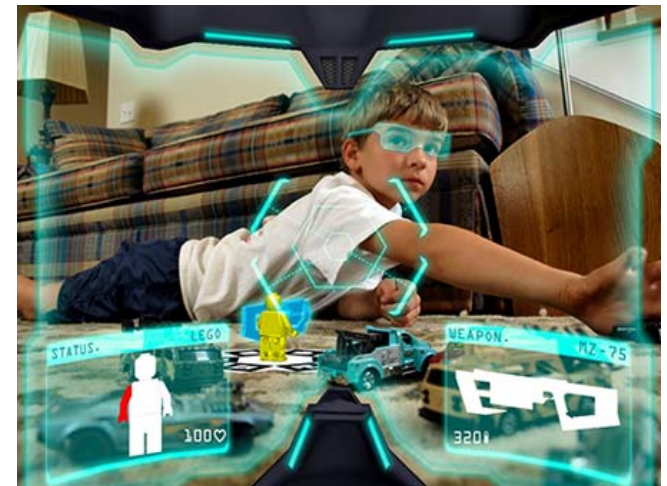




Symbolic



Perceptual





[Area Map]

[Location History]

Registered
Sex Offender



Drink
Coke!

Slutty
Ex-Girlfriend



- Review Profile
- Ignore
- Settings

Buy this shirt from
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\$65 - Next Day Shipping

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Blockbuster Entertainment [Find Nearest Store]



OAK 7 4TH
TEN 14 11:04

News Feed

Top Stories Status Updates Photos Posted Items

-  Whitney White is SO excited about the 80's bar crawl tonight!!! Then leaving for the beach with the fam in the AM, be back Tuesday night!
Updated 4 minutes ago [Comment](#)
-  Heather May is saving the whales.
Updated 9 minutes ago [Comment](#)
-  Stefie Bartley is headed back to CINCINNATI for the weekend!
Updated 9 minutes ago [Comment](#)
-  Aaron Sittig always loves the friday Q&A.
Updated 23 minutes ago [Comment](#)
-  Katherine Kennedy has had the greatest day biking along the beach, playing basketball, climbing on the tire swings, and just enjoying being a kid... Life is beautiful.
Updated 24 minutes ago [Comment](#)
-  Keith Lam <http://twitpic.com/665b> - Home Depot Center site of the X Games.
Updated about an hour ago [Comment](#)

friends

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- World news
- Business
- Stocks & economy
- U.S. business
- World business
- Autos
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- Retail
- Careers
- Personal finance
- Small business
- Viewpoints
- Politics
- Sports
- Entertainment
- Health
- Tech & science
- Travel
- Local news
- Weather

Quake crushes Haiti's economic revival

Nation was moving toward stability, growth when disaster struck



Decades of political upheaval that thwarted economic development in Haiti began giving way last year to a semblance of stability. But a push to promote jobs in industries like garment manufacturing was dealt a serious blow by this week's devastating earthquake.

By John W. Schoen

Senior producer

msnbc.com

updated 12:27 p.m. PT, Fri., Jan. 15, 2010

This is an especially cruel moment for the people of Haiti.

Video



Launch

Bill Clinton: \$10 can make a difference
Jan. 15: Former President Bill Clinton, who serves as the United Nations' special envoy for Haiti, speaks with TODAY's Matt Lauer and encourages people to donate to the ongoing relief effort.
Today show

Send us your questions



Got a question about the or personal finance? C to send it to the Ans

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Help

- FAQ
- Bugs

Hardware: The 100 Best Tech Products of 2006

Posted by Zonk on Sunday June 04, @10:41PM
from the [but-it-is-only-halfway-over](#) dept.

prostoplex writes

"You've read about the 25 worst tech products, now it's time to check out a list of the 100 best tech products of 2006 from the same publication. PC World named Intel Core Duo, AMD Athlon 64 X2 Dual-Core, Craigslist.org, Apple iPod Nano and Seagate 160GB Portable Hard Drive the best tech products of this year."

70 of 100 comments [hardware.slashdot.org](#) [Read More...](#)

Science: Bellagio Fountains Recreated with Mentos and Coke

Posted by Zonk on Sunday June 04, @08:36PM
from the [truly-a-worthy-expenditure-of-time](#) dept.

Trip writes

"What happens when you combine 200 liters of Diet Coke and over 500 Mentos"

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communities

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Google maps chinese food

Find businesses, addresses and places of interest

Get Directions My Maps

Narrow by: Neighborhood Cuisine User Rating

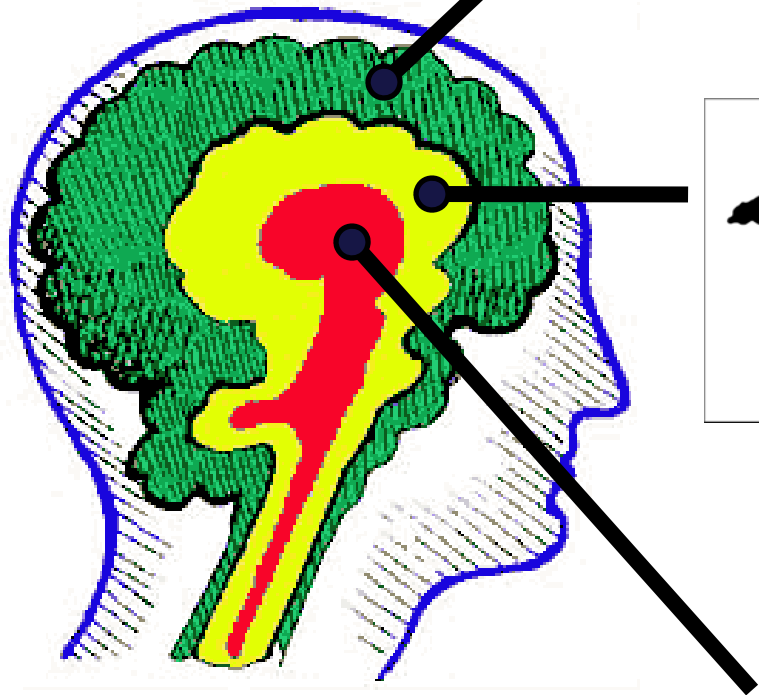
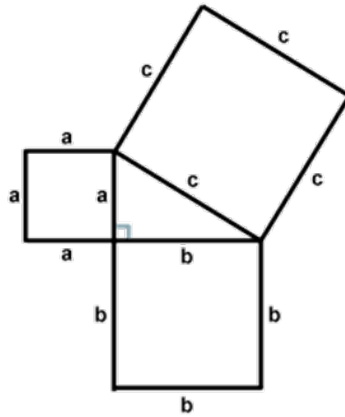
chinese food

- Tian Sing Chinese Restaurant Inc.**
138 Cyril Magnin Street, San Francisco, CA - (415) 398-1338
Really lovely dim sum at Tian Sing! Service was great - the waitress was ...
- Brands Ho's Hunan Food**
217 Columbus Avenue, San Francisco, CA - (415) 788-7527
Went out to dinner with large group on a busy night. Restaurant was much ...
- R & G Lounge**
321 Kearny Street, San Francisco, CA - (415) 982-7877
Category: Chinese Restaurant
"Staying on the outskirts of Chinatown, we were keen to have some decent ..."
- Shanghai 1930 Restaurant**
133 Stewart Street, San Francisco, CA - (415) 896-5500
Category: Chinese Restaurant
"We allowed our waiter to choose our 'dim sum' (excellent) Then we ..."
- House of Nanking**
919 Kearny Street, San Francisco, CA - (415) 421-1429
Category: Chinese Restaurant
"You had a great time in this place. The atmosphere is vibrant with ..."
- Patelbudd**
2030 Union Street, San Francisco, CA - (415) 828-8805
Category: Chinese Restaurant
"I had a great time in this place. The atmosphere is vibrant with ..."
- Yank Sing Restaurants**
49 Stevenson Street, San Francisco, CA 94105 - (415) 541-4549
[yanksing.com](#)

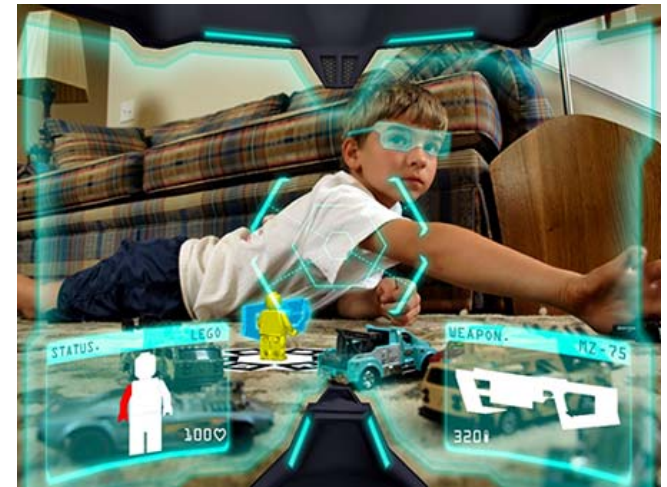
Chinese Take Out - [www.Delivery.com](#) - Order From Favorite San Francisco Restaurants & Earn Delivery Points! - San Francisco, CA. Sponsored Link

local neighborhood

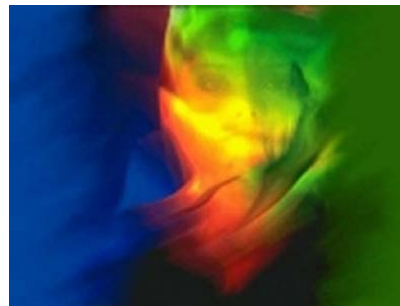
Symbolic



Perceptual



Emotional



MY Book about ME



You
paste your
picture here.
Then you
write and draw
your book
about
YOURSELF



By **ME**, Myself

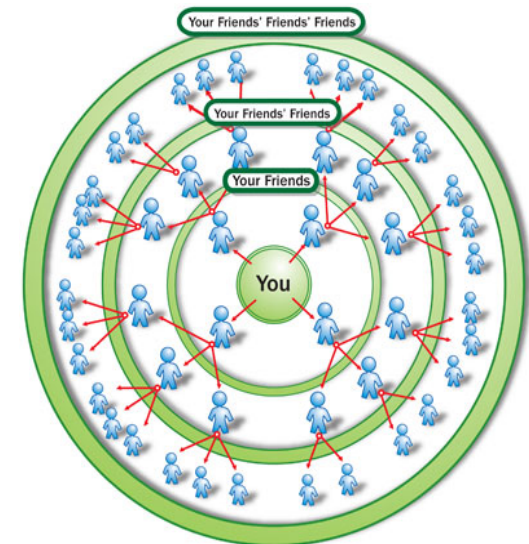
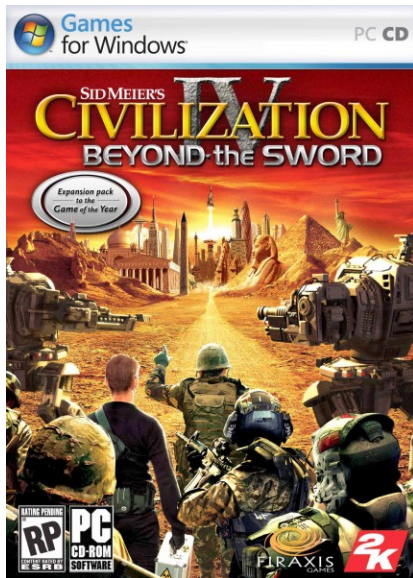
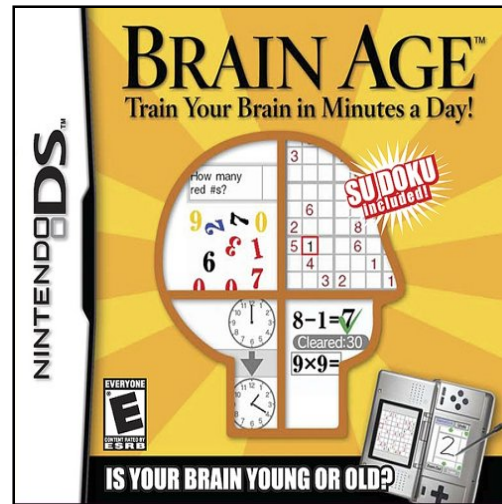
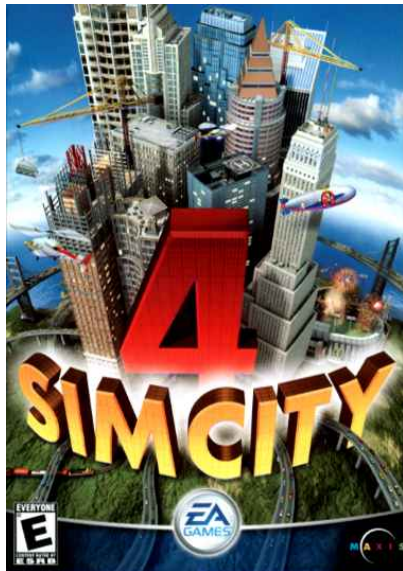
with some help from my friends

Dr. Seuss & Roy McKie





As personal as our dreams...



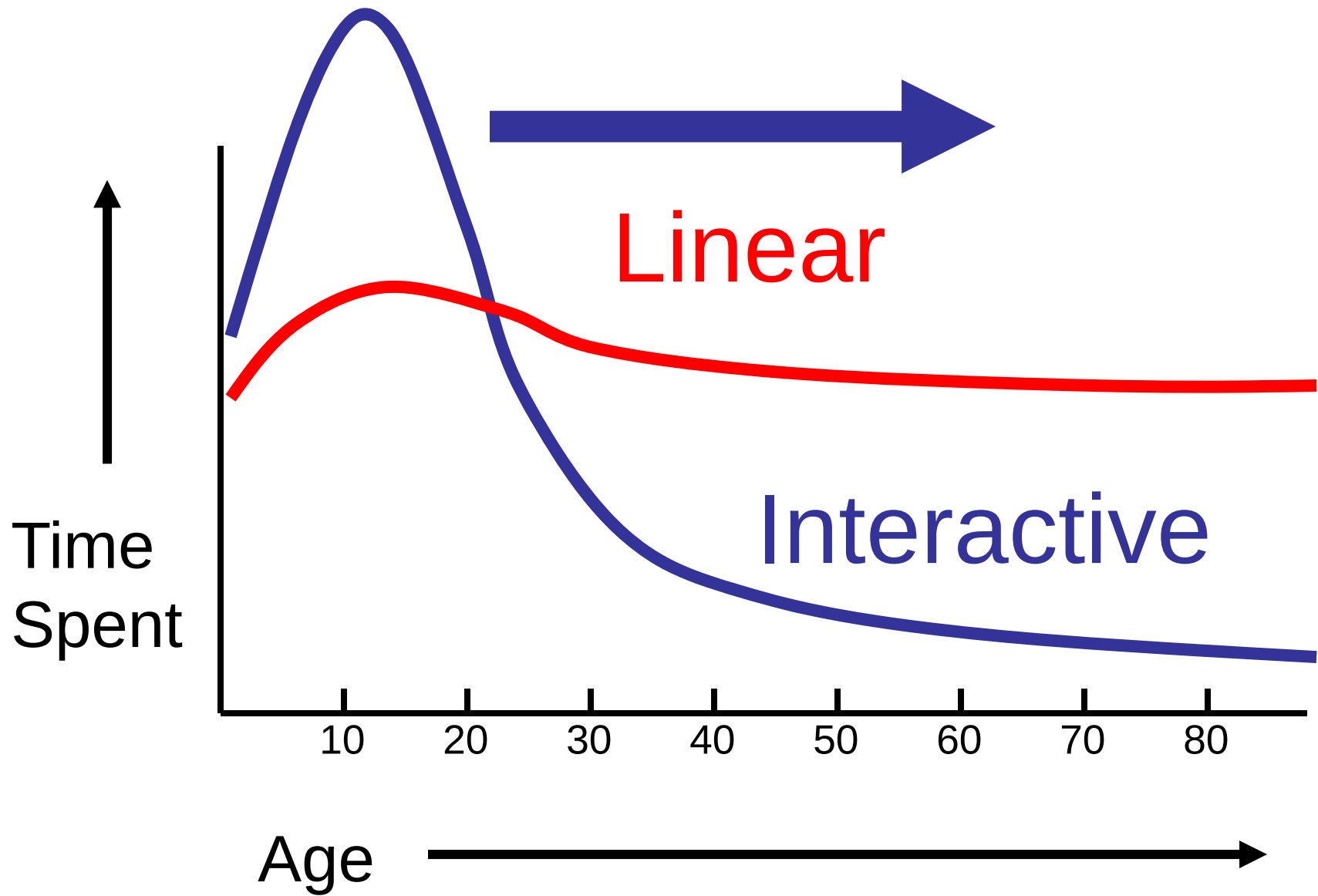
My World

Improve Me

About Me

VIRTUAL



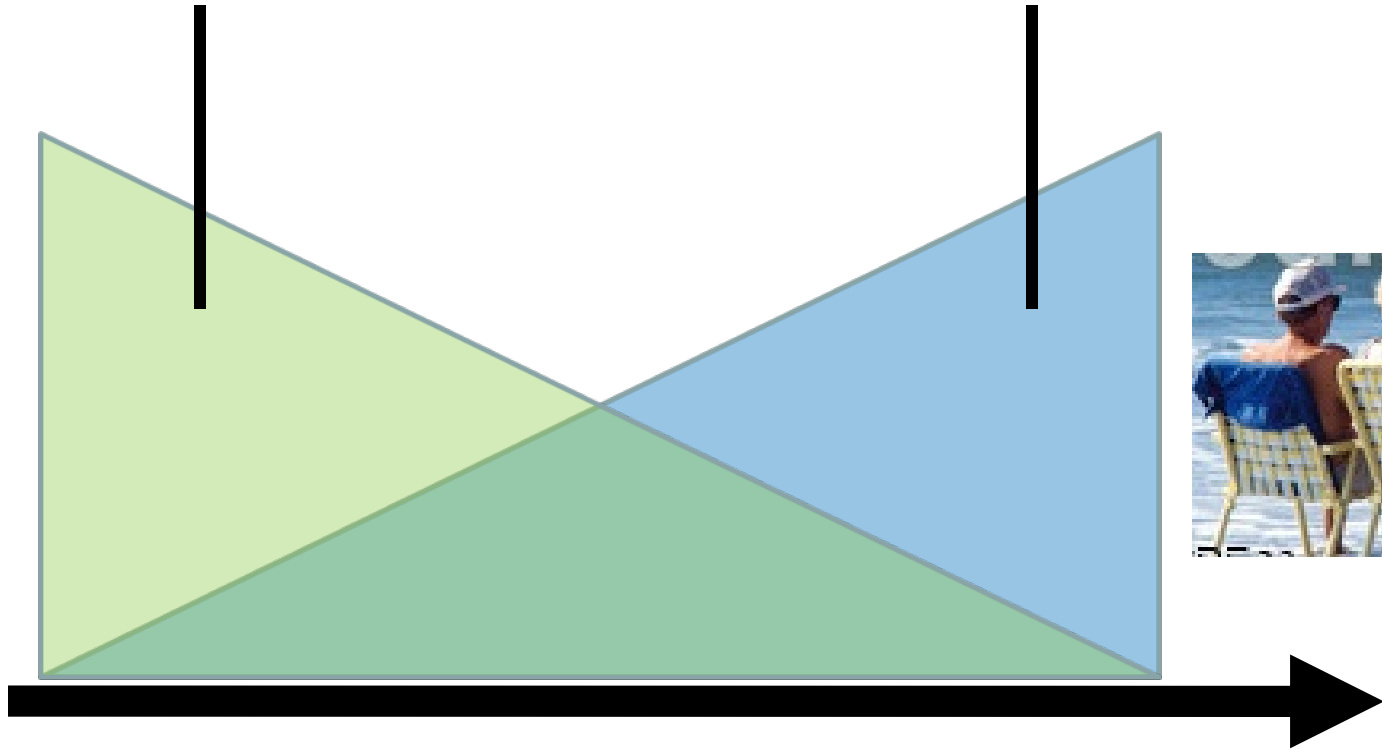


Artificial Experiences
(Play/Story)

Real Experiences



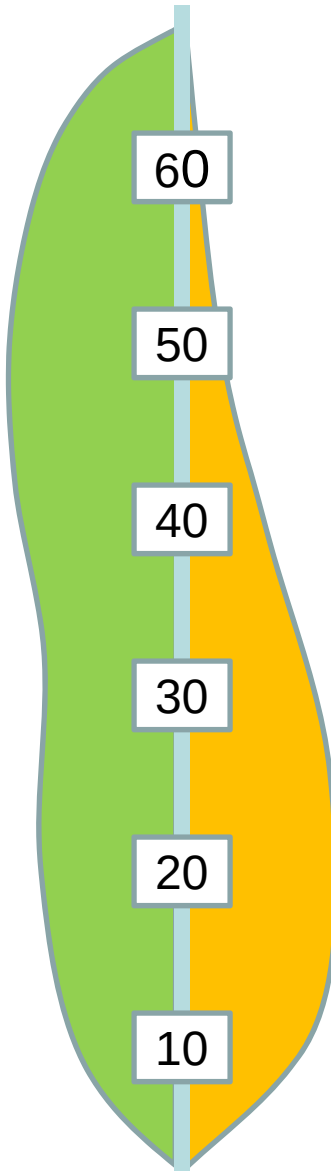
Age



Real World (atoms)

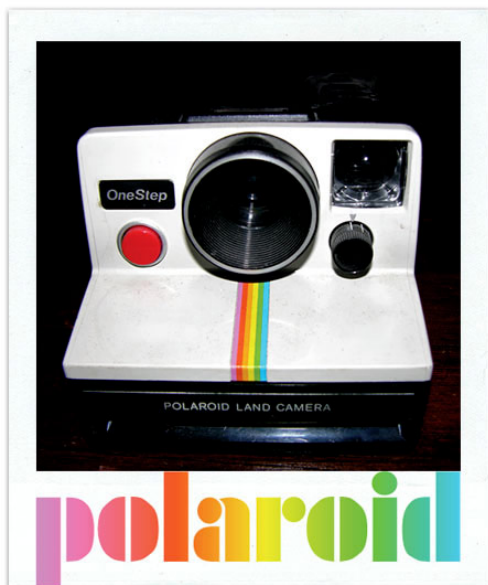


Investment (by age)

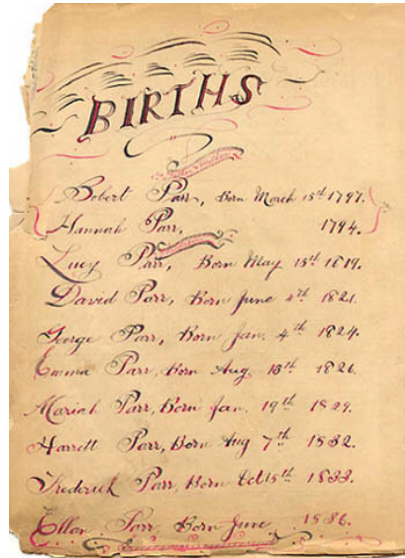


Virtual World (bits)





Personal Data



1Kb



100Kb



1Mb



100Mb

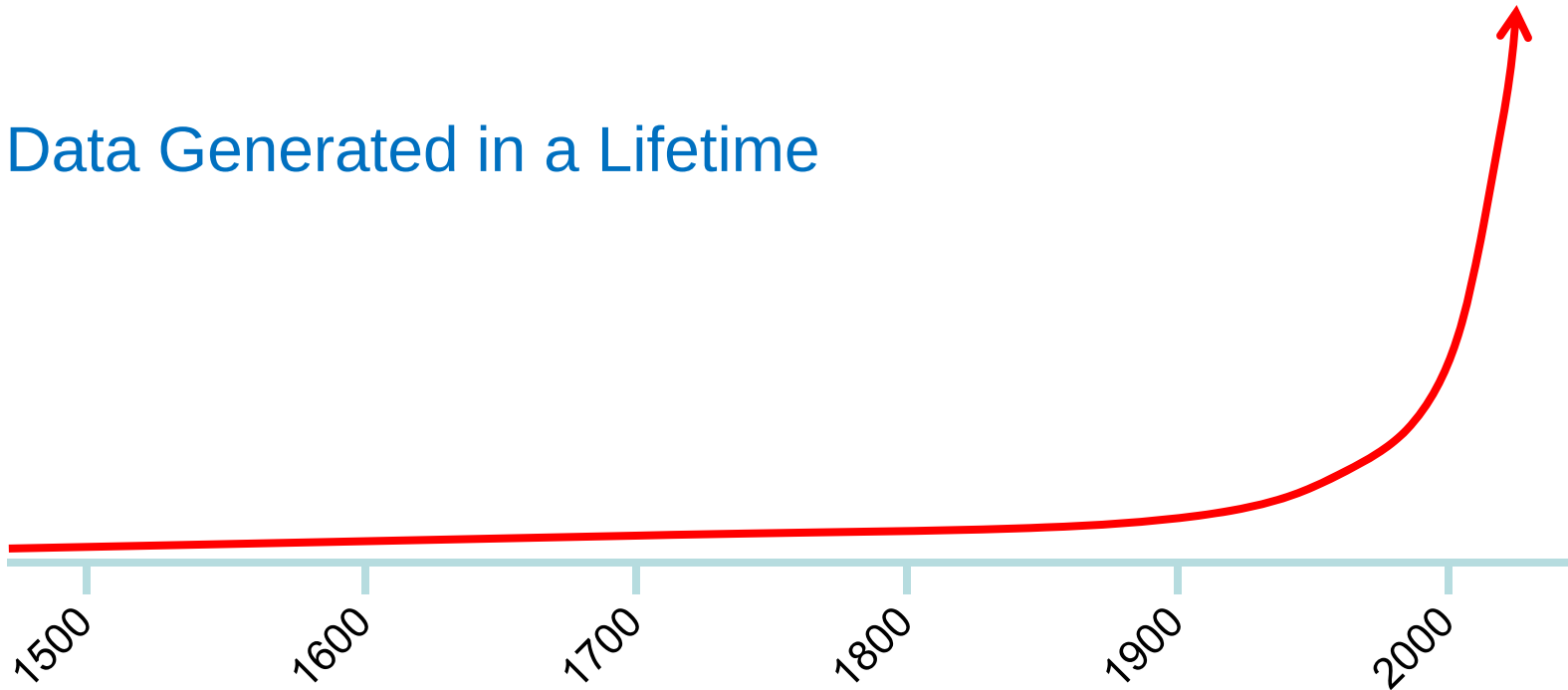


10Gb

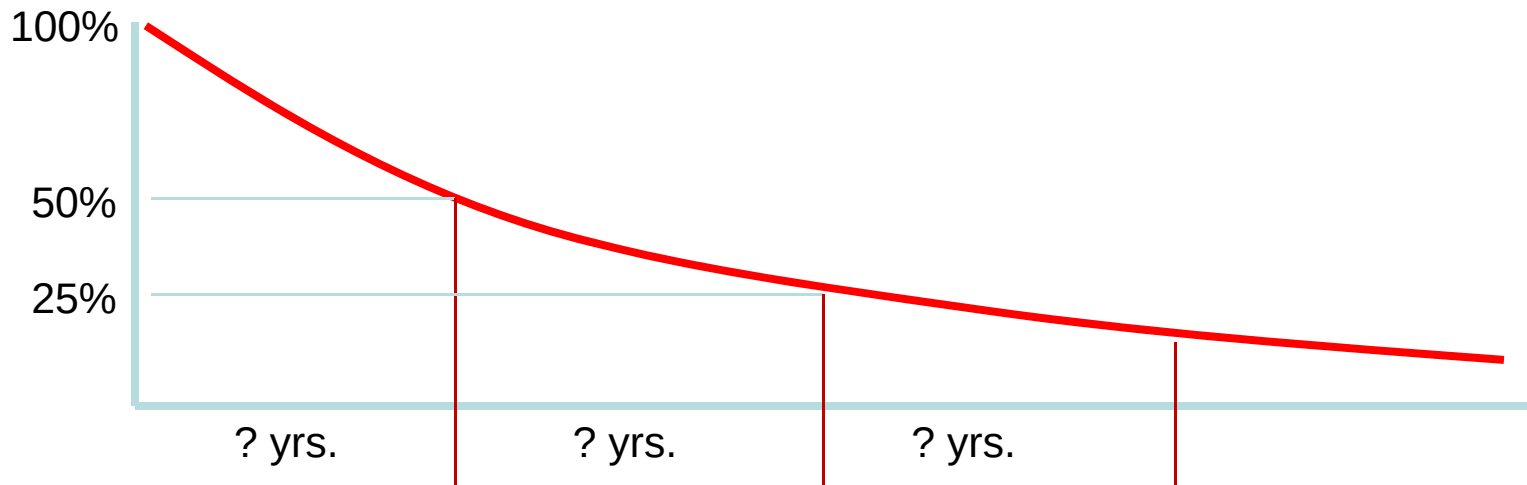


?Tb

Data Generated in a Lifetime

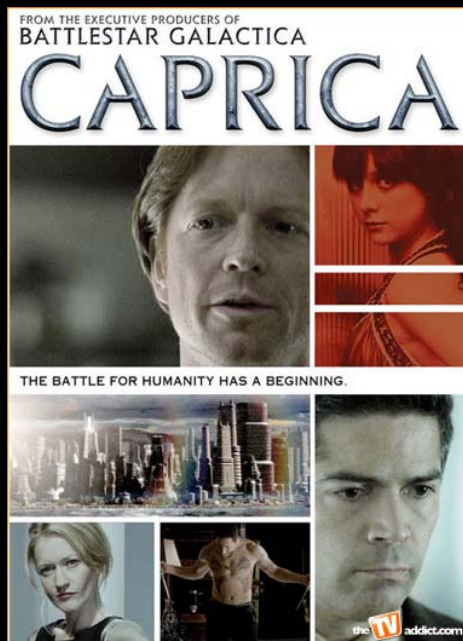


Half-Life of that Data



Digital wake

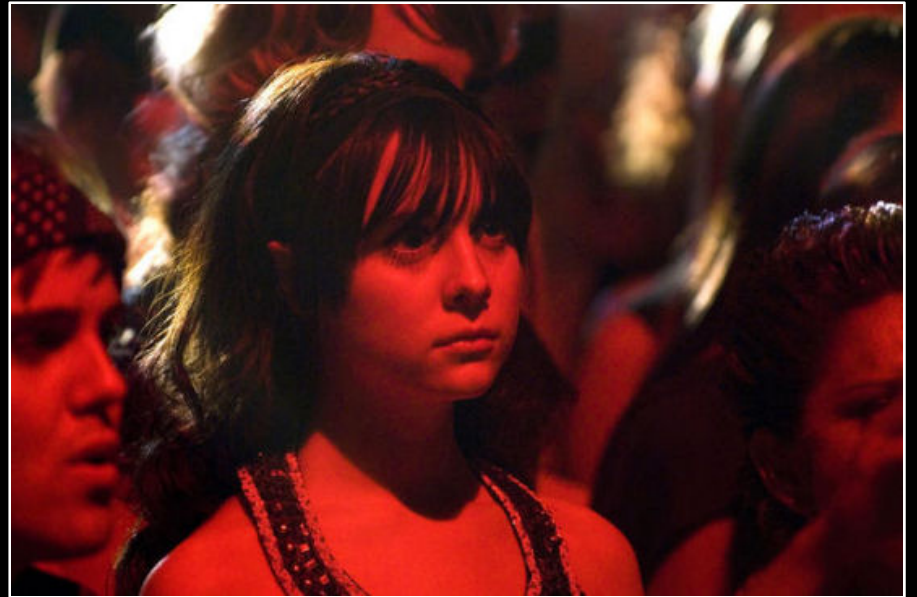
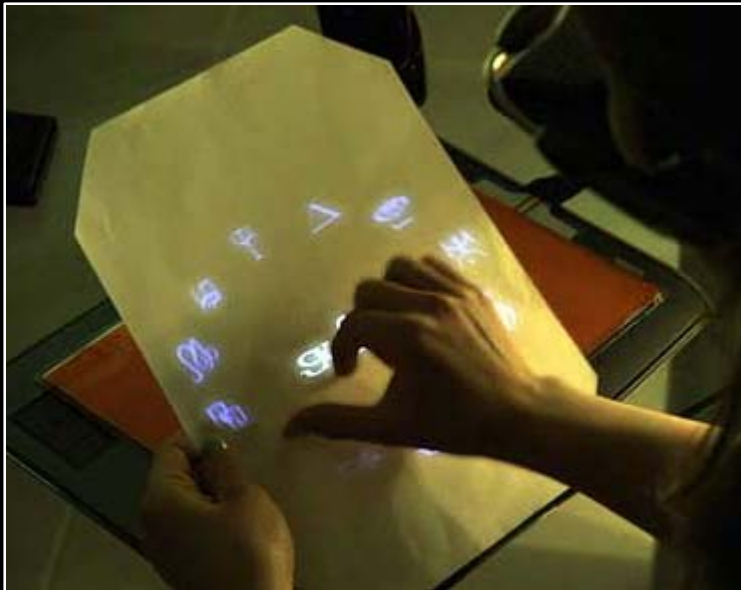
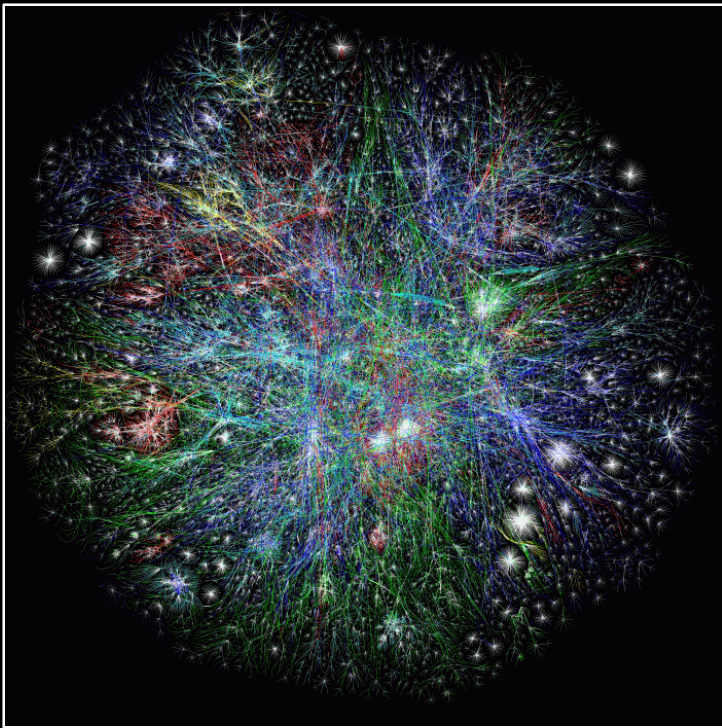


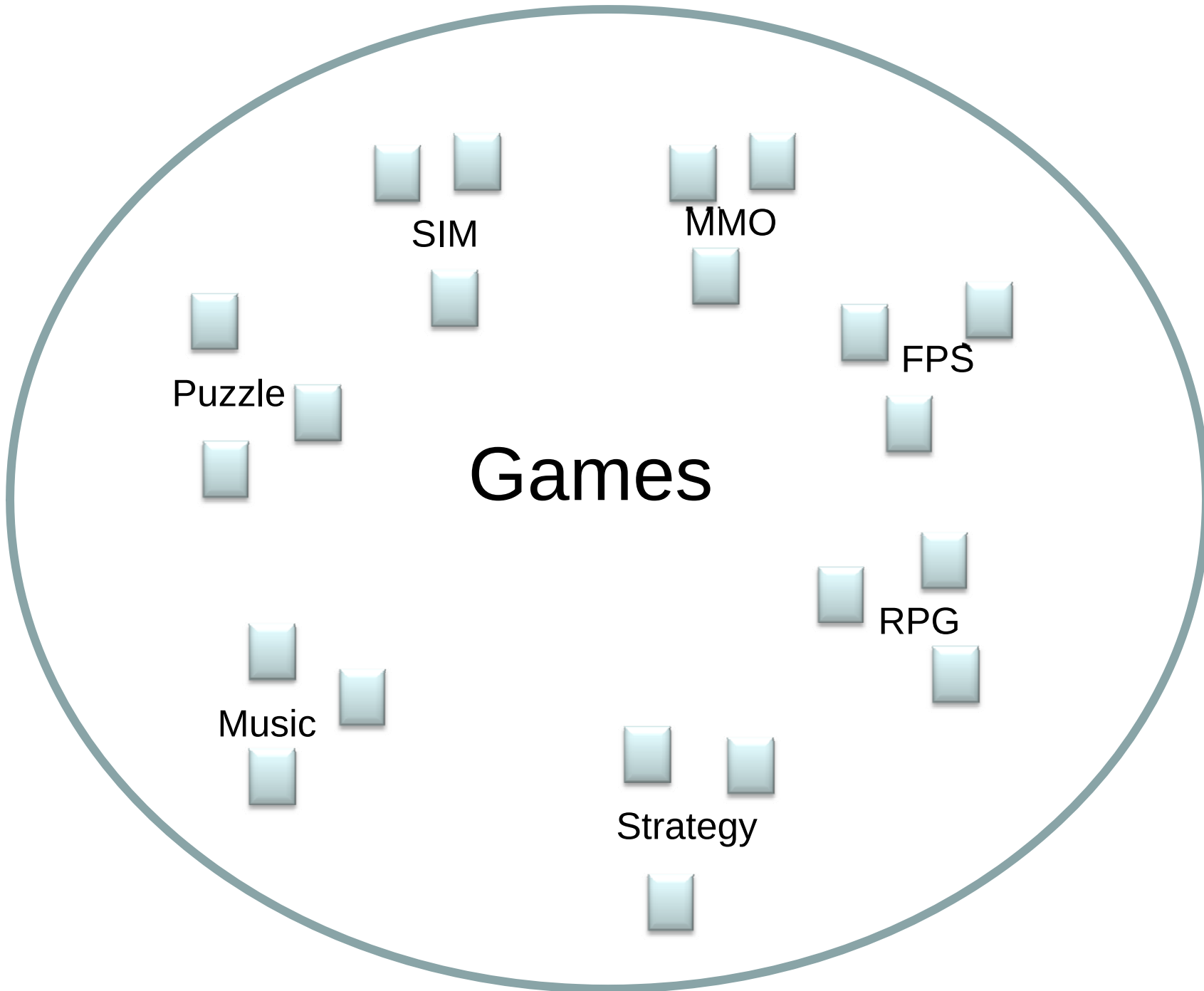


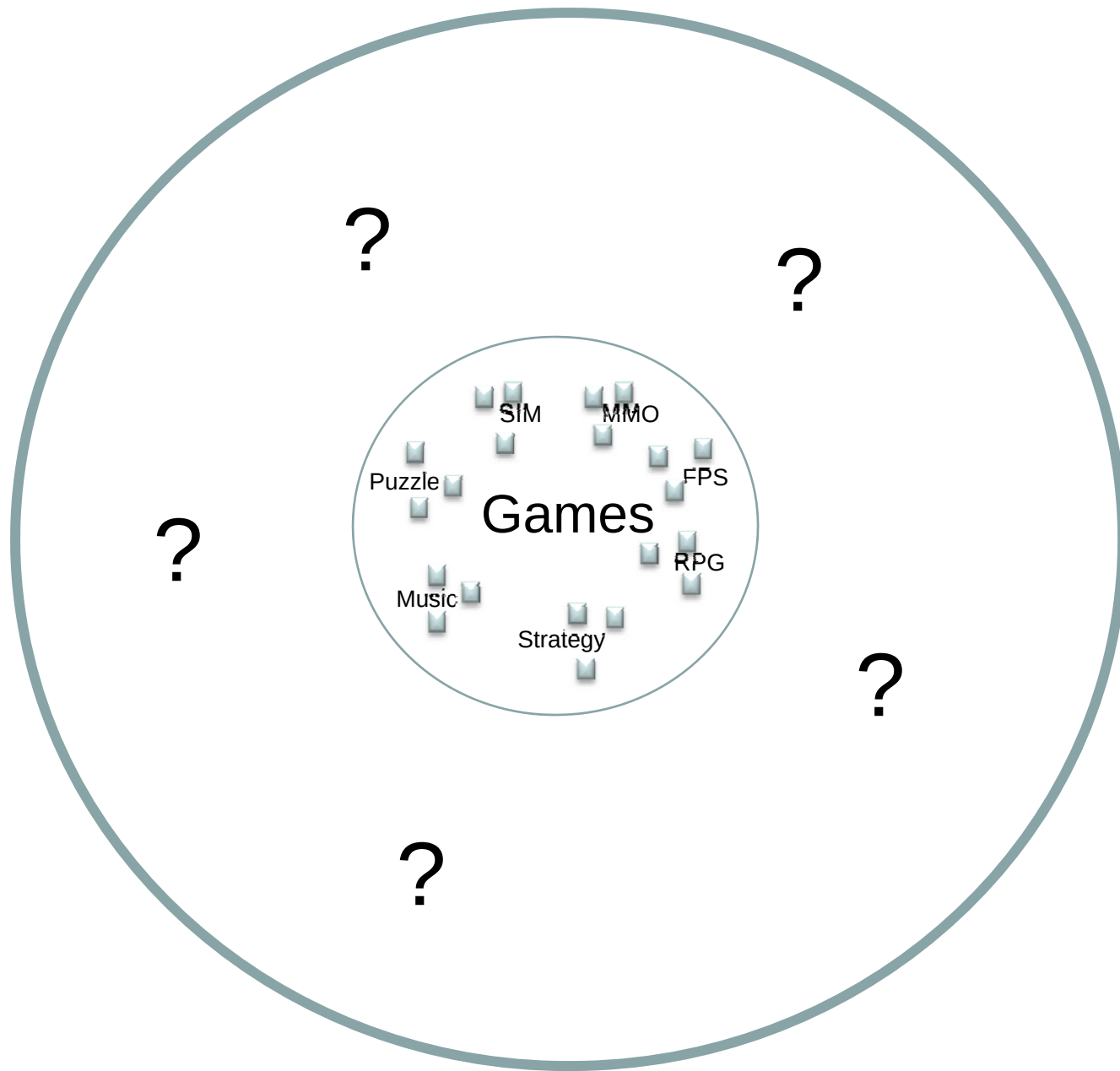
Caprica City



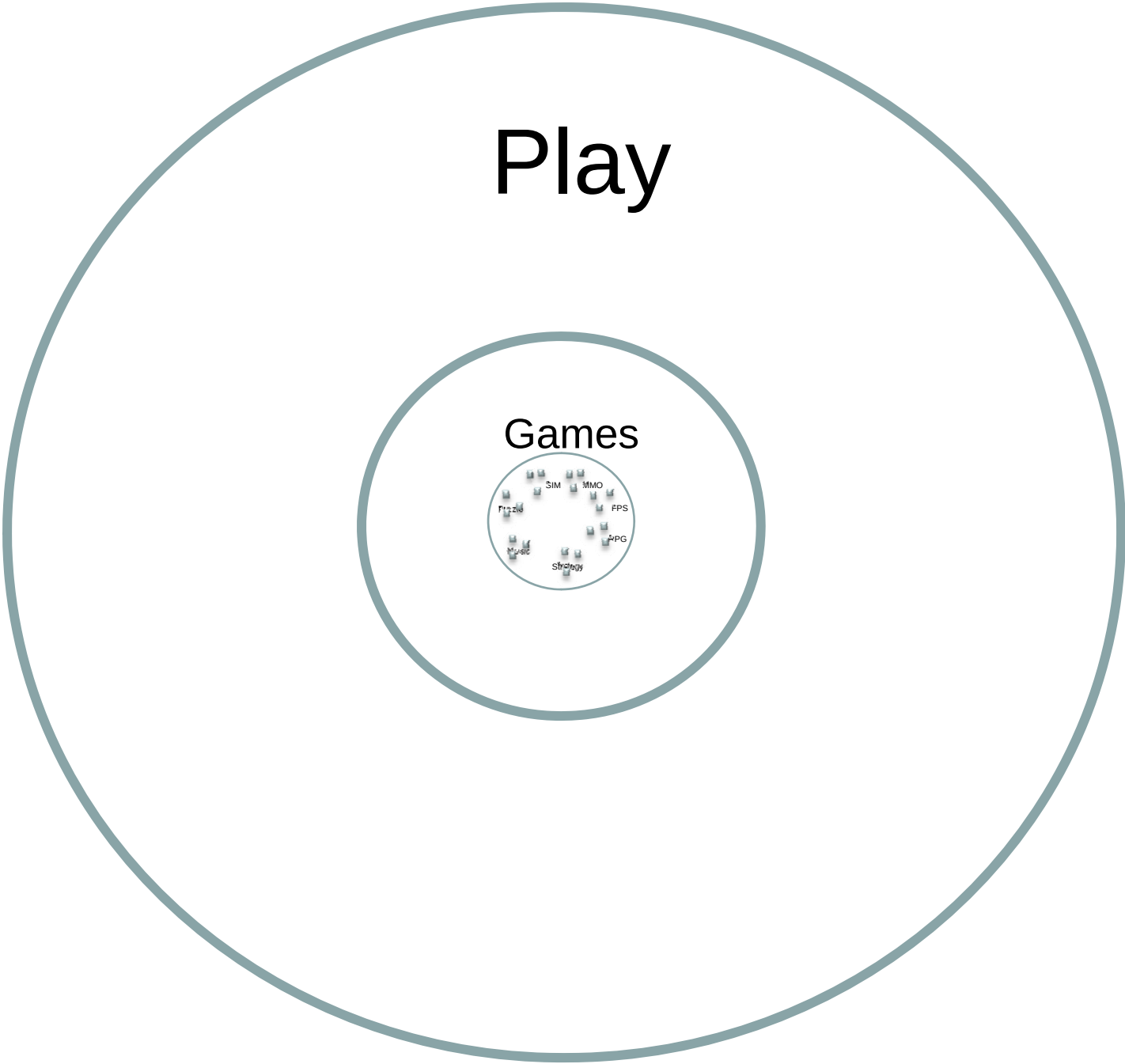
New Cap City (GTA)



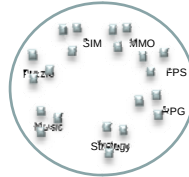


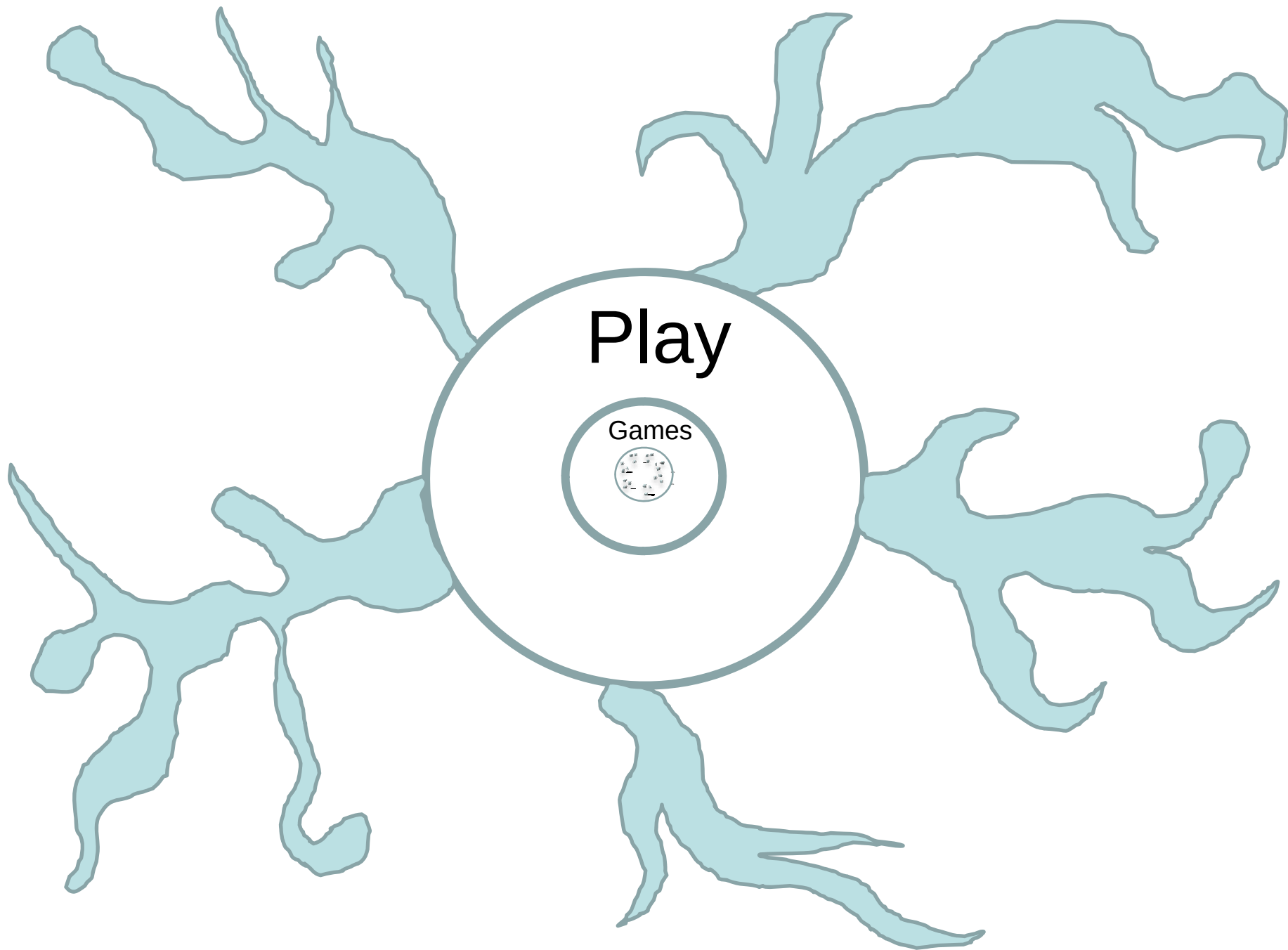


Play



Games





We want _____ to feel more like a gaming experience.

exercise

homework

shopping

medical exams

eating

personal hygiene

tax preparation

Make it

Seem

Game-like



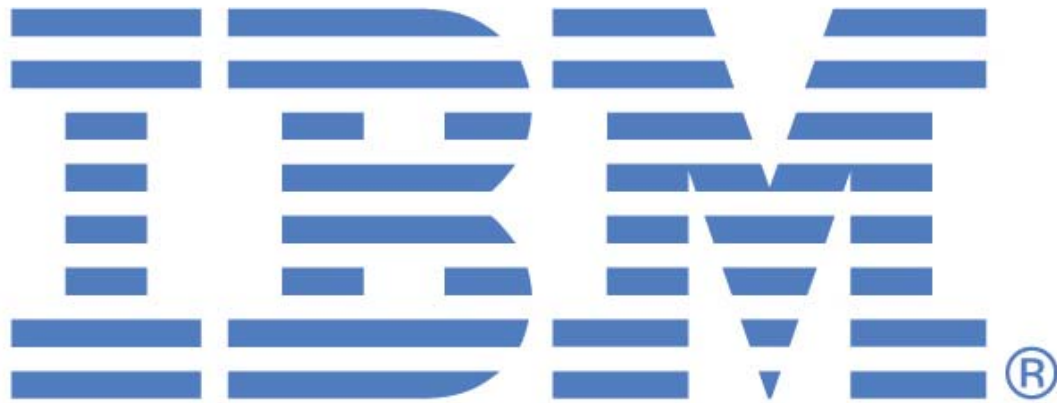
Creative Think Roger von Oech

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Color names if you're female

Color names if you're male

Maraschino		Red
Cayenne		Purple
Maroon		
Plum		
Eggplant		
Grape		
Orchid		Pink
Lavender		
Carnation		
Strawberry		
Bubblegum		
Magenta		Orange
Salmon		
Tangerine		
Cantaloupe		Yellow
Banana		
Lemon		
Honeydew		Green
Lime		
Spring		
Clover		
Fern		
Moss		Blue
Flora		
Sea Foam		
Spindrift		
Teal		
Sky		
Turquoise		



“We’re arrogant,
and we should be”

Bank of America®



“Where you’re not alone
until you need a loan”

P&G



“We have a product for
every orifice of your body”

Kotex®



“Not the best product in the world
but it’s right up there next to it”

Real Life



"The Ultimate Adventure Game"

VIDEO GAMES



**WHY WASTE GOOD TECHNOLOGY
ON SCIENCE AND MEDICINE?**

**REAL LIFE IS JUST
A HOBBY**



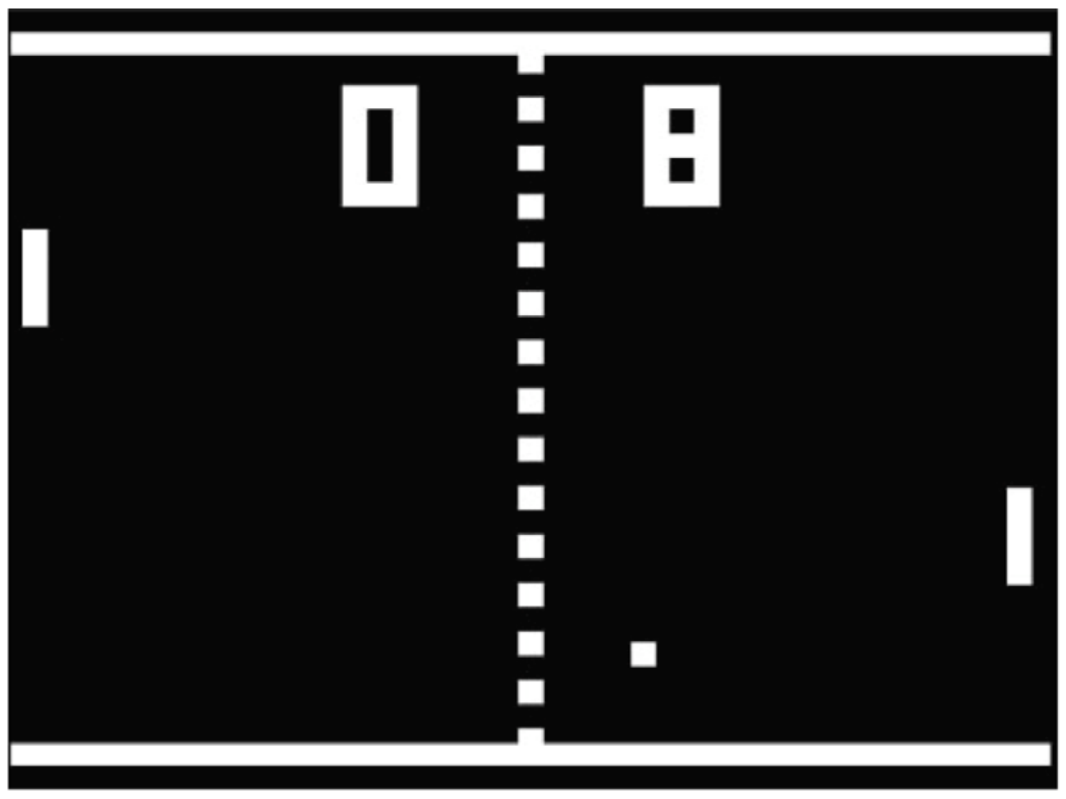
**TO KEEP ME BUSY
BETWEEN GAMES.**

Games infusing everyday life

The dangers of world of warcraft







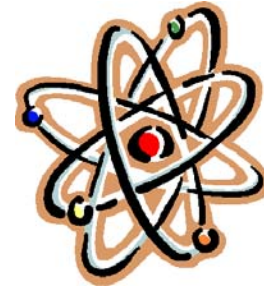
→ 38 years







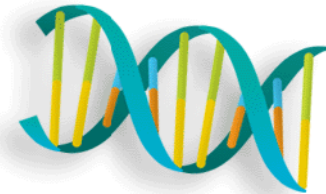
Geology



Physics



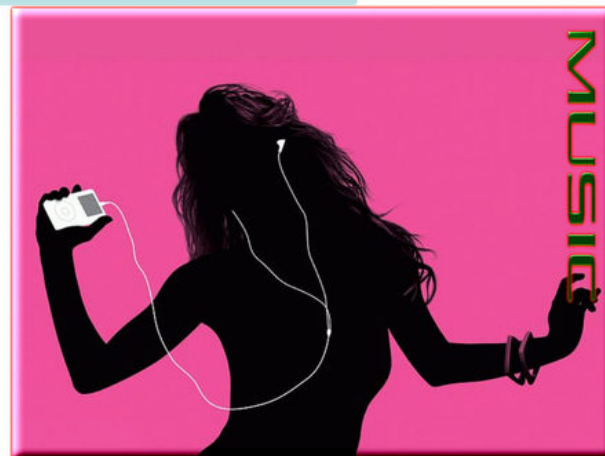
Chemistry



Biology



Interdisciplinary Entertainment

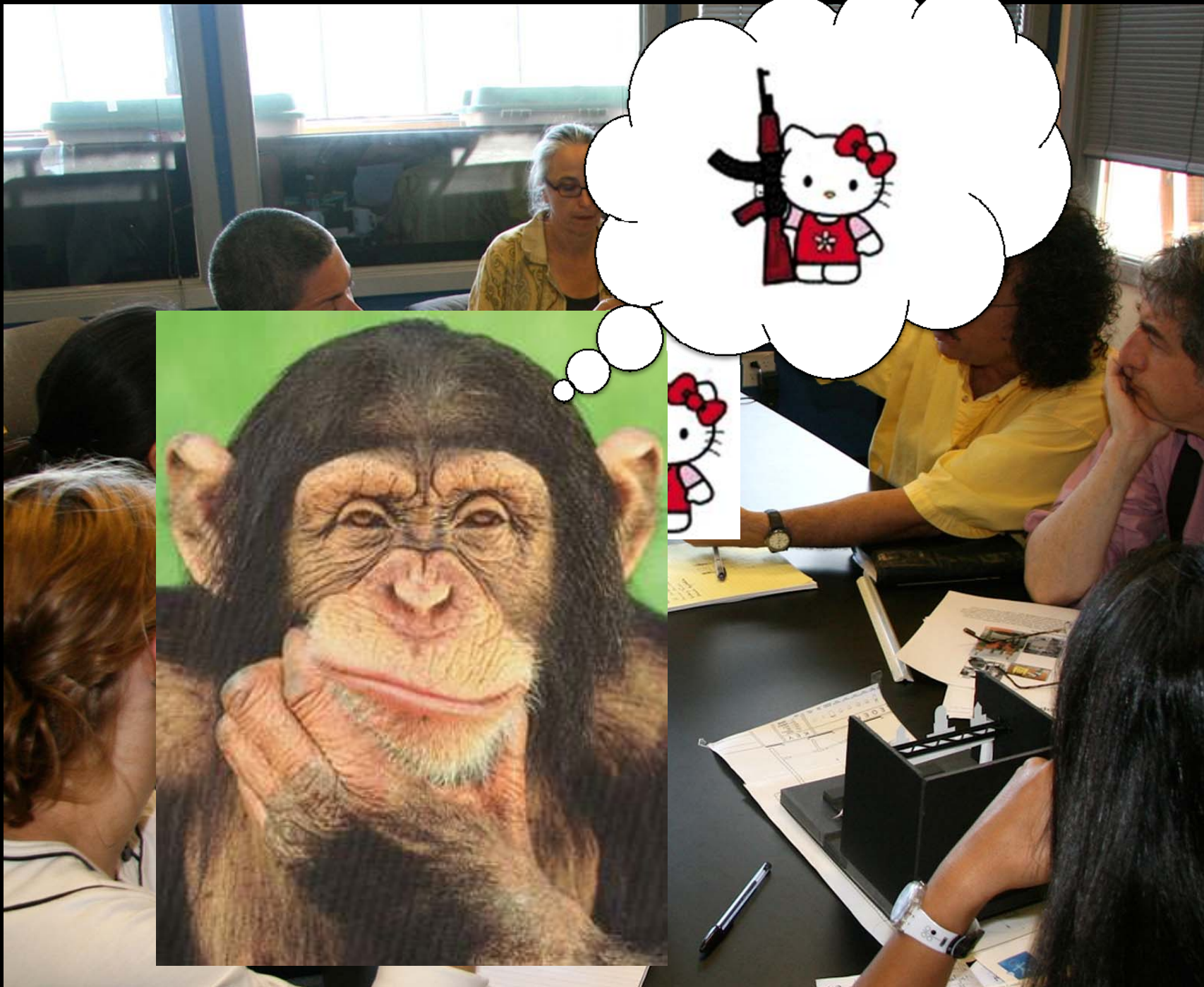


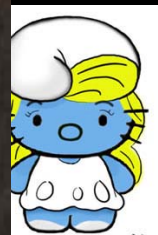
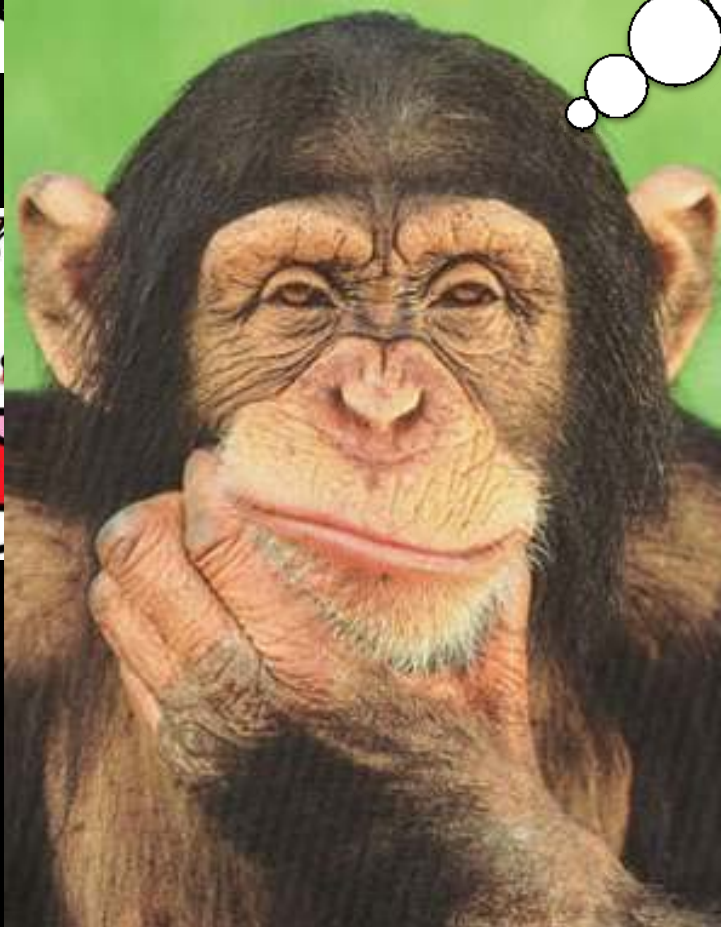
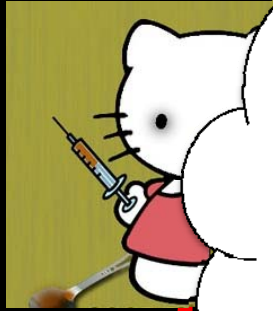
The creative process...

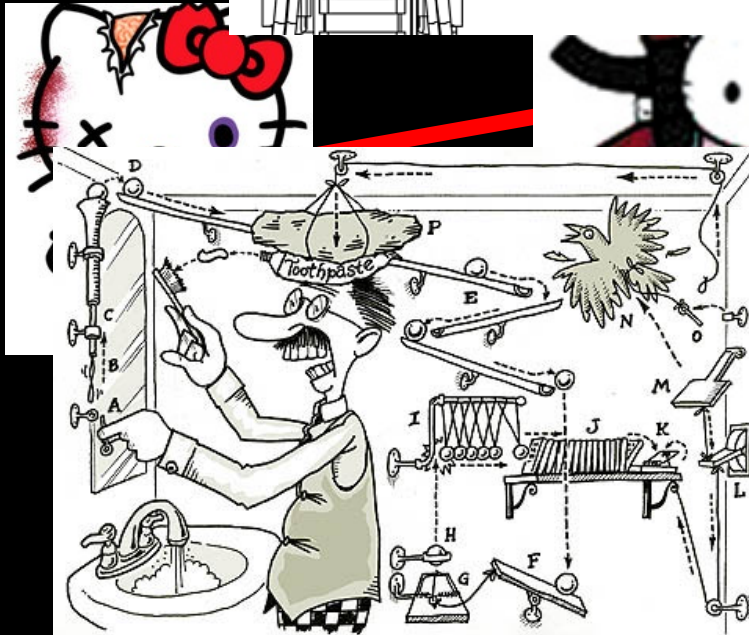
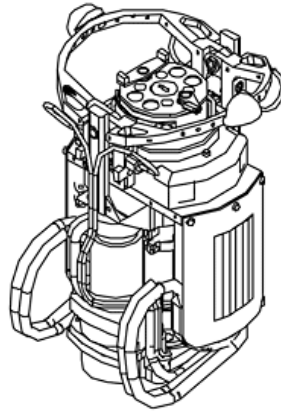
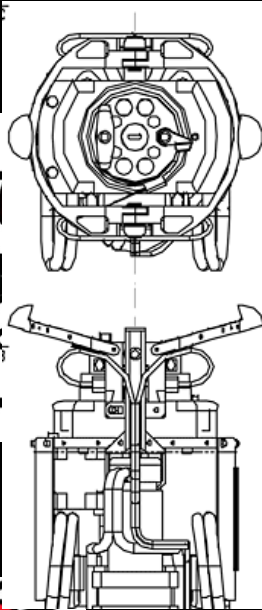








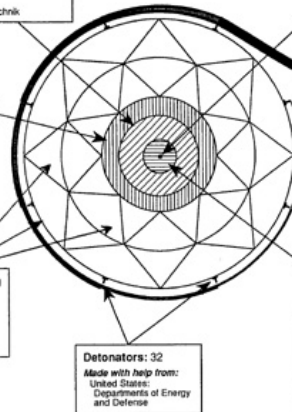




Reflector: 100 to 250 Kg of Natural Uranium
Made with help from:
Germany: Arthur Pfeiffer Vakuum Technik

Tamper: 50 to 200 Kg of Iron

High Explosive: 250 to 500 Kg
Made with help from:
Sweden/Switzerland:
Alisa Brown Boveri
United States:
Departments of
Energy and Defense



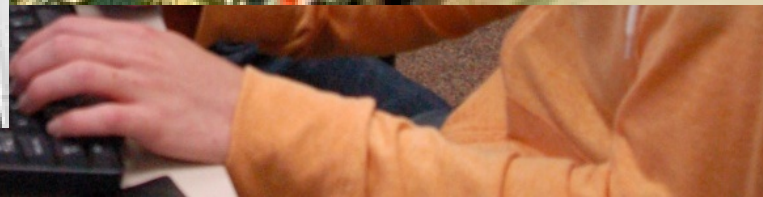
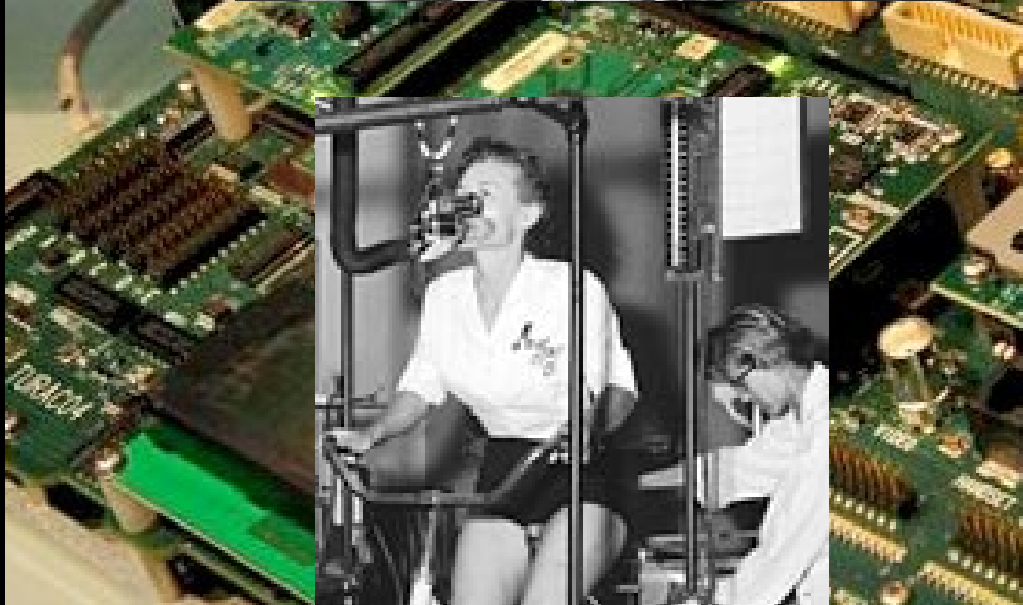
Initiator: Polonium, Beryllium

Firing Set: energy source, timer, switches
Made with help from:
United States:
Departments of Energy
and Defense

Core: 15 to 18 Kg of High-enriched Uranium

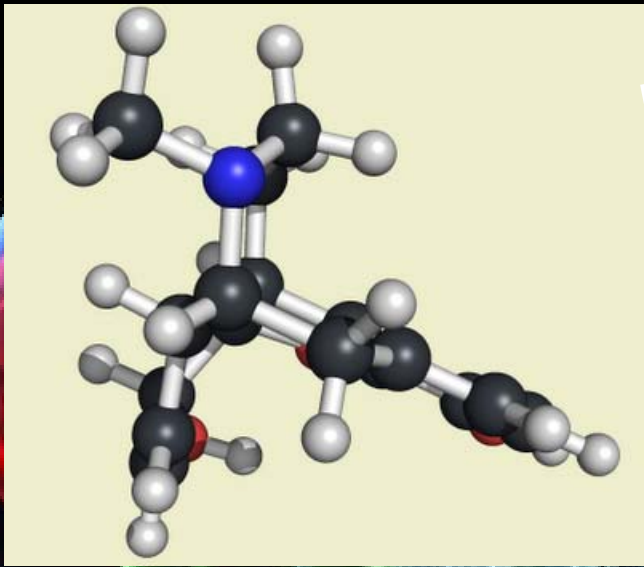
Made with help from:
Belgium: Setatra
Brazil: Atomic energy commission
Hugo Piva
Germany: Arthur Pfeiffer Vakuum Technik
Degussa
Frisigan MAT
H&H Metallform
Leybold Heraeus
Neue Magdeburg
Dr. Heusinger & Sohne
Cramm
Niger: Chemadex
Poland: Asconel
Switzerland: Balzer
Schmidmeccanica
VAT
United States: Frigian-MAT



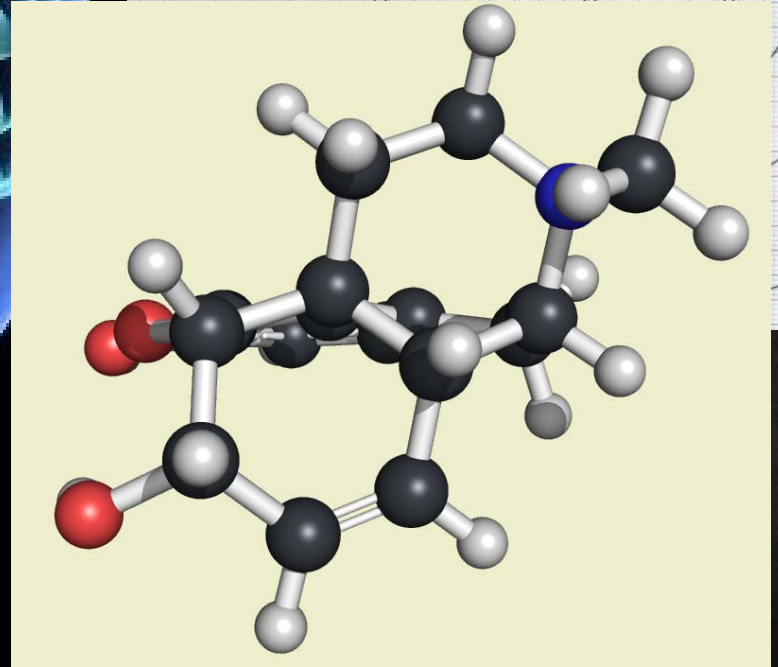
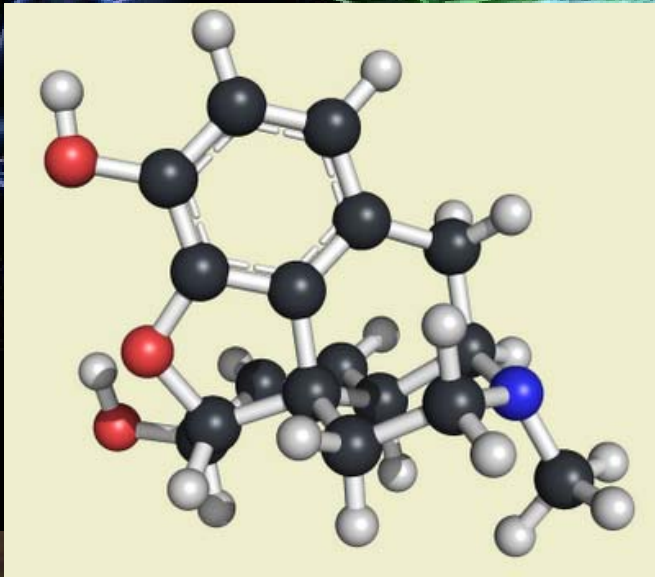
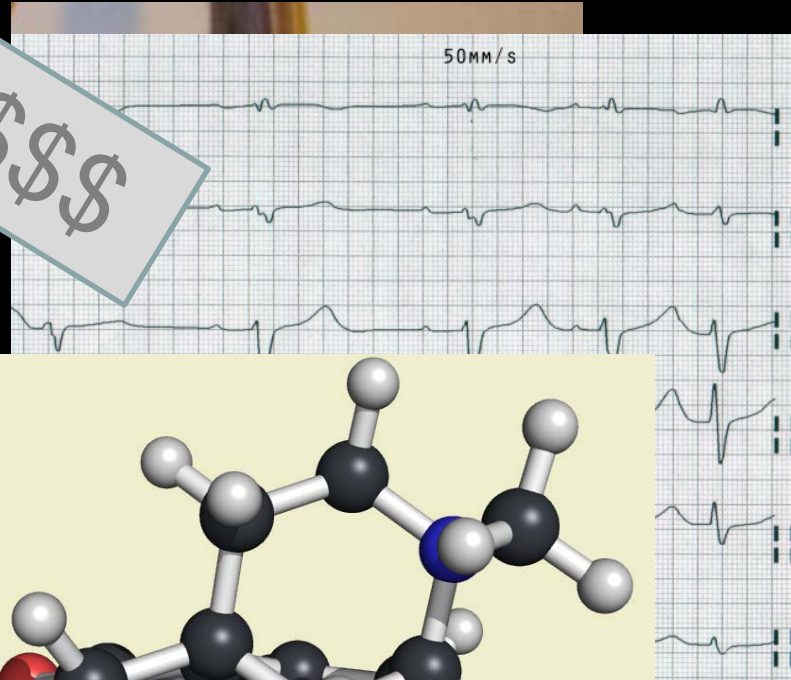








\$\$\$



Hormones, endorphins, neurotransmitters

Unemployed

~~Independent~~

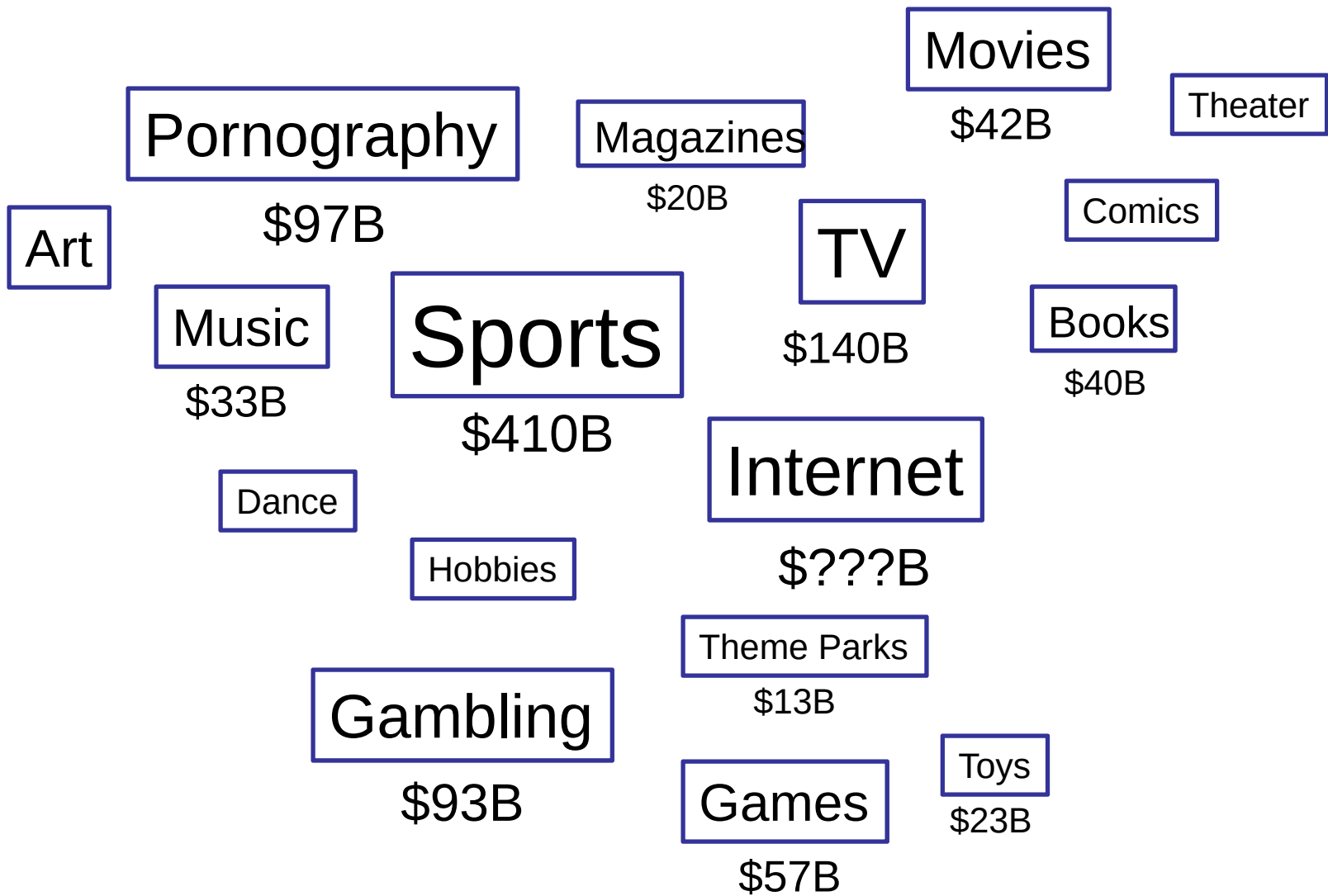
~~Game Designer~~

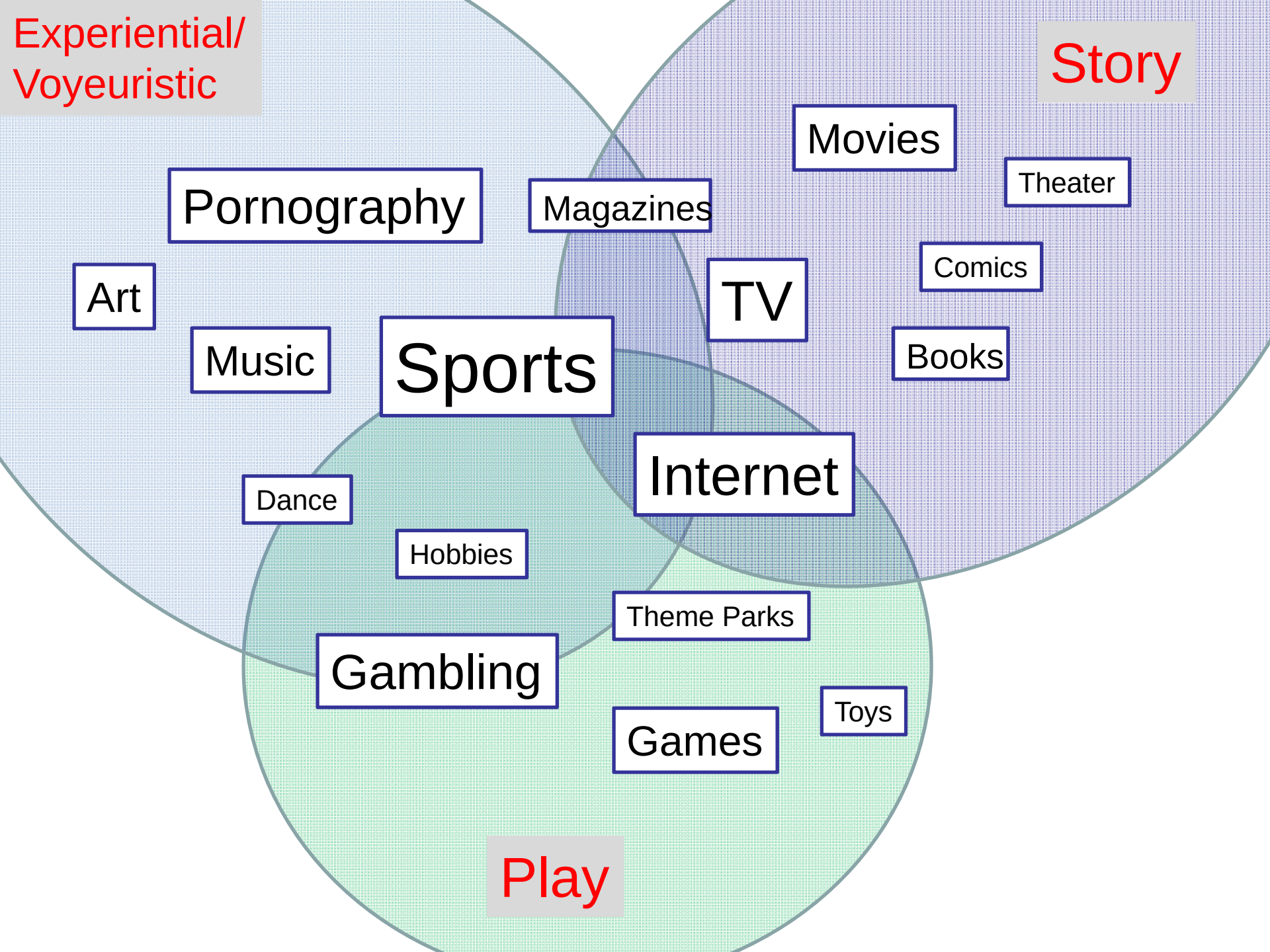
~~Drug Dealer~~

~~Child Pornographer~~

Drug Dealer







Experiential/
Voyeuristic

Story

Movies

Theater

Comics

Books

TV

Magazines

Pornography

Art

Music

Sports

Internet

Dance

Hobbies

Theme Parks

Gambling

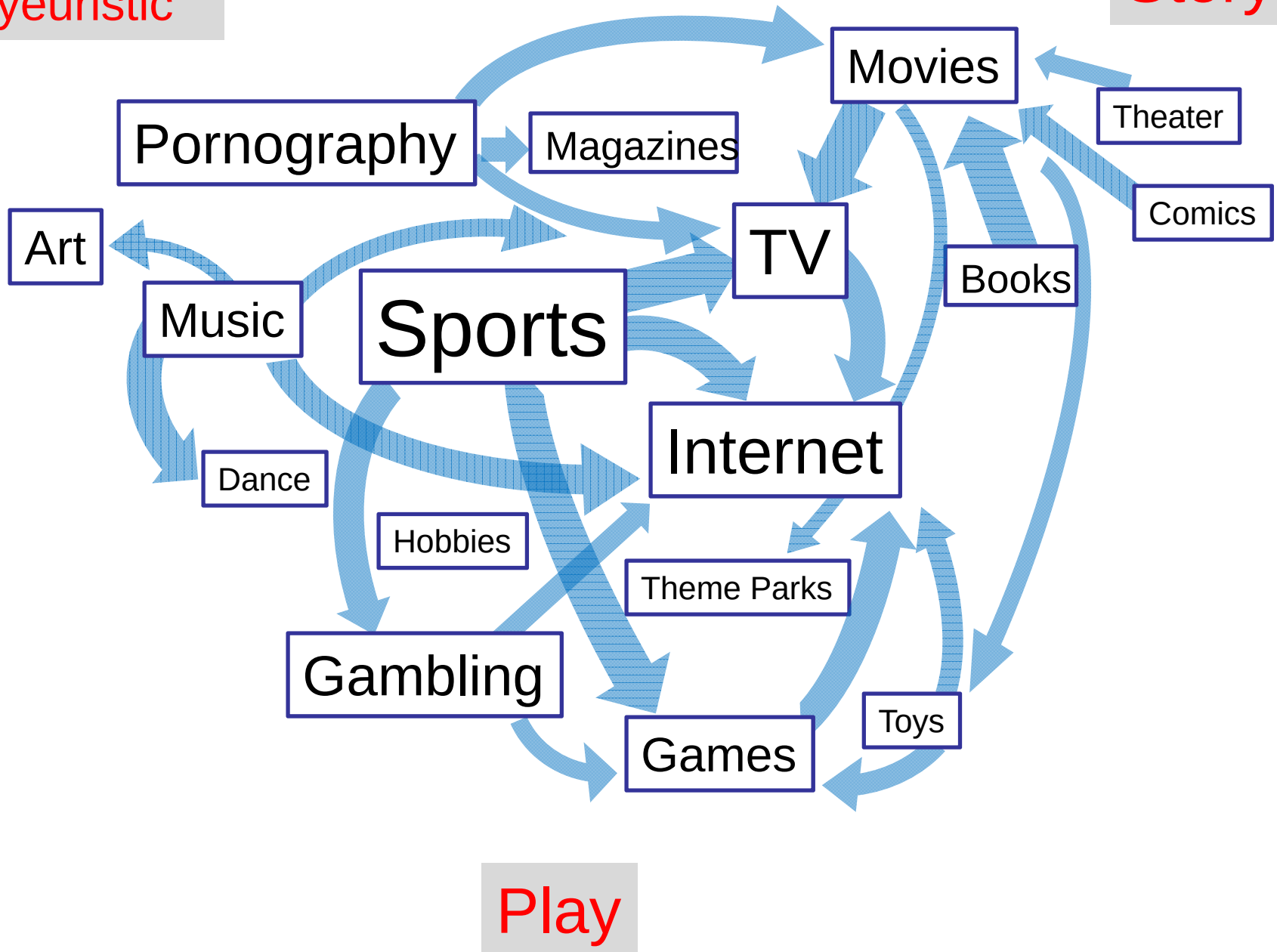
Toys

Games

Play

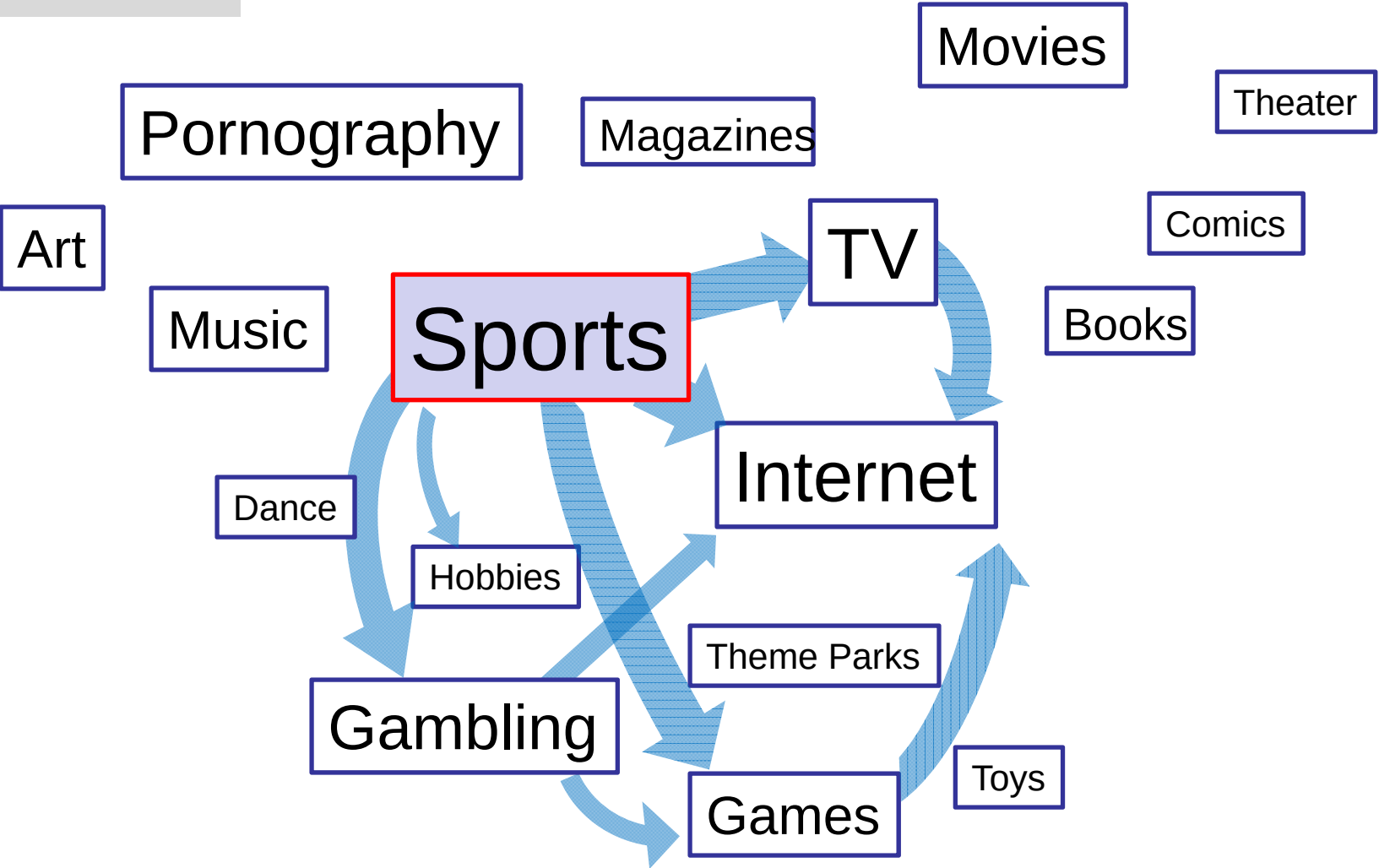
Experiential/ Voyeuristic

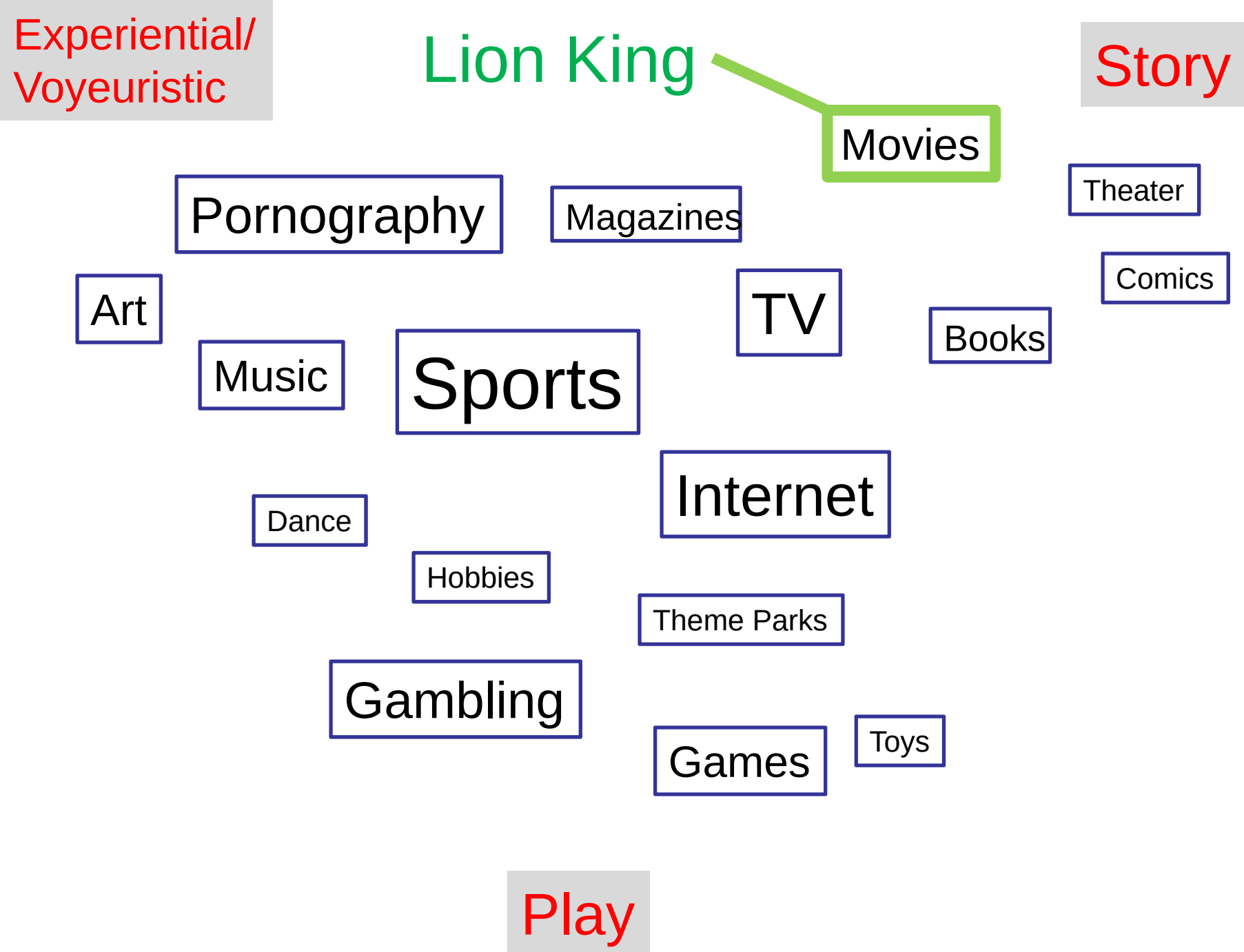
Story



Experiential/
Voyeuristic

Story





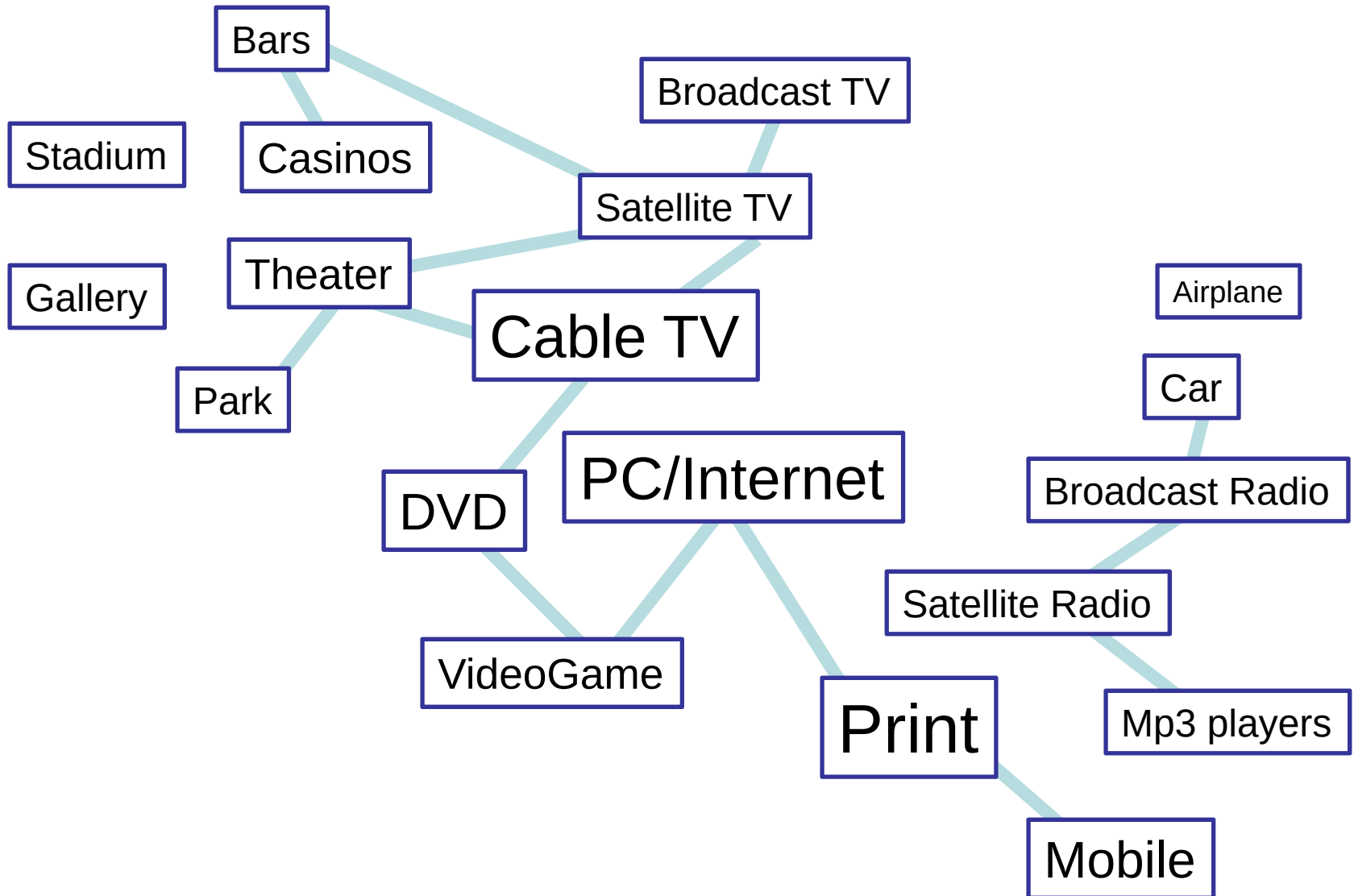
Experiential/ Voyeuristic

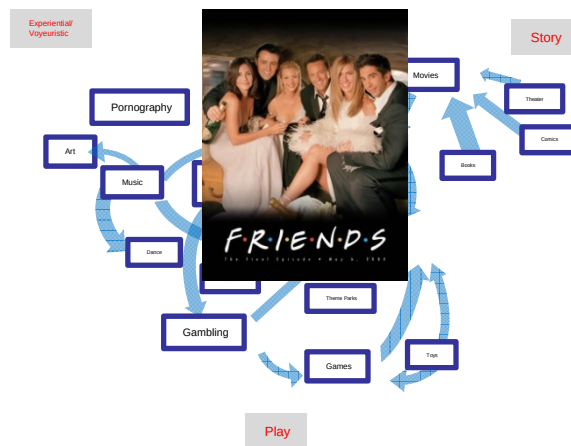
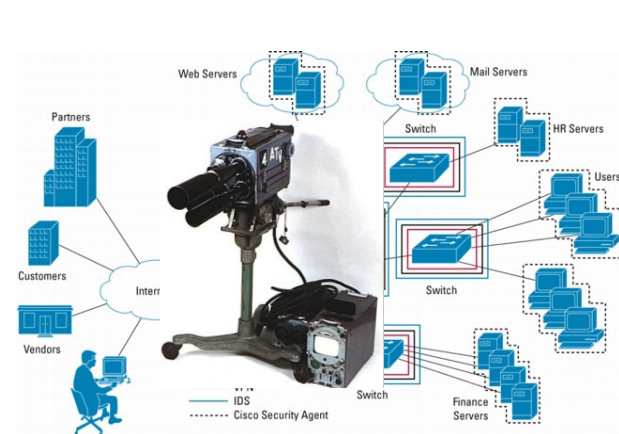
Lion King

Story



Platforms

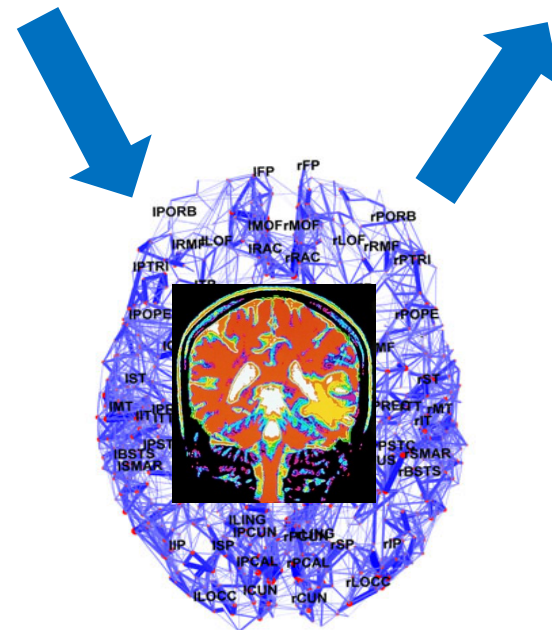
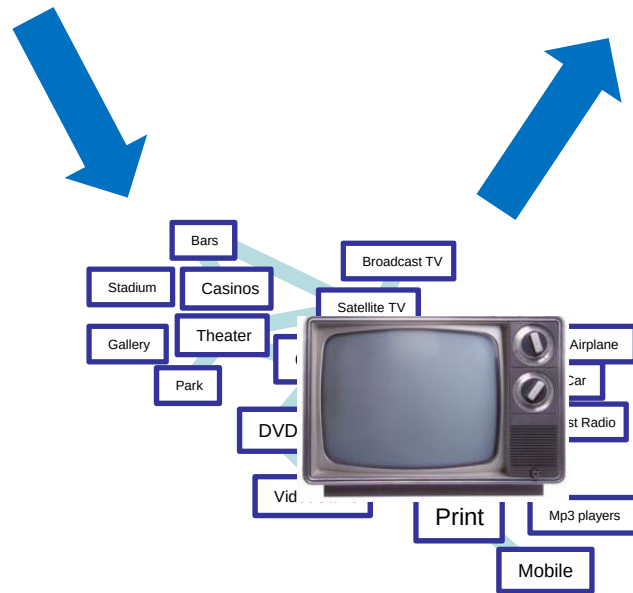




Technology Networks

Format Network

Social Networks

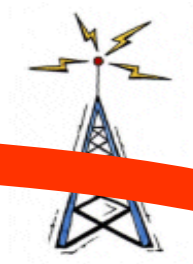
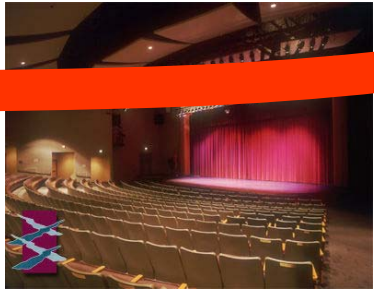


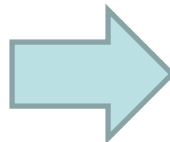
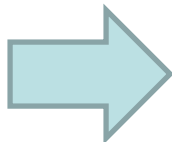
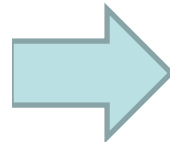
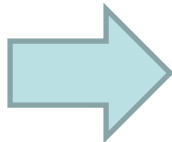
Platform Network

Brain Networks

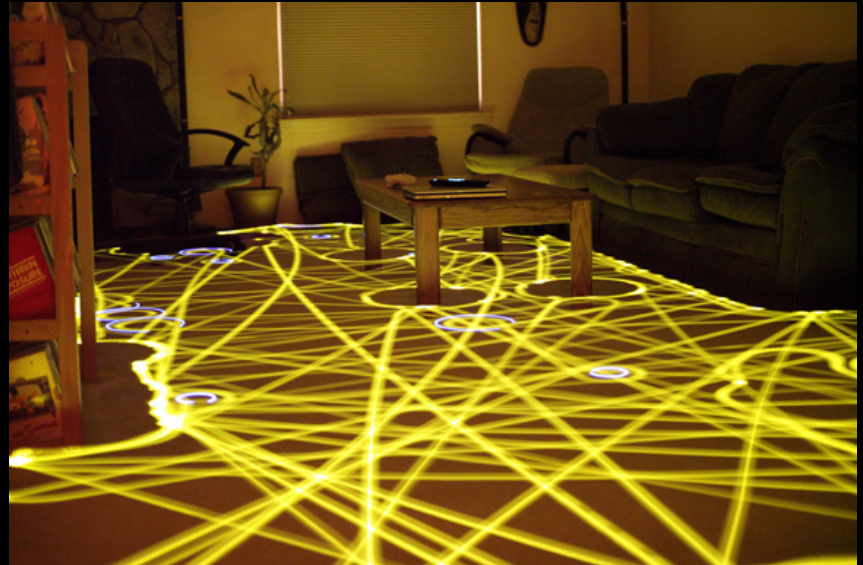


Media
(movie)

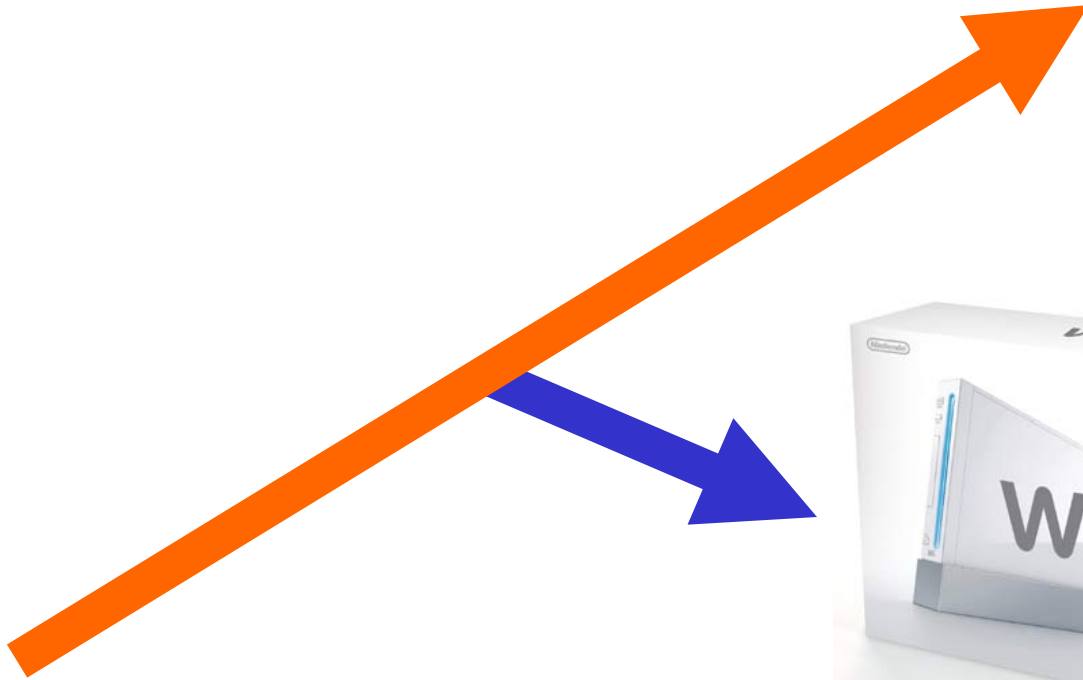


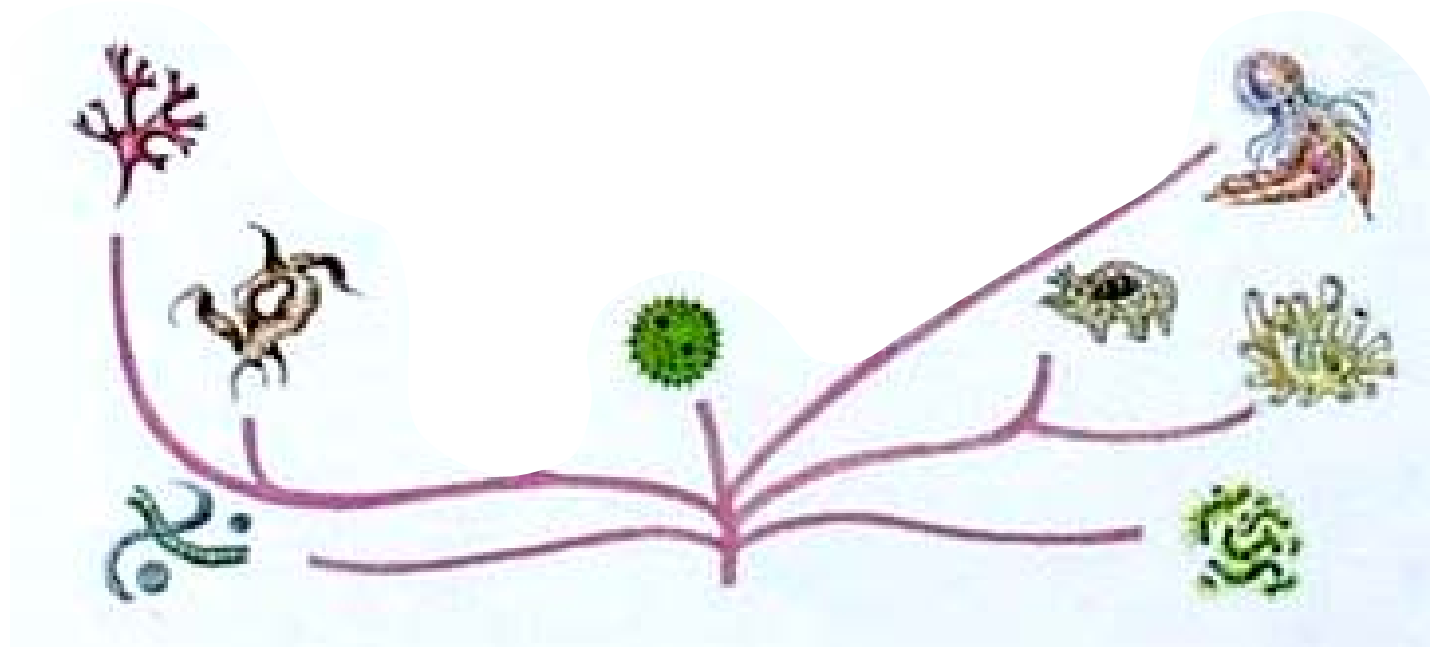


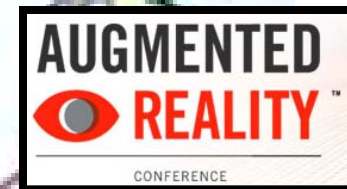














Platforms



Technology



Culture



Psychology





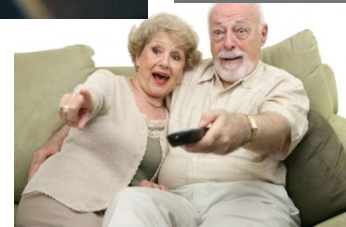
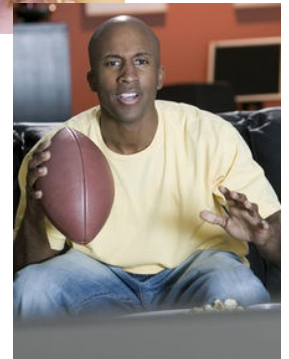
Technology



Culture



Psychology





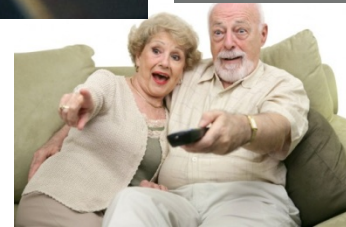
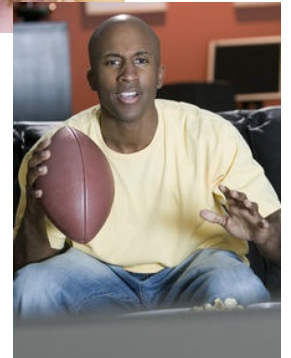
Technology



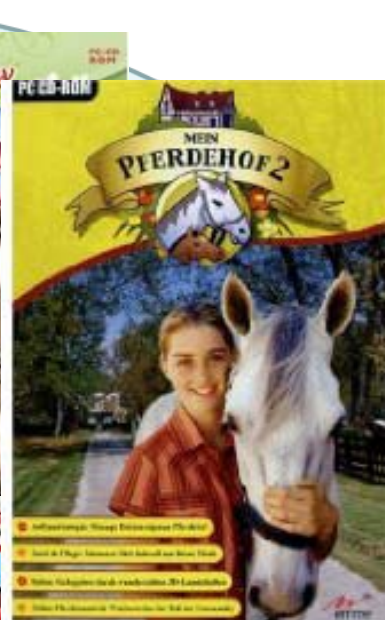
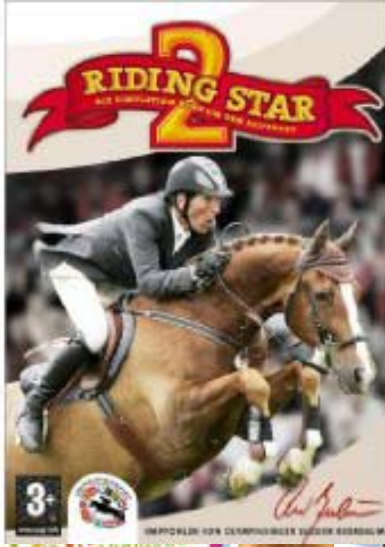
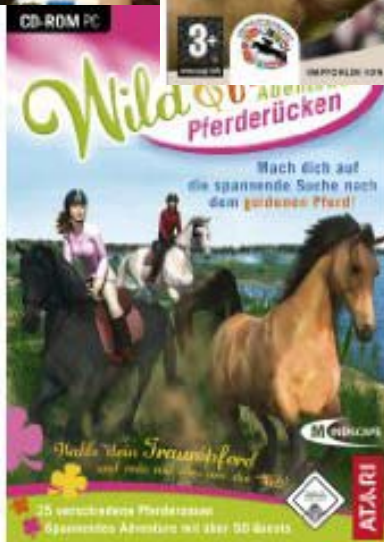
Culture

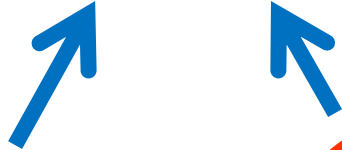
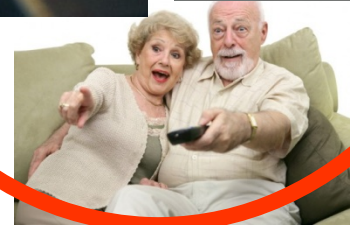
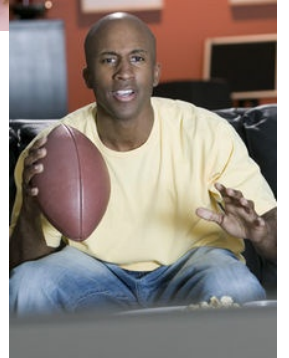
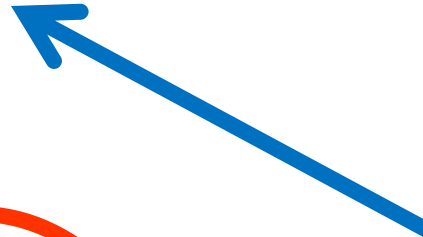


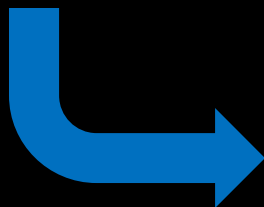
Psychology











JAMES CAMERON'S AVATAR™

CVS 2600 VIDEO GAME

For enjoyment on your Cartridge

THE CRITICALLY
ACCLAIMED MOVIE
NOW AN EXCITING
GAME!

03

ONE PLAYER USING JOYSTICK CONTROLLER

GAME 1:

Pandora Rainforest

GAME 3:

Tree of Souls

GAME 2:

Hallelujah Mountains

GAME 4:

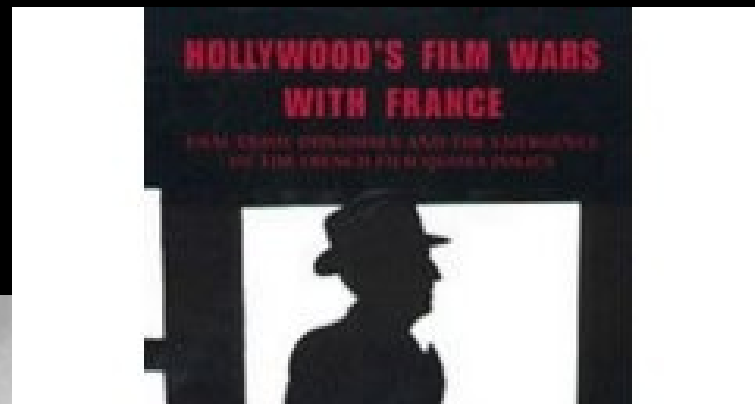
Home Tree on Fire

James Cameron's Avatar © 1979 Twentieth Century Fox Film Corporation.
Audio, visual and programming © 1979 PENNEY DESIGN
Cartridge Video System artwork is a trademark of www.penneydesign.com



CVS







JAPAN

Seriously, where else could this possibly happen?



JAPAN

Producing 78% of the worlds wierd shit. Since 1952.

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China irked by political message, bans 'Avatar'

IANIS, Jan 20, 2010, 12:39am IST

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Article

Comments (6)



Tags: [China](#) | [ban](#) | [Avatar](#)



Avatar inspires anti-wall protesters in West Bank / PHOTO

Palestinian activists dressed as Na'vi characters from the movie Avatar marched in the village of Bilin to protest the Israeli Wall of Shame built to split the occupied West Bank.

Sunday, 14 February 2010 11:45

Palestinian activists dressed as Na'vi characters from the movie Avatar marched in the village of Bilin to protest the Israeli Wall of Shame built to split the occupied West Bank.

Protesters, painting themselves blue, posed as characters from the hit film "Avatar."

India tribes fight mining firm in real-life Avatar



Nita Bhalla

LANJIGARH, IN

Fri Mar 5, 2010

nannel.com

SWITCH TO 21ST C

Denver News

Avatar Based On Colorado Town's History?

James Cameron's Tale Has Parallels To Crested Butte

Jason Allen, 7NEWS Reporter

pm MST March 7, 2010

am MST March 8, 2010



BUTTE, Colo. -- "Avatar" is shattering box office records, scoring nine Oscar nominations and setting a new standard for visual effects.

Avatar Real-Life Parallel Found In Alberta Oilsands (VIDEO)

Posted: 03- 8-10 02:00 PM



WHAT'S YOUR REACTION?

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Search HuffPost

Inspiring Enlightening Infuriating Scary Helpful Amazing Innovative Adorable

Read More: [Alberta](#), [Alberta Oilsands](#), [Alberta Tar Sands](#), [Avatar](#), [Avatar Alberta](#), [Avatar Environment](#), [Daily Variety](#), [Variety Avatar Ad](#), [Green News](#)

2

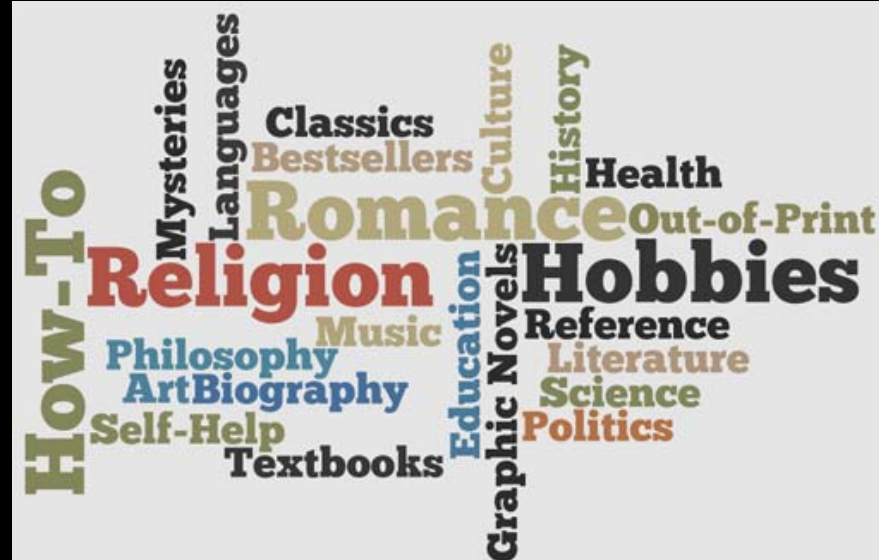
69 views

vote now

f SHARE

Avatar's environmental message parallels reality more closely than we thought. According to a CBC report, the film's supervising art director closely researched one environmental disaster in the Athabasca River.



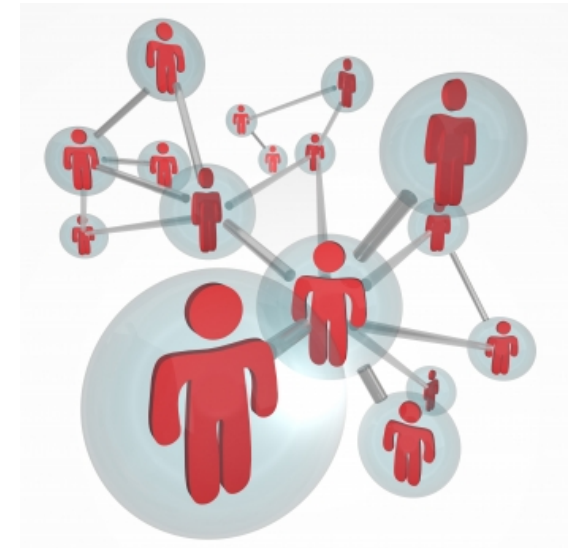
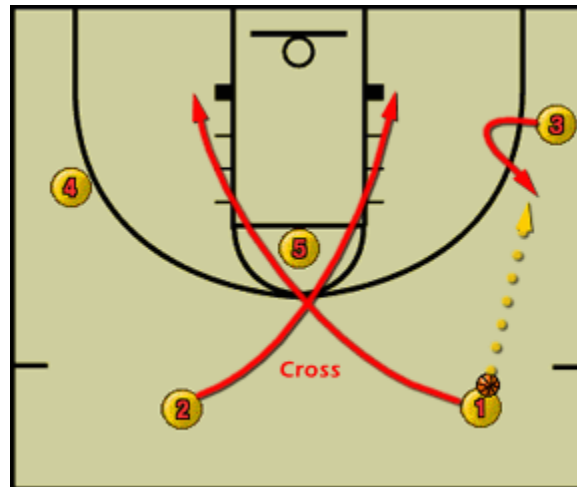
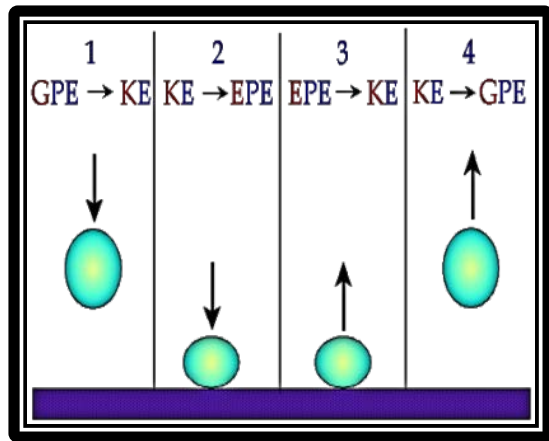


Play





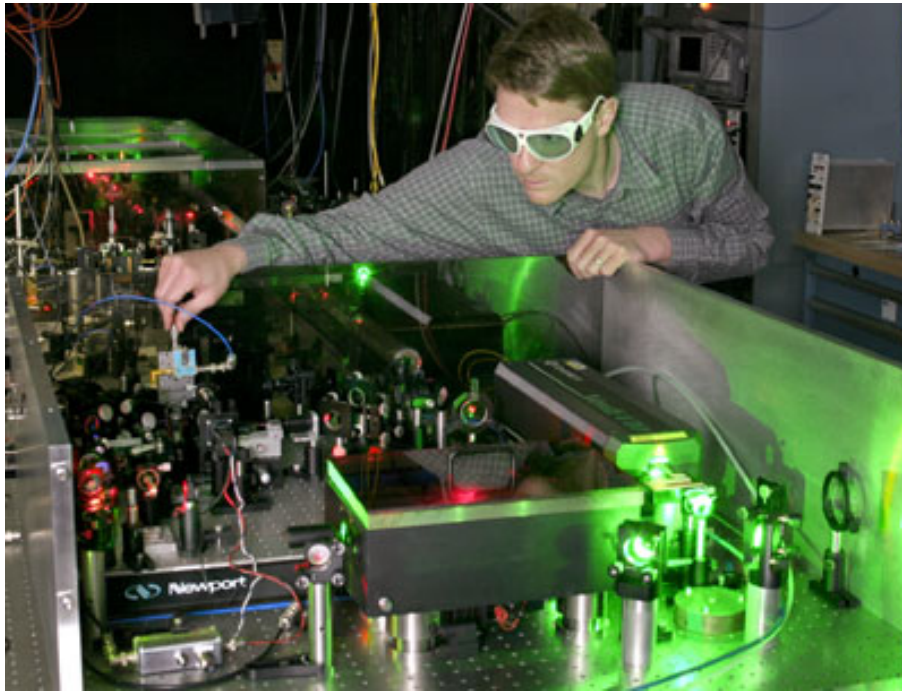
Games



imagination
Play builds ~~models~~



Games test ~~models~~
imagination



Scott Diddams

Physicist - National Institute of
Standards and Technology (NIST)

Quantum – Optical interactions



Physics model



Timmy

Toddler (3yrs.old) –
Carolina Day School

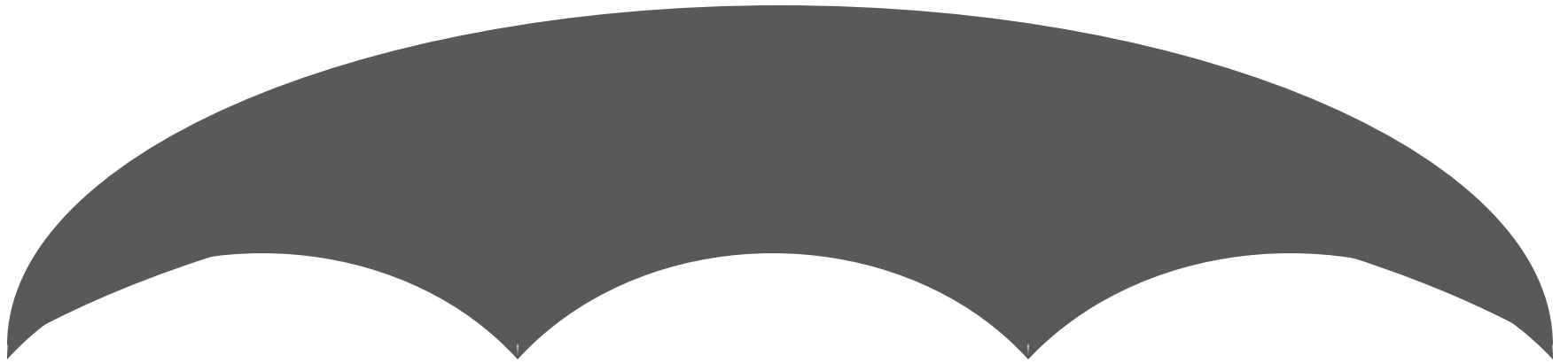
Properties of magnetic interaction



Comprehensive World Model

Comprehensive, Complex & Robust?

Imagination



Metaphor

Schema

Models

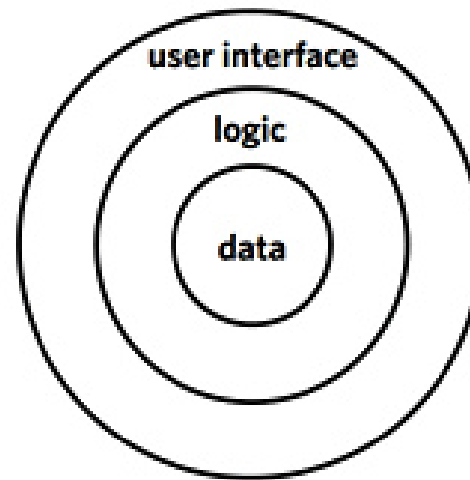
Metaphor



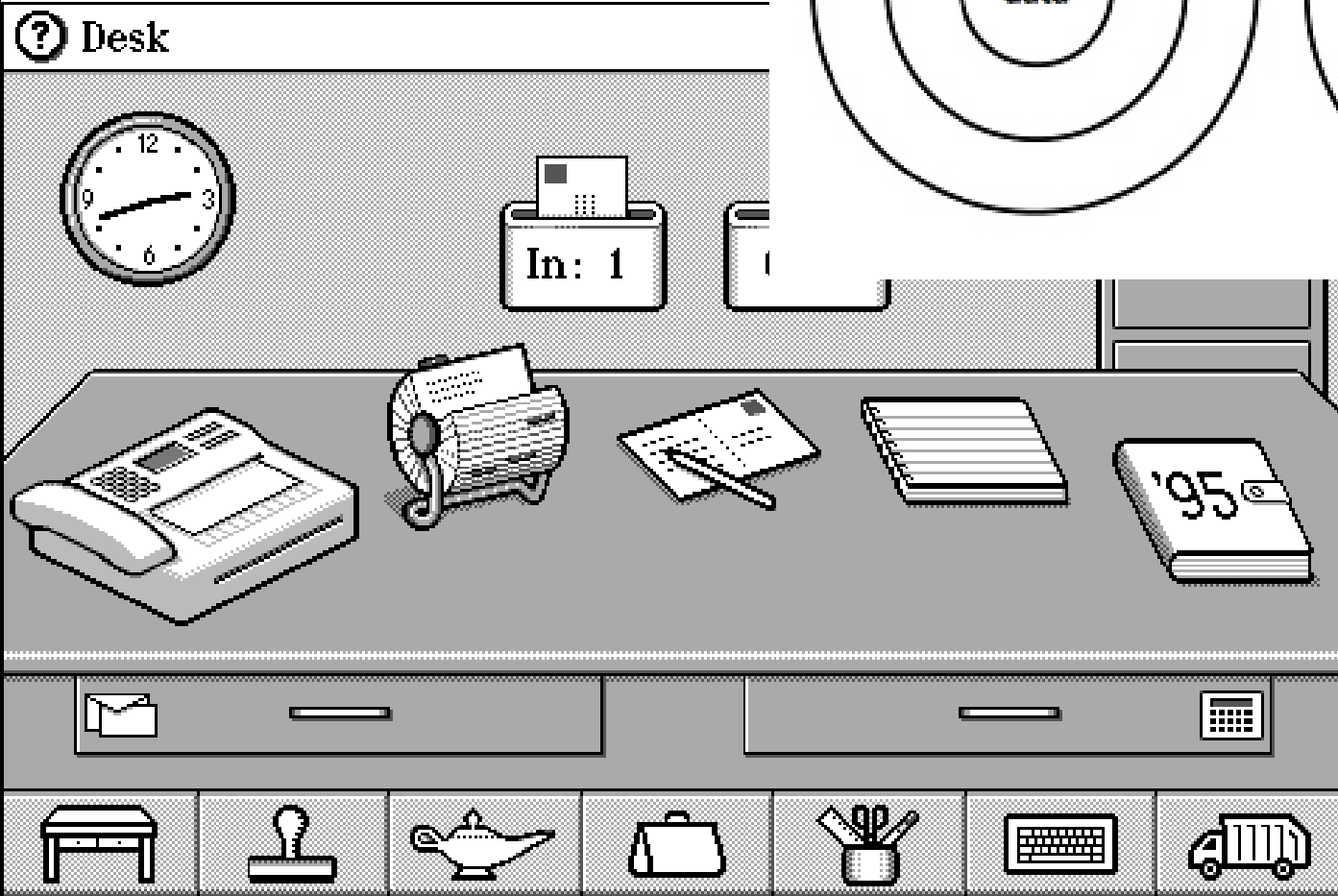
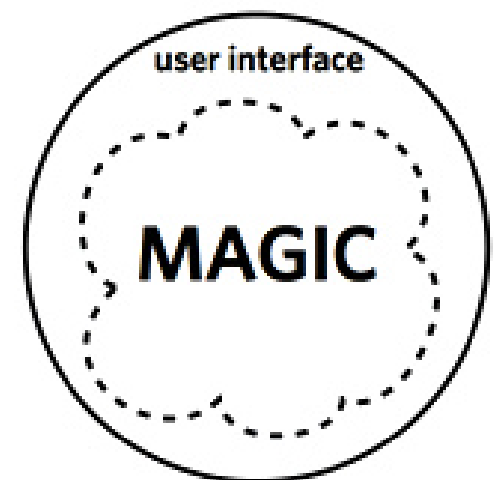
*“Good news.
The test results show it’s a metaphor.”*

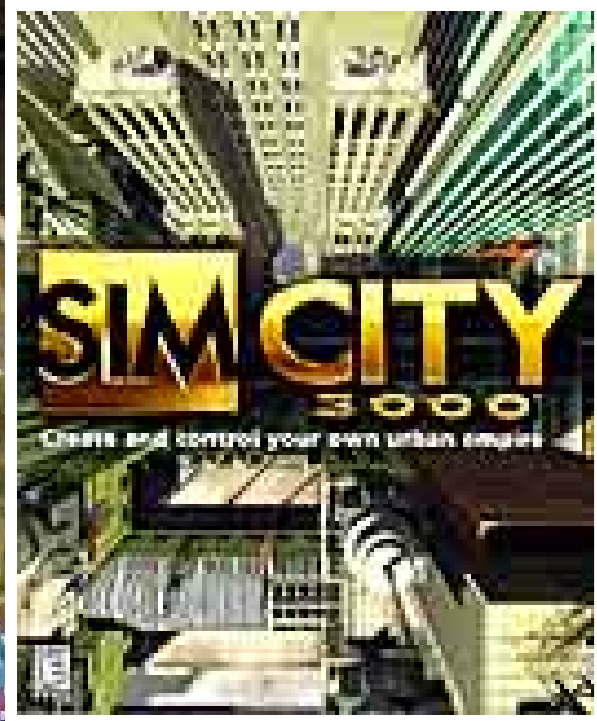
Metaphorical Interfaces

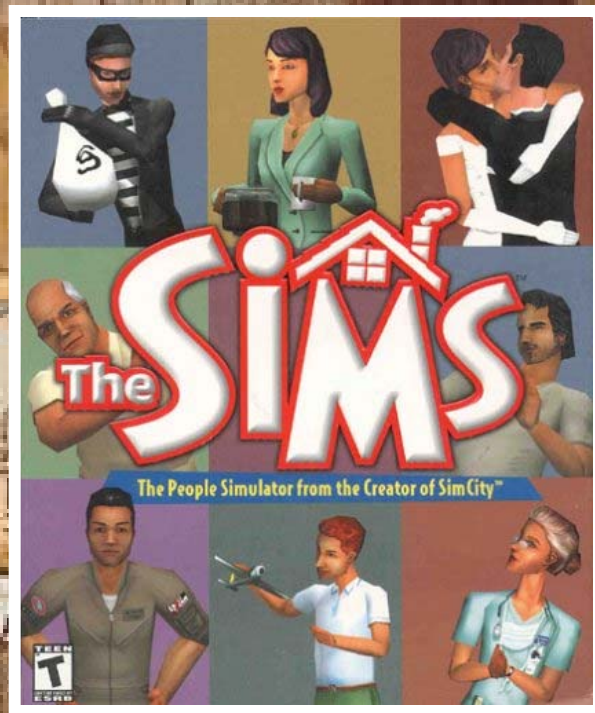
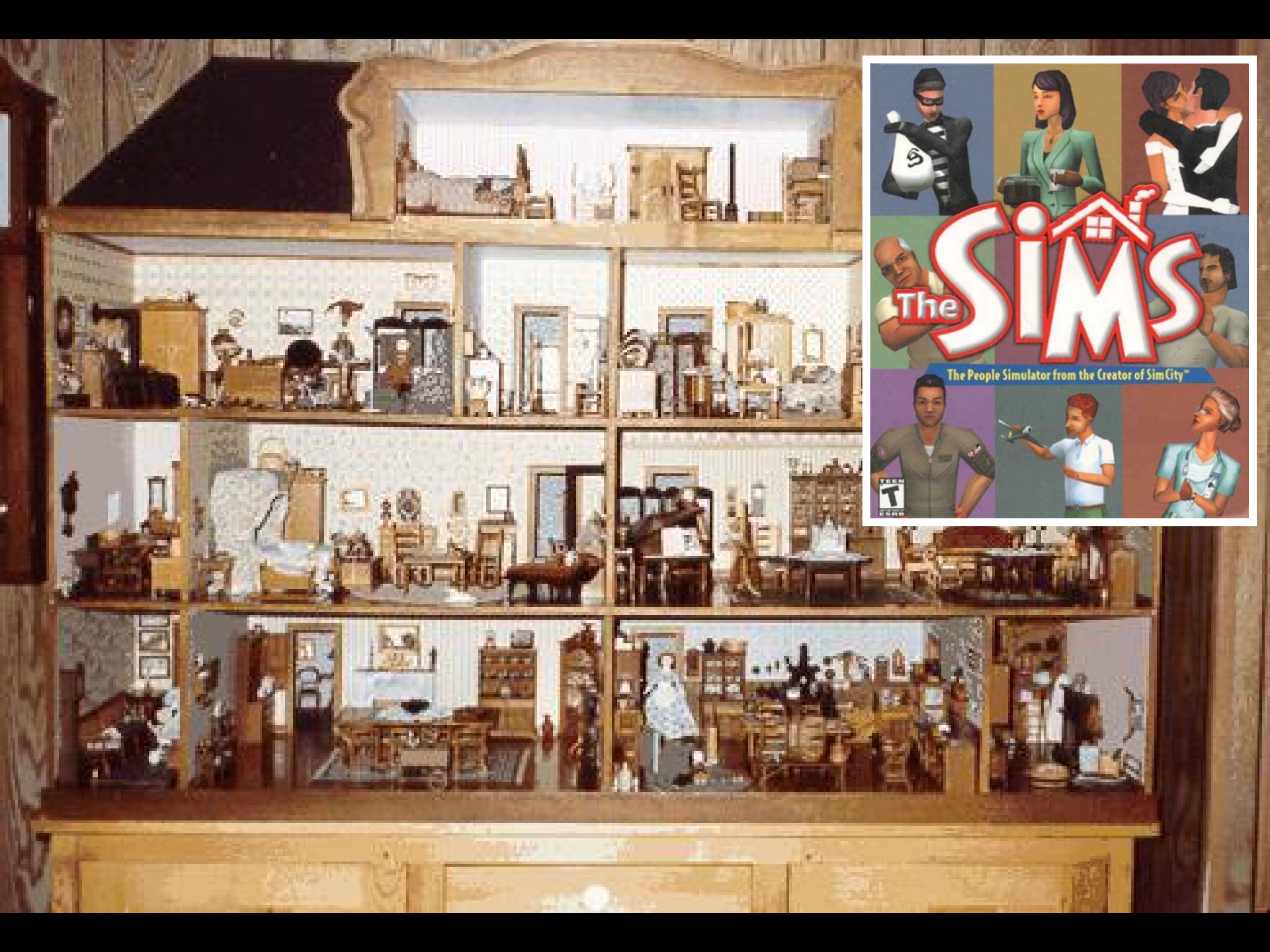
Your program



How users see it







“couch potato”

Symbol

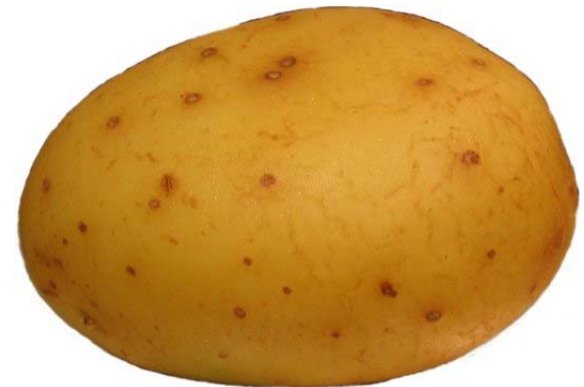


Schema

Lazy
Sedentary
Inactive



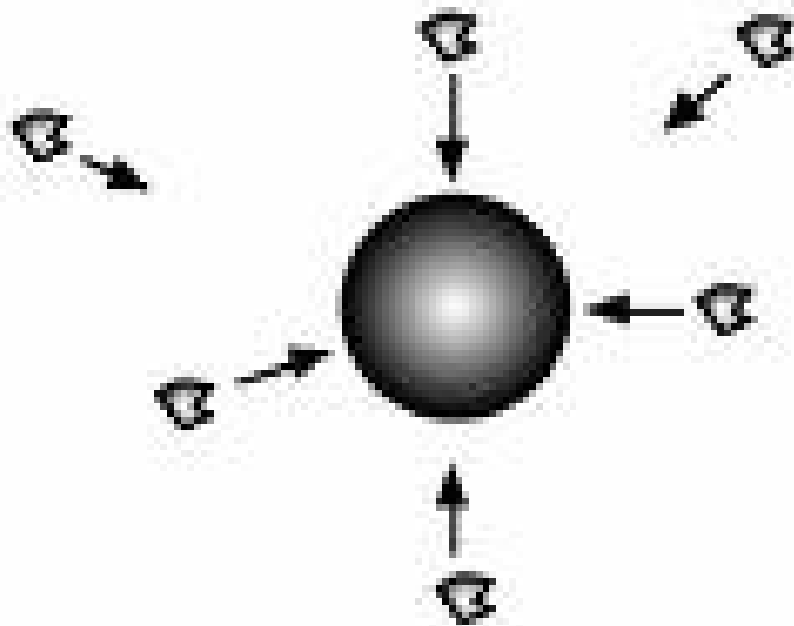
Inactive
Entity



Unexciting
Vegetable

Metaphor

Schema



Light bulb Joke Schema

Q: How many members of a particular demographic group does it take to change a light bulb?

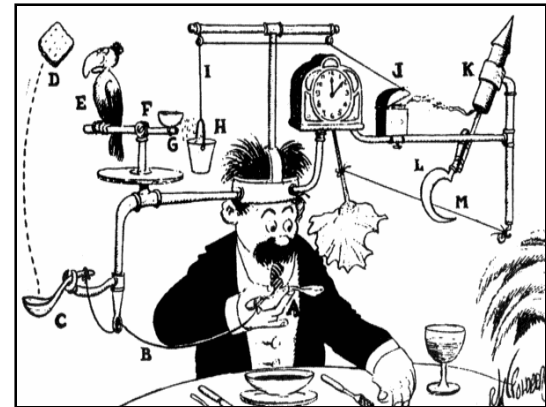
A: Some finite number. One to change the bulb, and the rest to act in a manner that reinforces the stereotype of that particular group.



Classification



- Enter restaurant
- Be seated
- Get menu
- Place drink order
- Receive drinks
- Place food order
- Eat food
- Receive check
- Pay check
- Leave



Causality



False schema



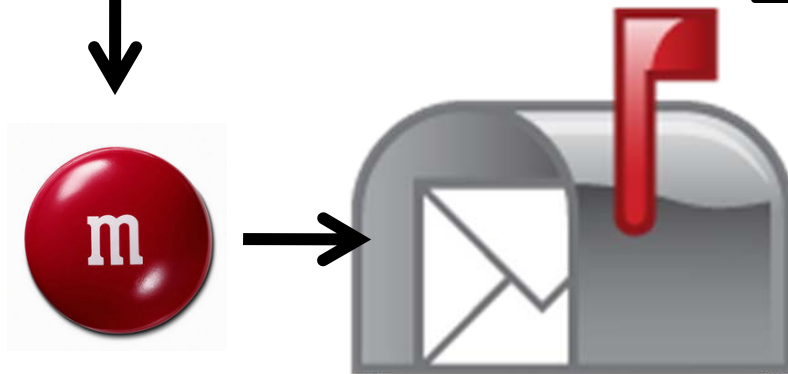


Repetition

Throwing away schema frequently



To be used for breeding purposes only.



MARS
incorporated

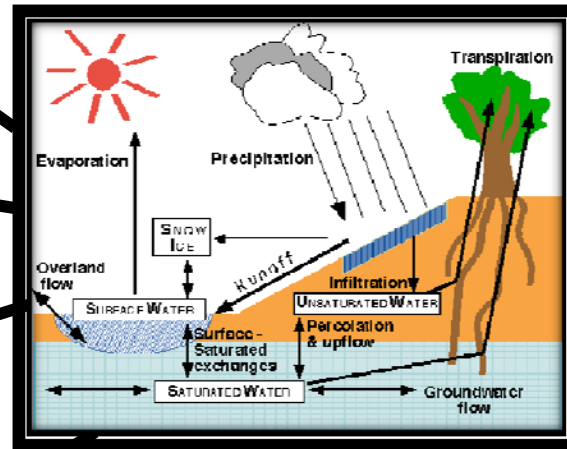
Conceptual Model

Schema A

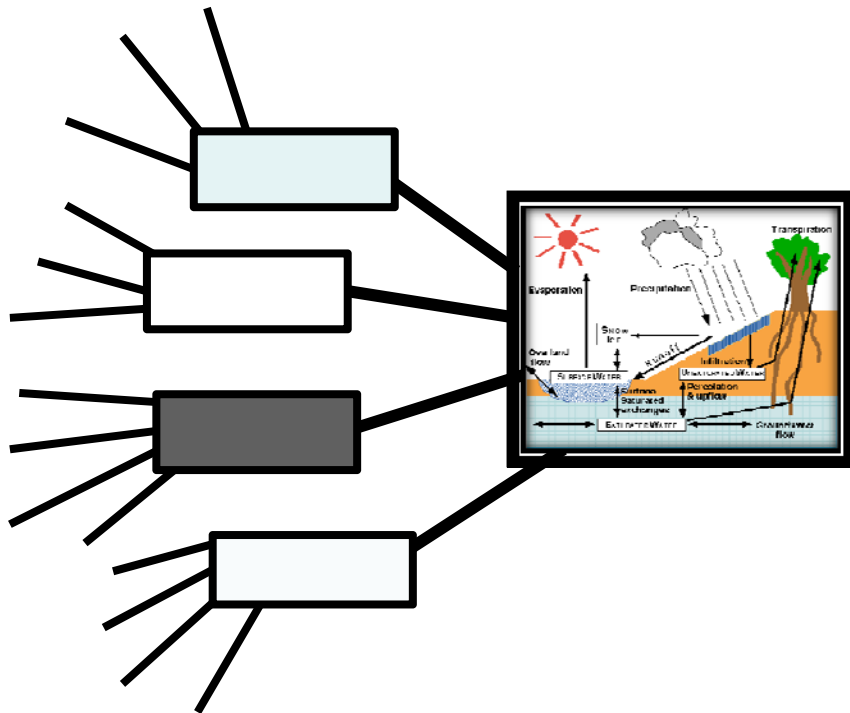
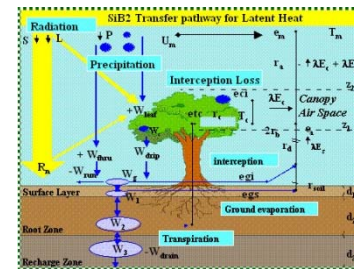
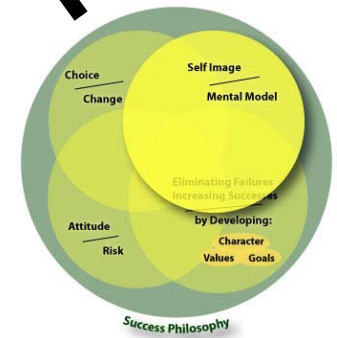
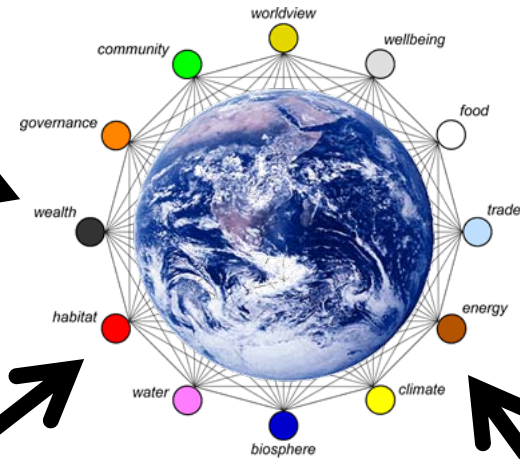
Schema B

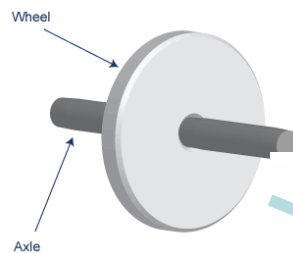
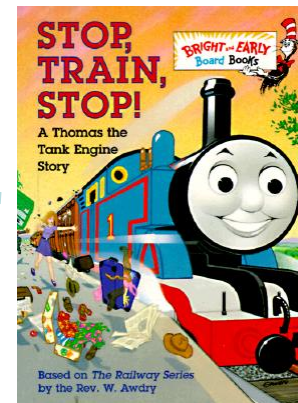
Schema C

Schema D



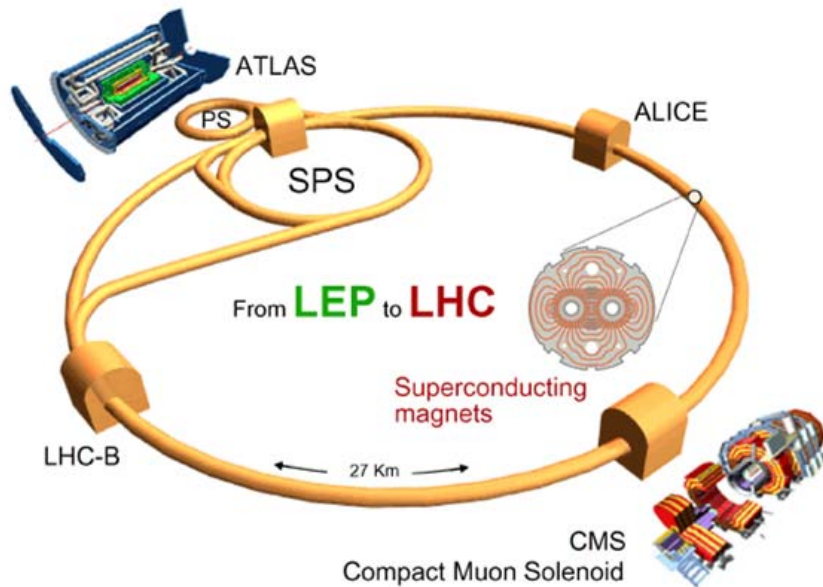
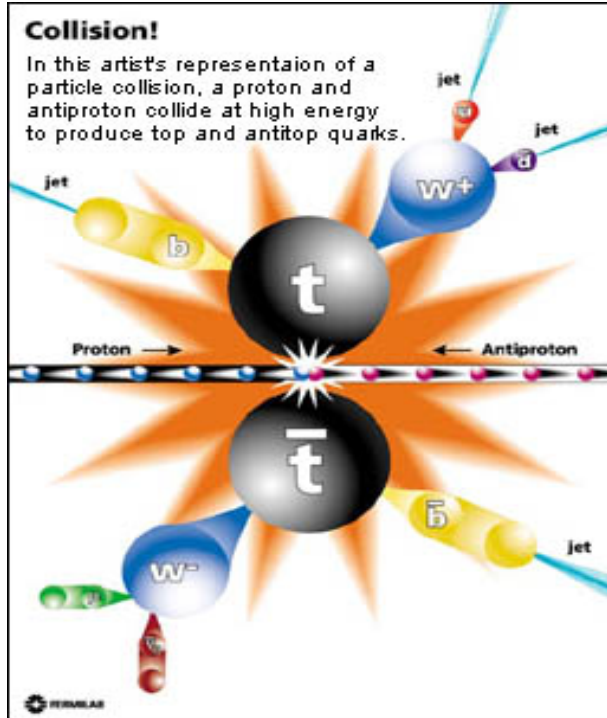
World Model

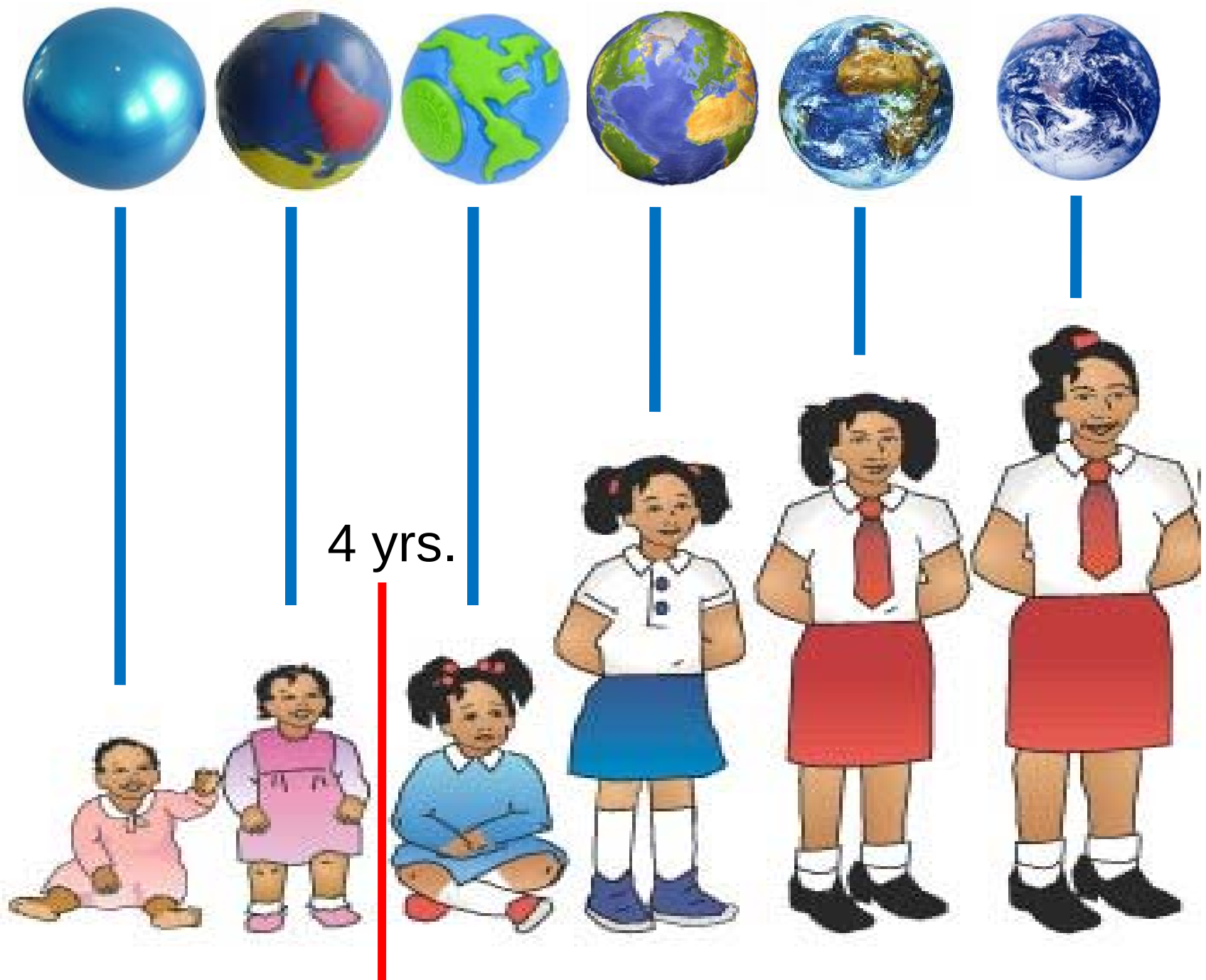




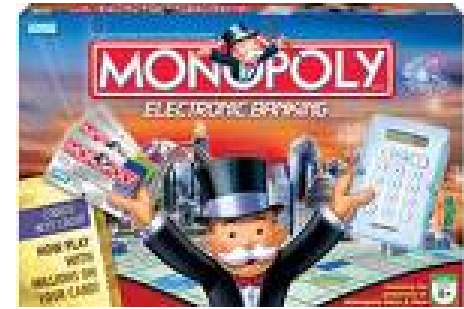
Collision!

In this artist's representation of a particle collision, a proton and antiproton collide at high energy to produce top and antitop quarks.

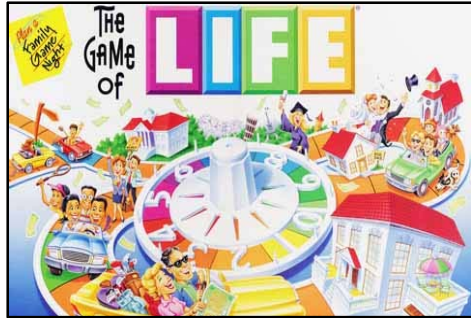




Economics –



– Sociology



Biology –



– Chemistry



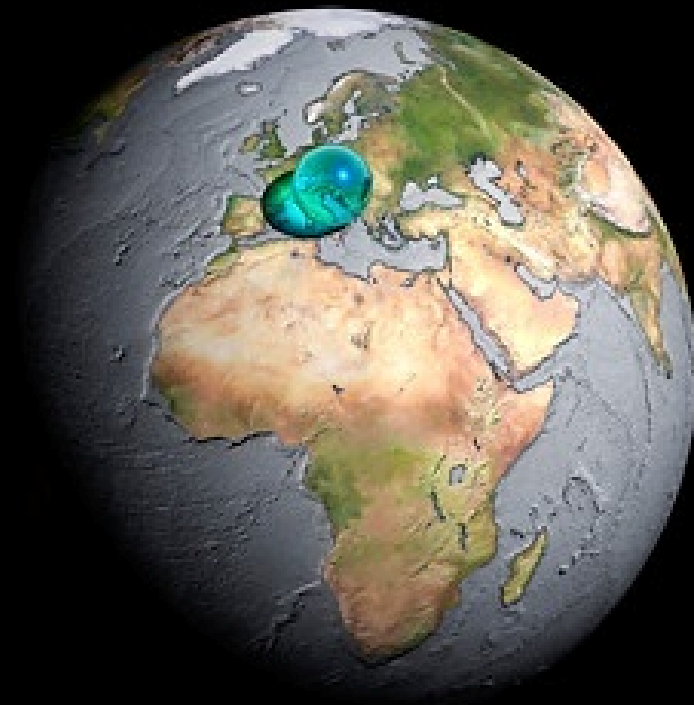
Physics –







Symbolic



SCIENCEphotoLIBRARY

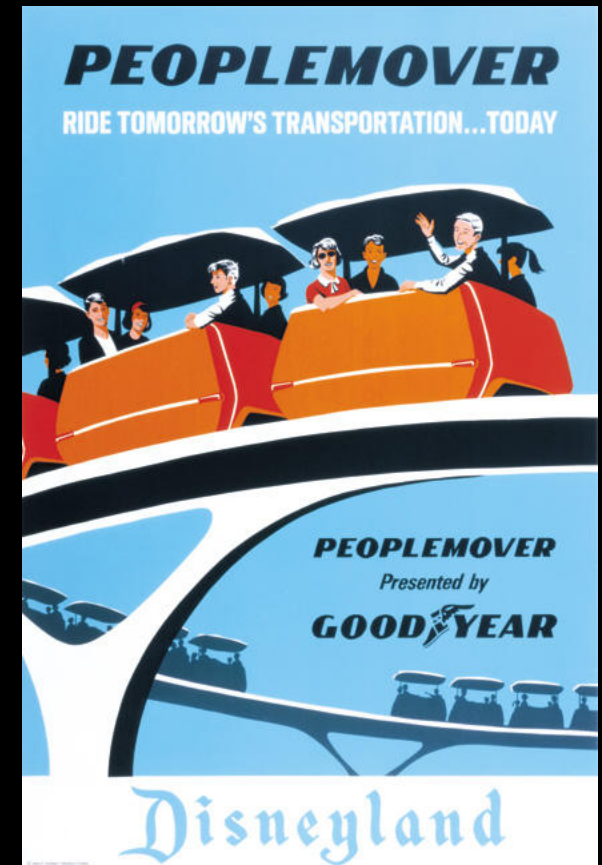
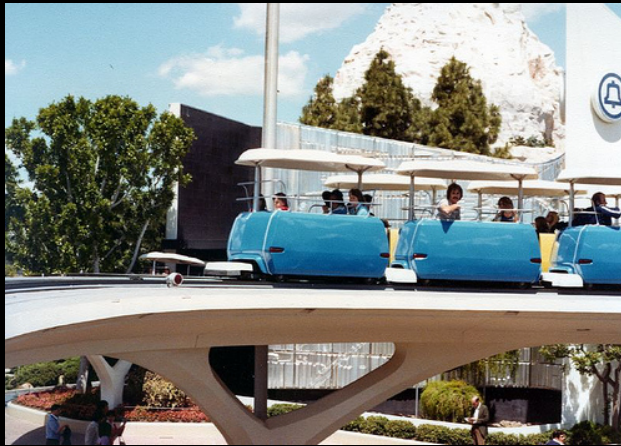
Simplicity

Nutshell Studies of Unexplained Death

-Frances Glessner Lee



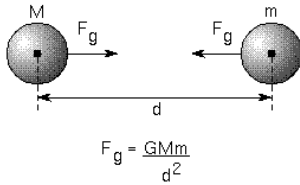
Complexity



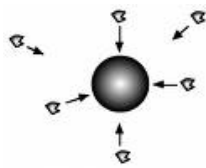
Vision



Behavior



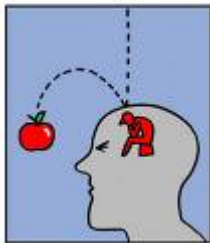
Models – (Predictive)



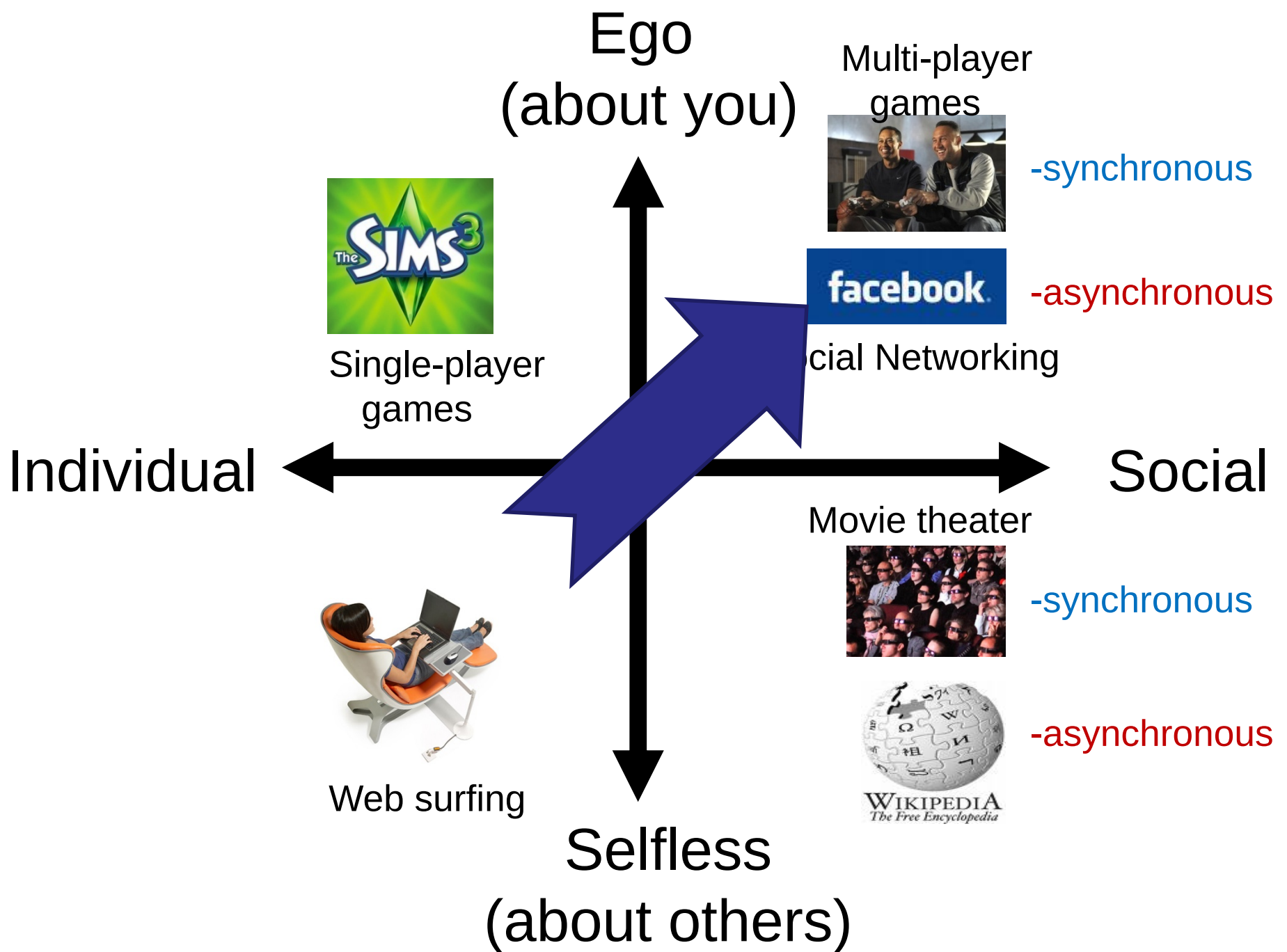
Schema – (Abstractions)



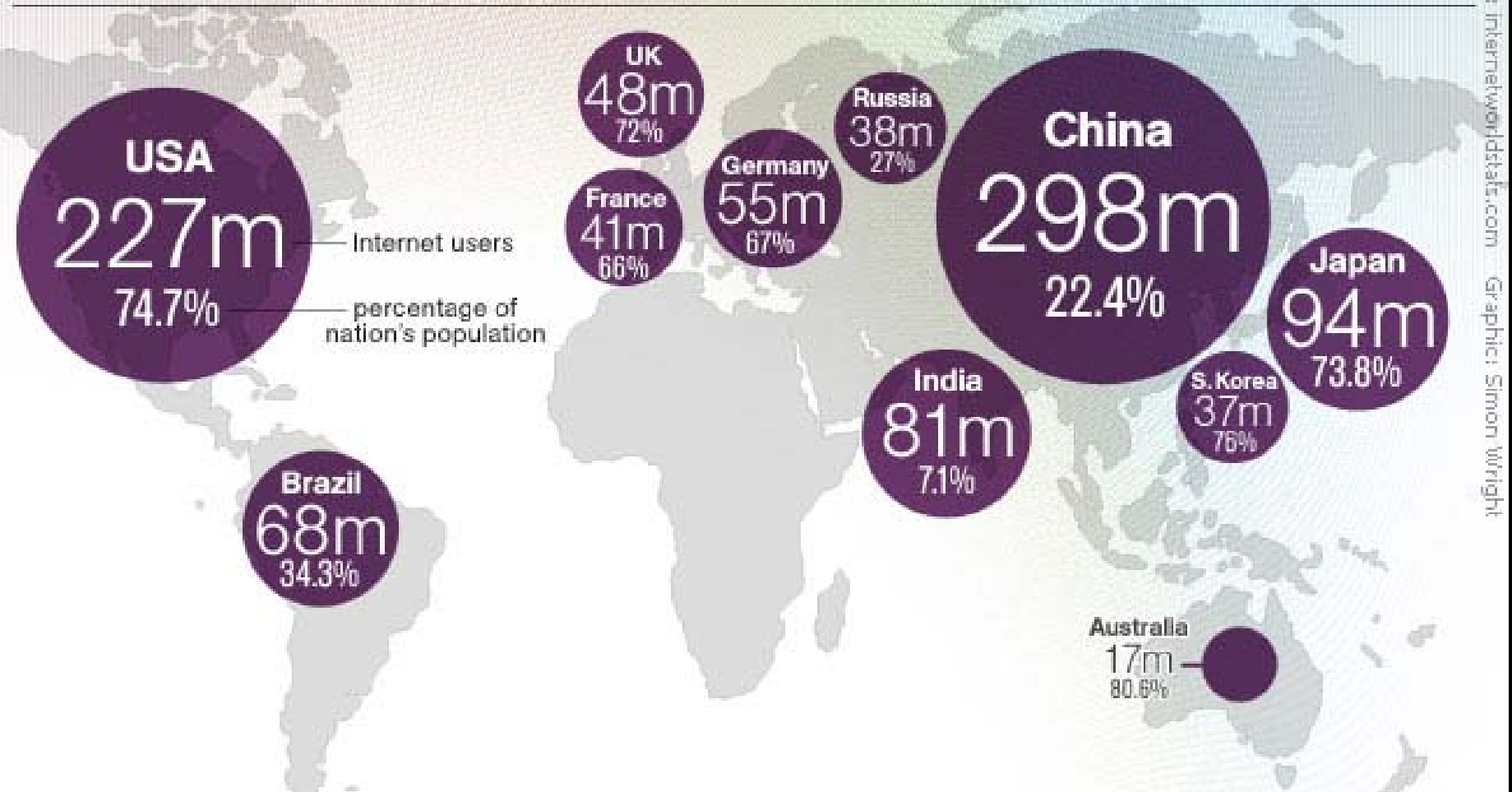
Metaphors – (Patterns)

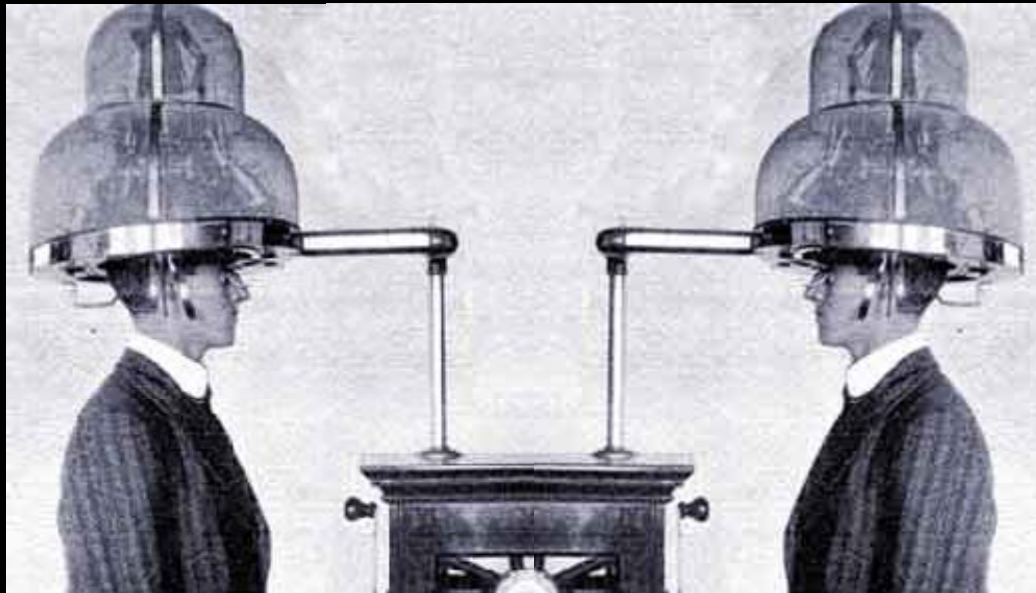
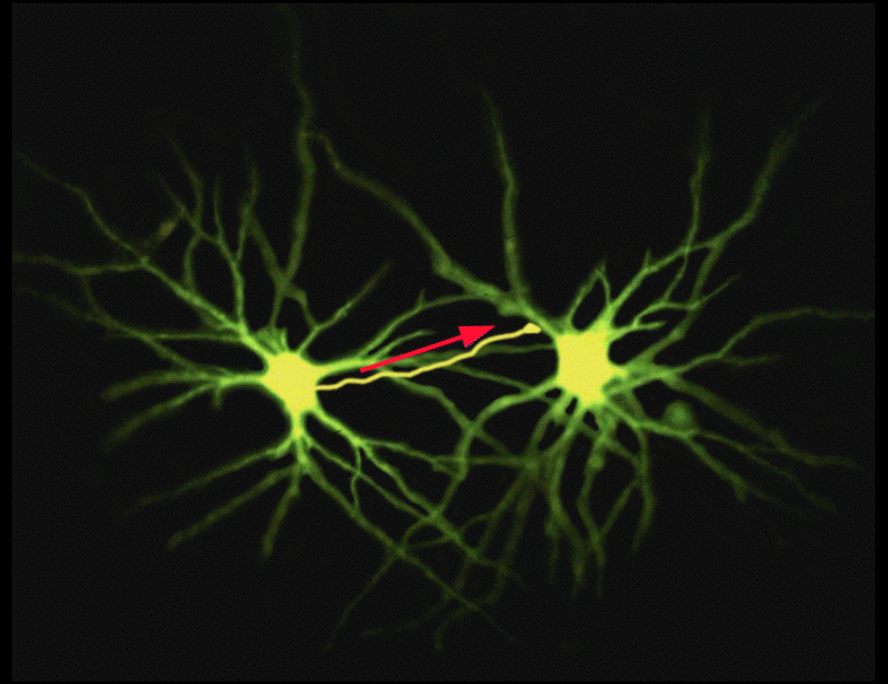


Examples – (Data)

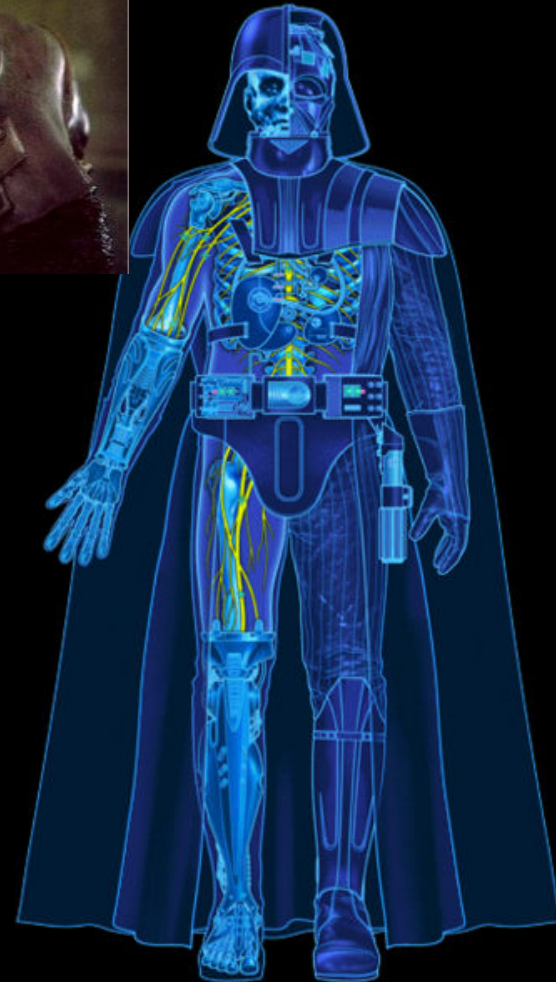
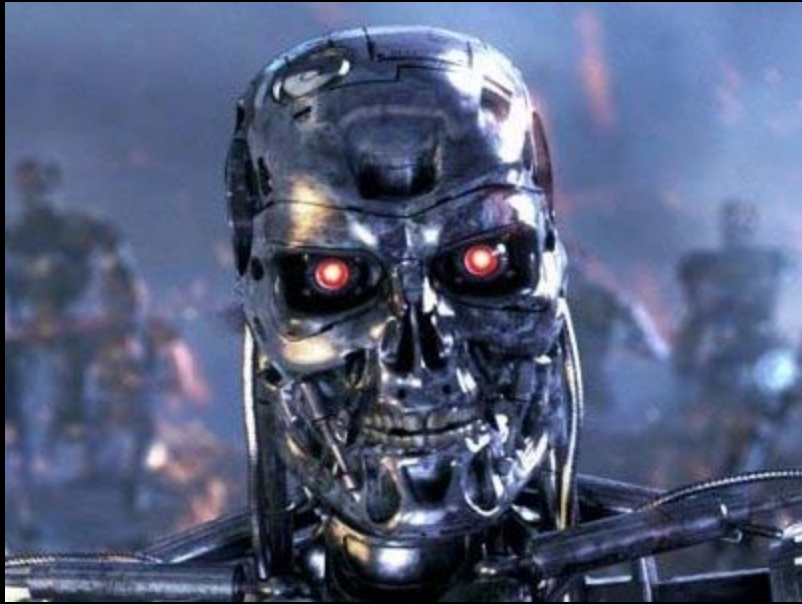


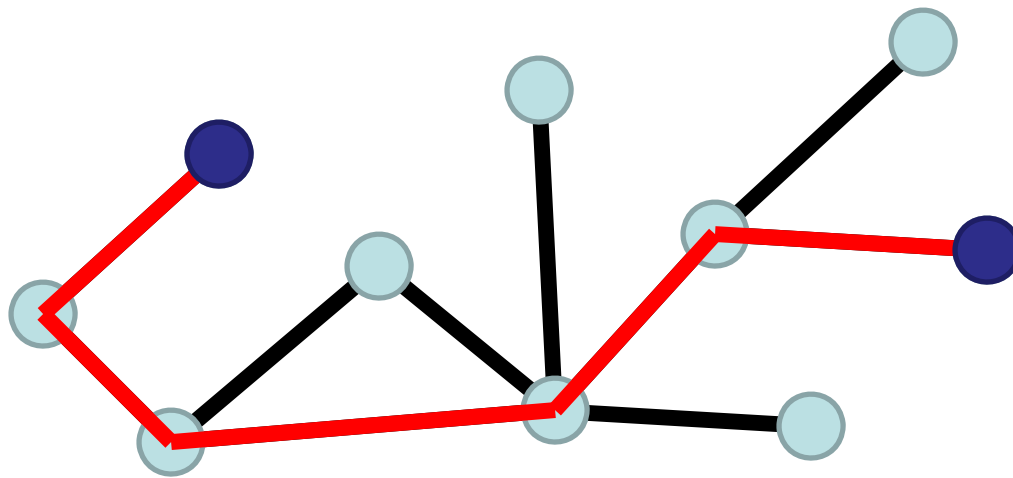
Internet users by country







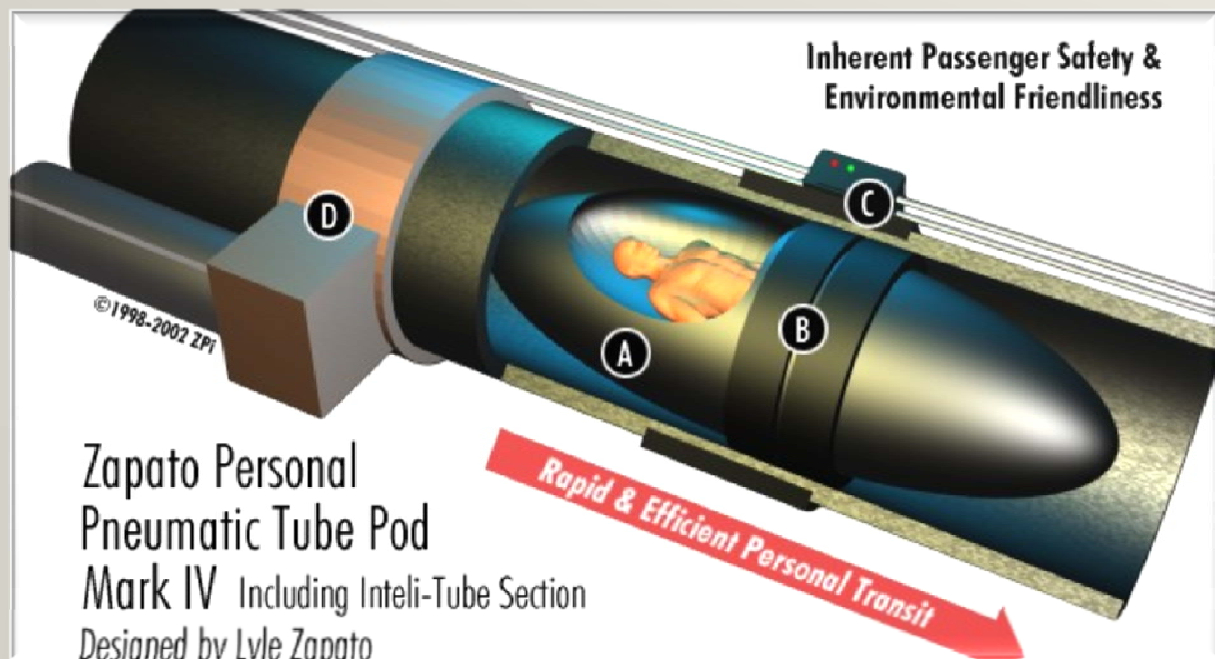
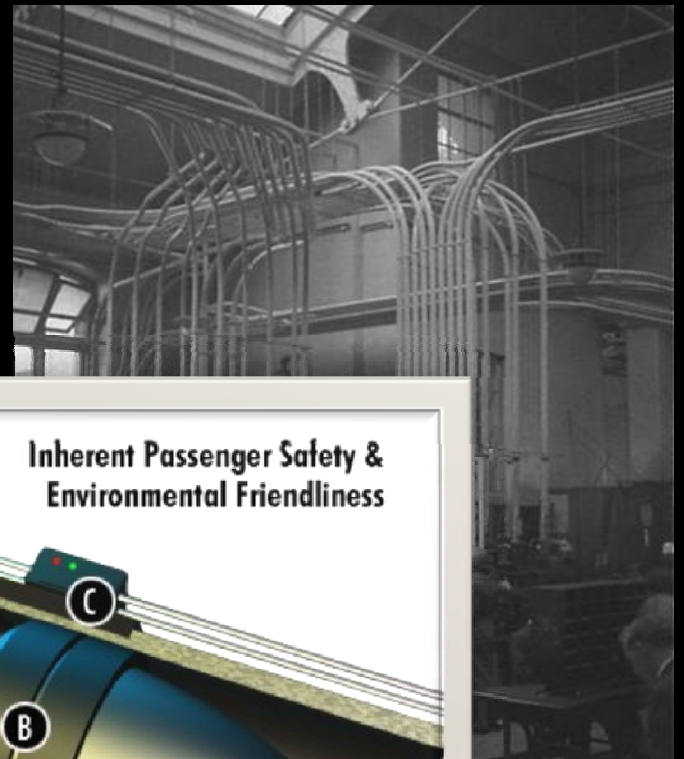




UNITED STATES POST OFFICE PNEUMATIC MAIL TUBE TERMINALS
GENERAL POST OFFICE—NEW YORK, N. Y.



5,000,000 LETTERS &



Zapato Personal
Pneumatic Tube Pod
Mark IV Including Inteli-Tube Section
Designed by Lyle Zapato

MAIL VIA ROCKET

IT'S Friday noon. In the home office of a giant New York corporation the final drafts of a secret merger are being signed. If they can be signed by the party of the second part in San Francisco and be back here in the office before the stock market opens, the "buy" order will be in effect throughout Monday financial markets. The atmosphere is electric. A micro-

A micro-

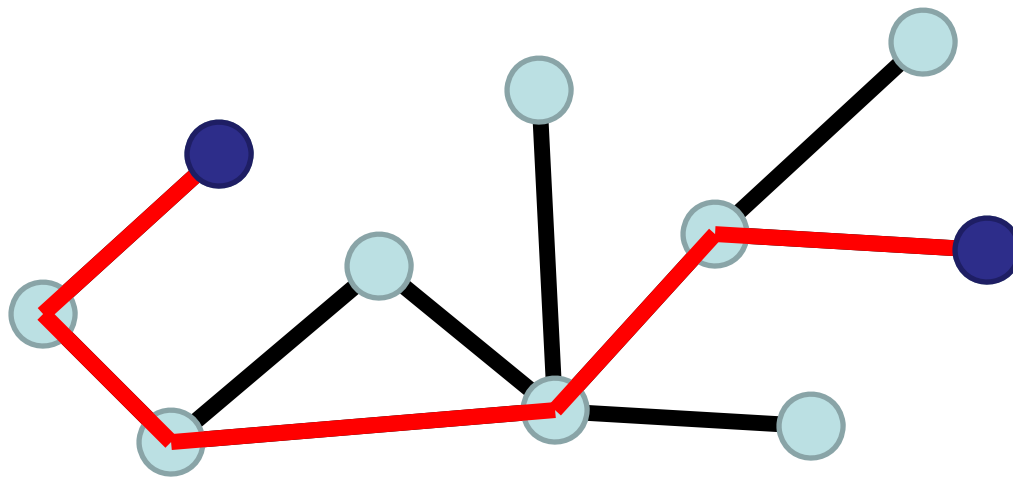


I ♥
THE
INTERNET

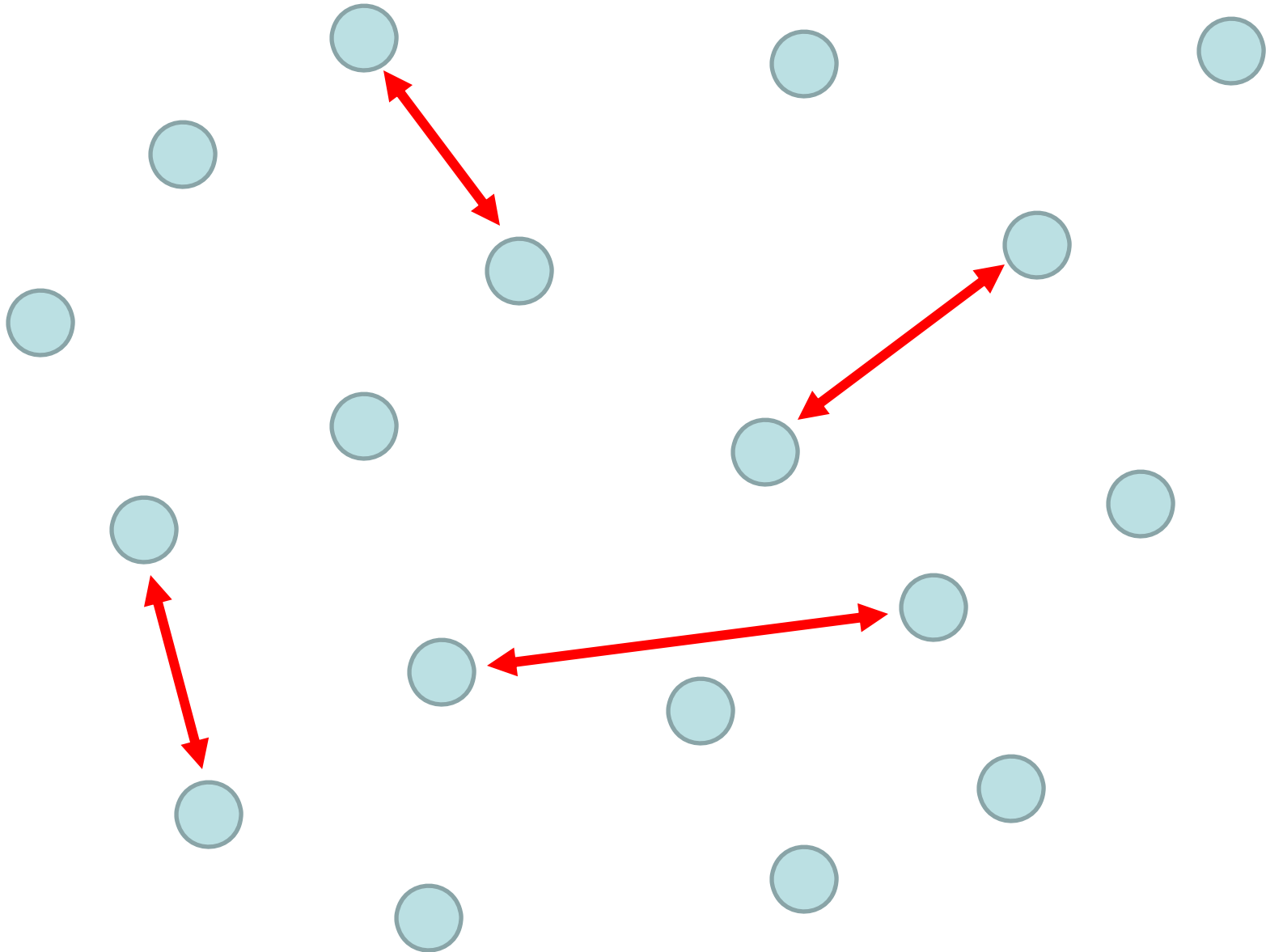




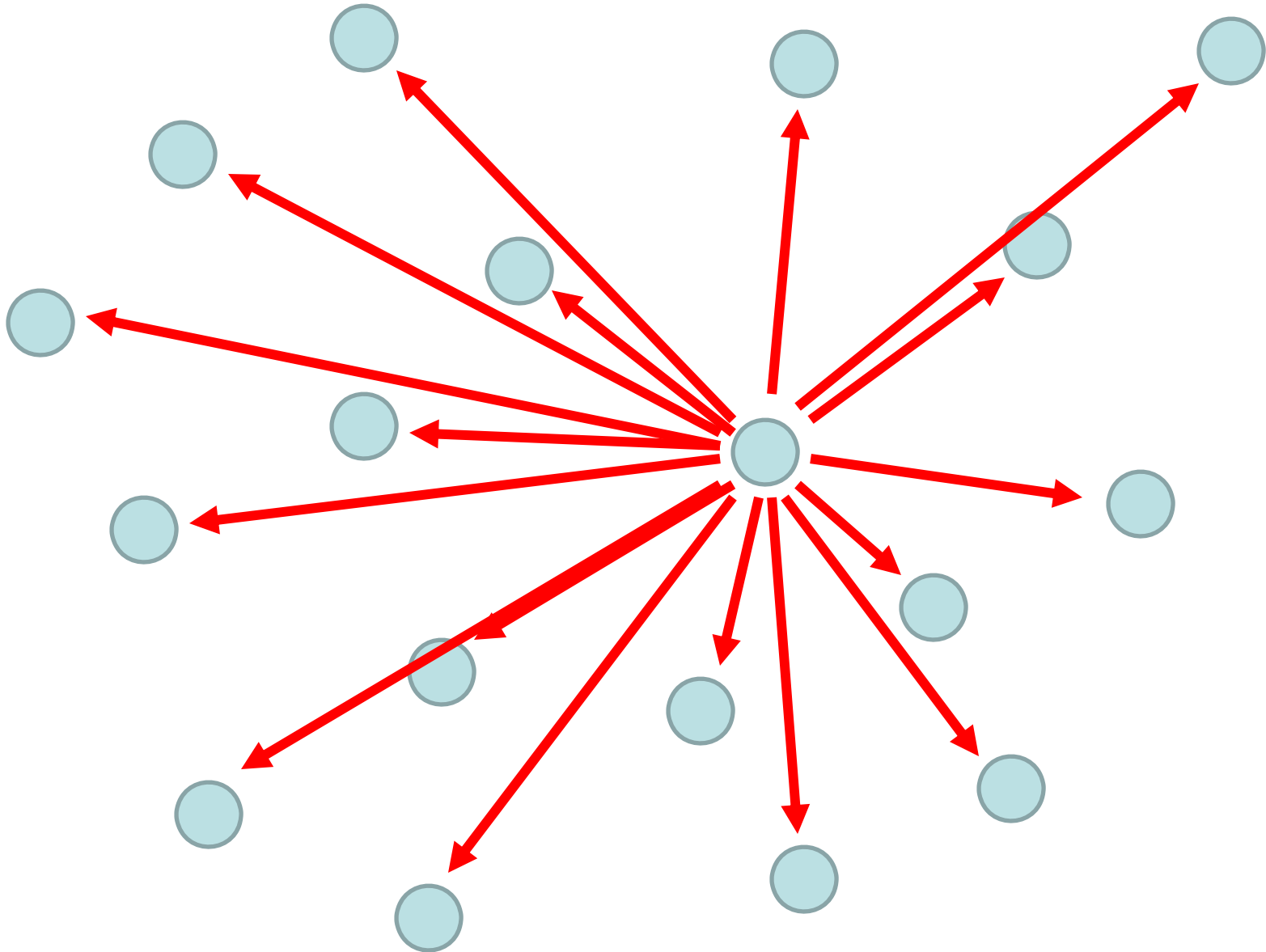
Early computers allowed three men to do the work of one woman.



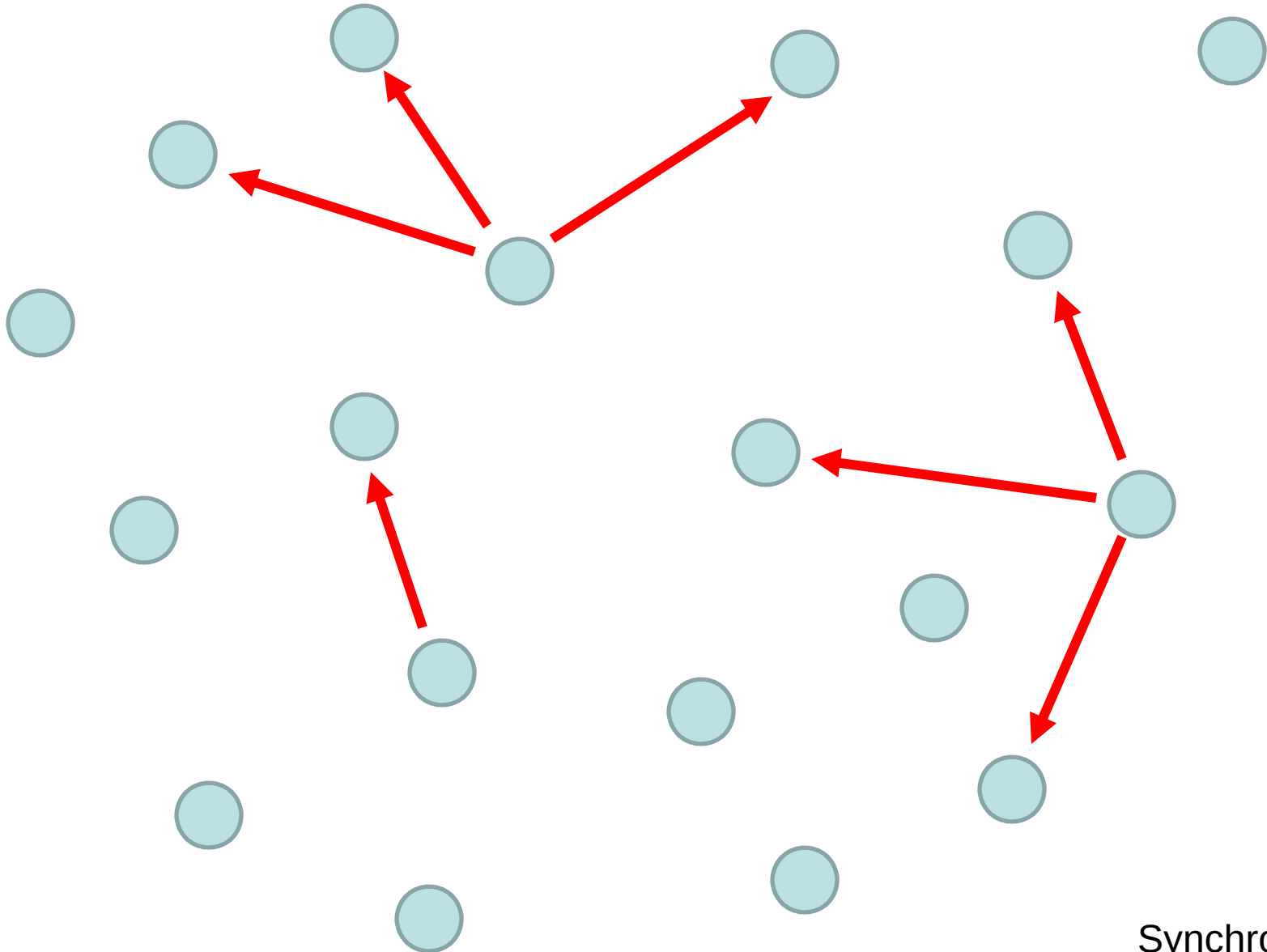
Peer to Peer



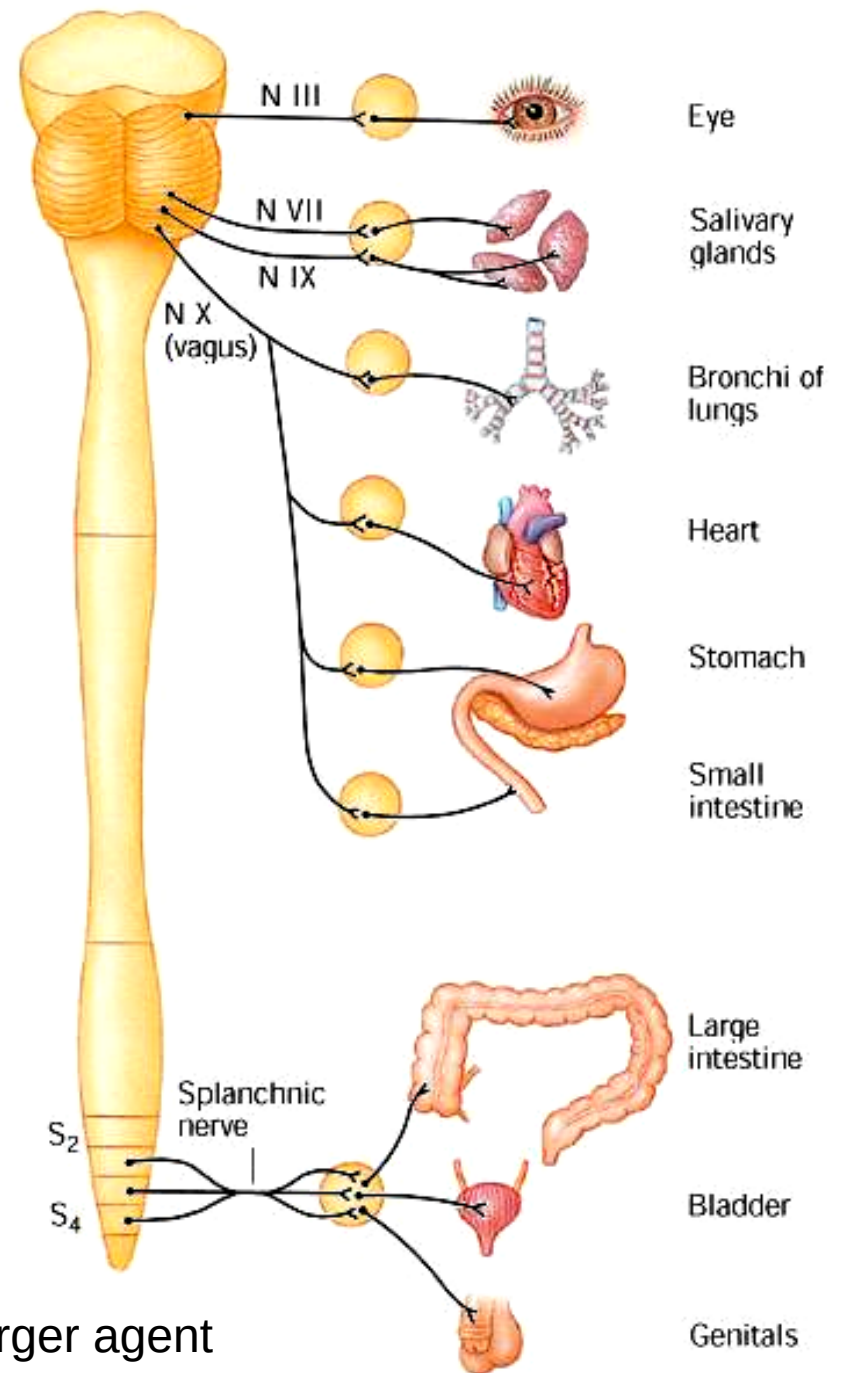
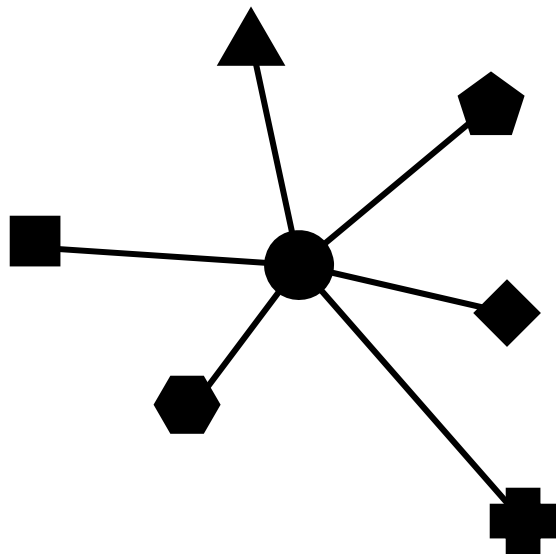
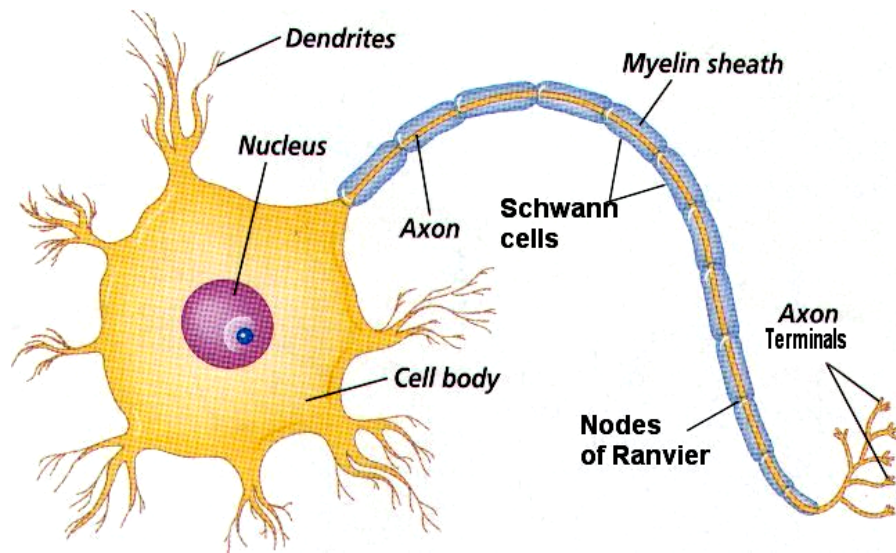
Broadcast



Narrowcast & Publish



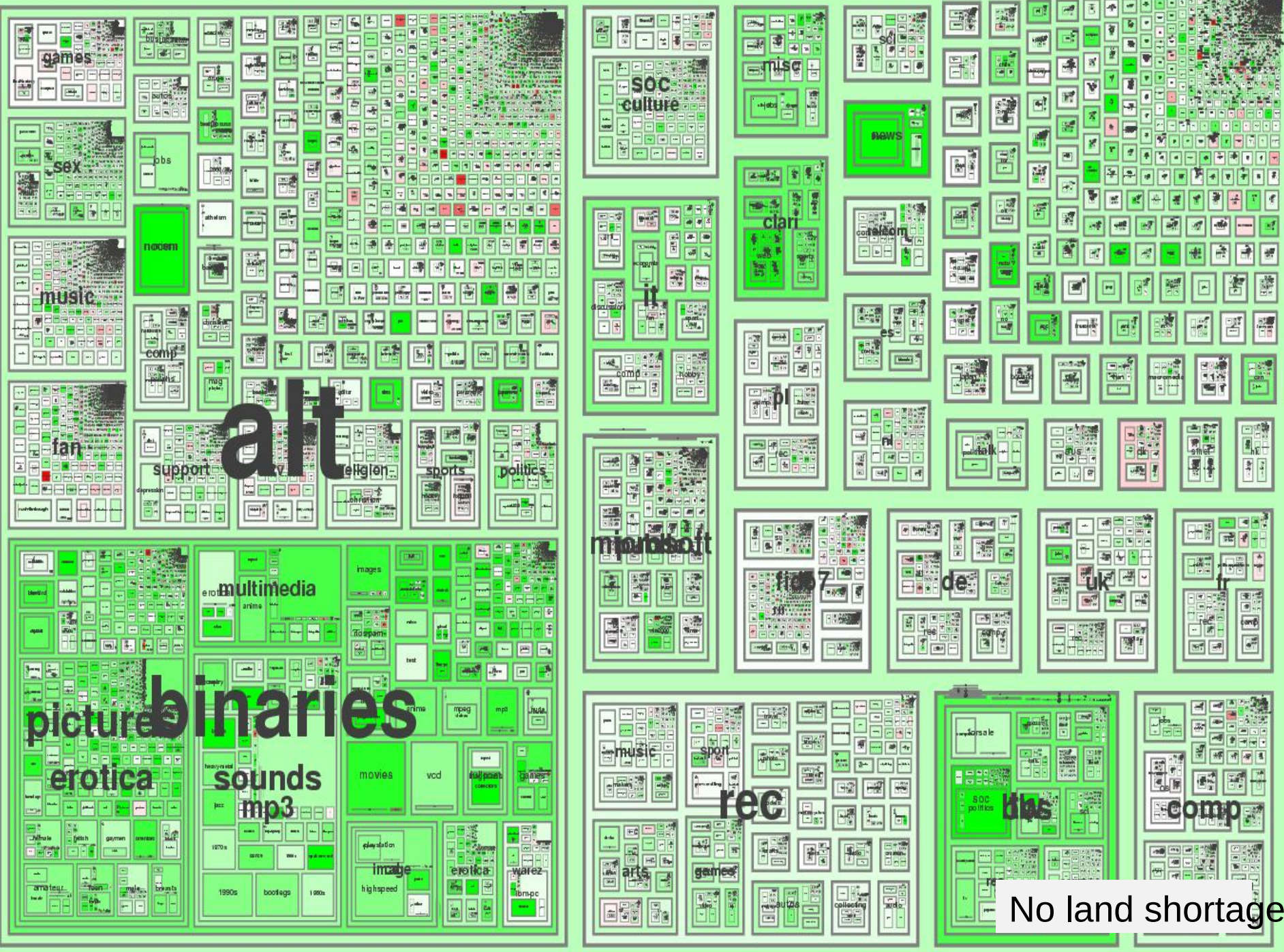
Synchronous
Or asynchronous



enabled by communication – competition as larger agent







No land shortage

Fractal and Nested

Movies

Comedy

Action

Drama

Fantasy

Sci-Fi

Star Wars

Star Trek

Classi

c

Voyag

er

TNG

1st

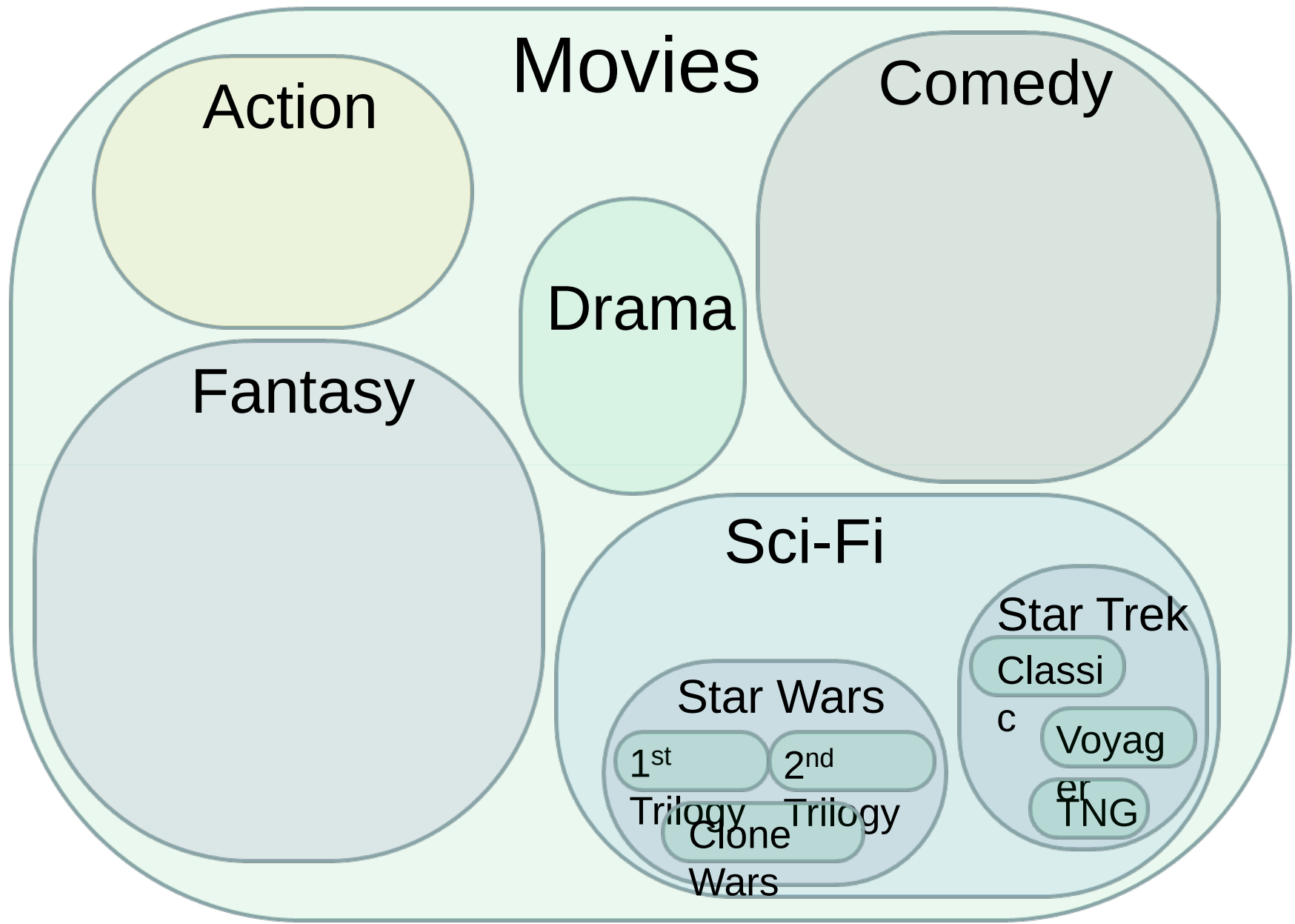
2nd

Trilogy

Trilogy

Clone

Wars

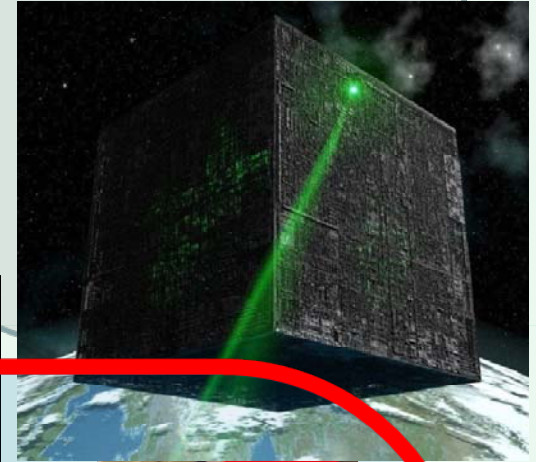


Movies

Action

Comedy

Fantasy



Sci-Fi

Star Wars

1st Trilogy

2nd Trilogy

Clone Wars

Star Trek

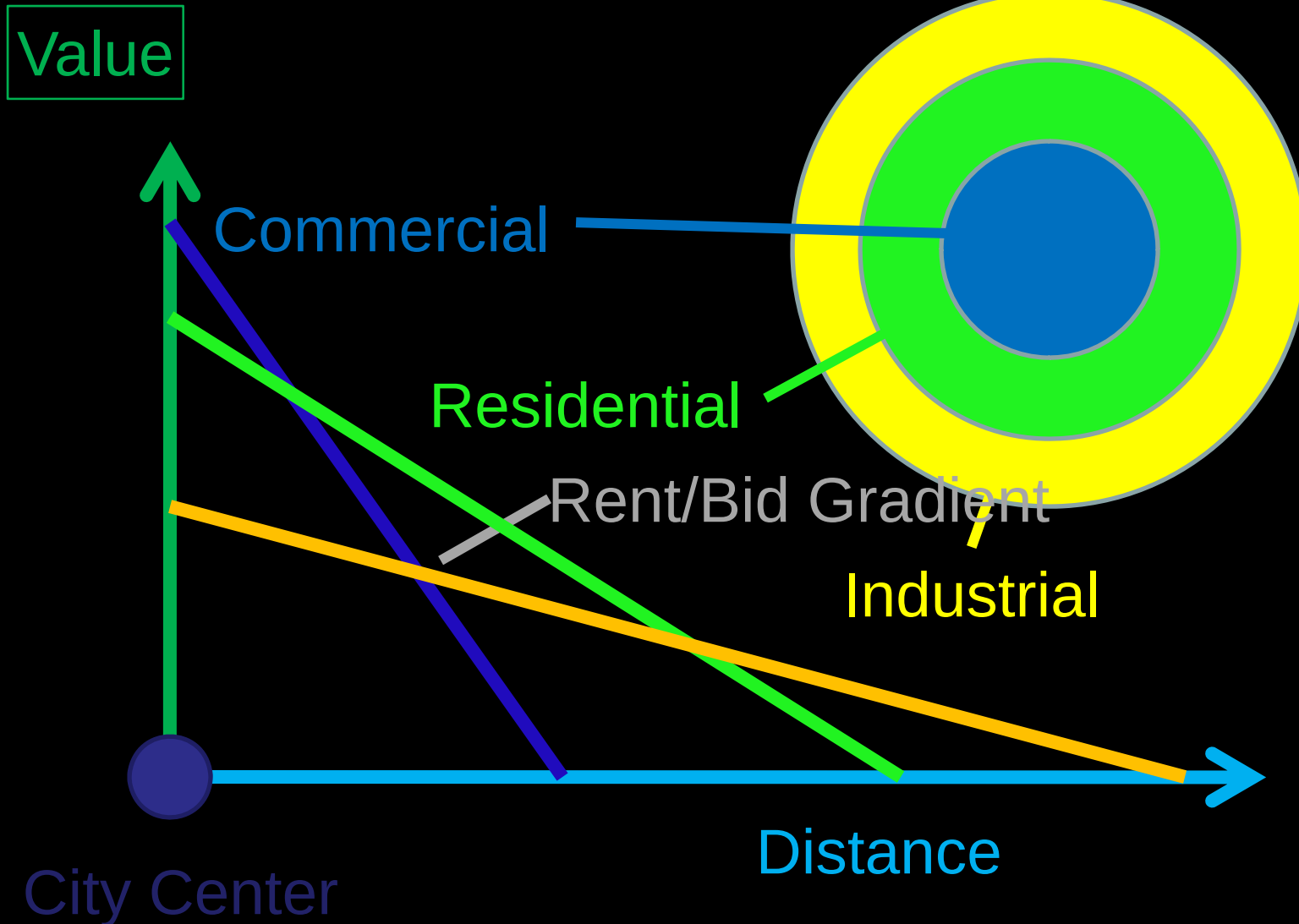
Classic

Voyage

TNG



Central Place Economic Theory



Human Ecology



Homeowner Associations



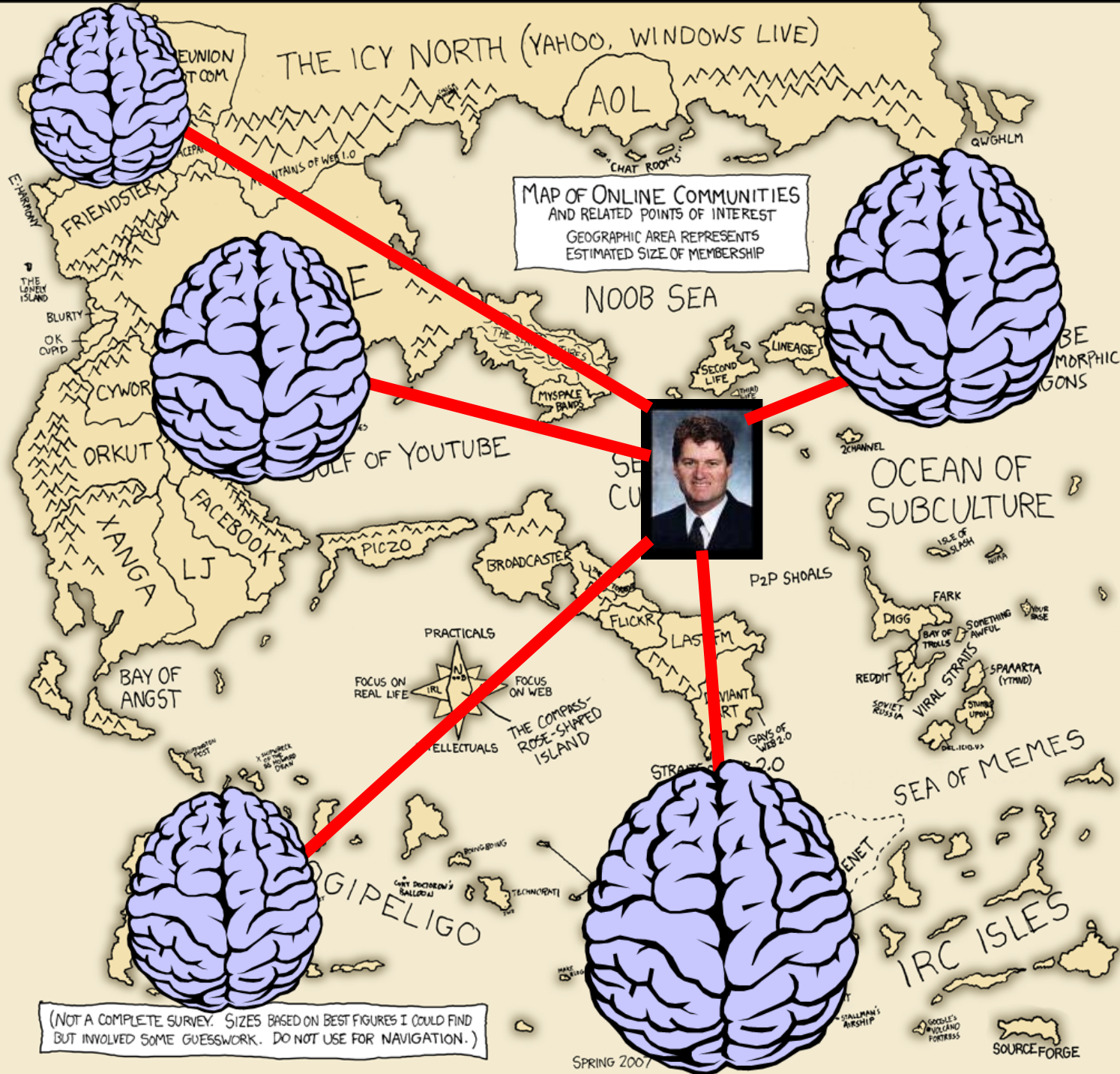
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Level of Involvement

Number of People Involved



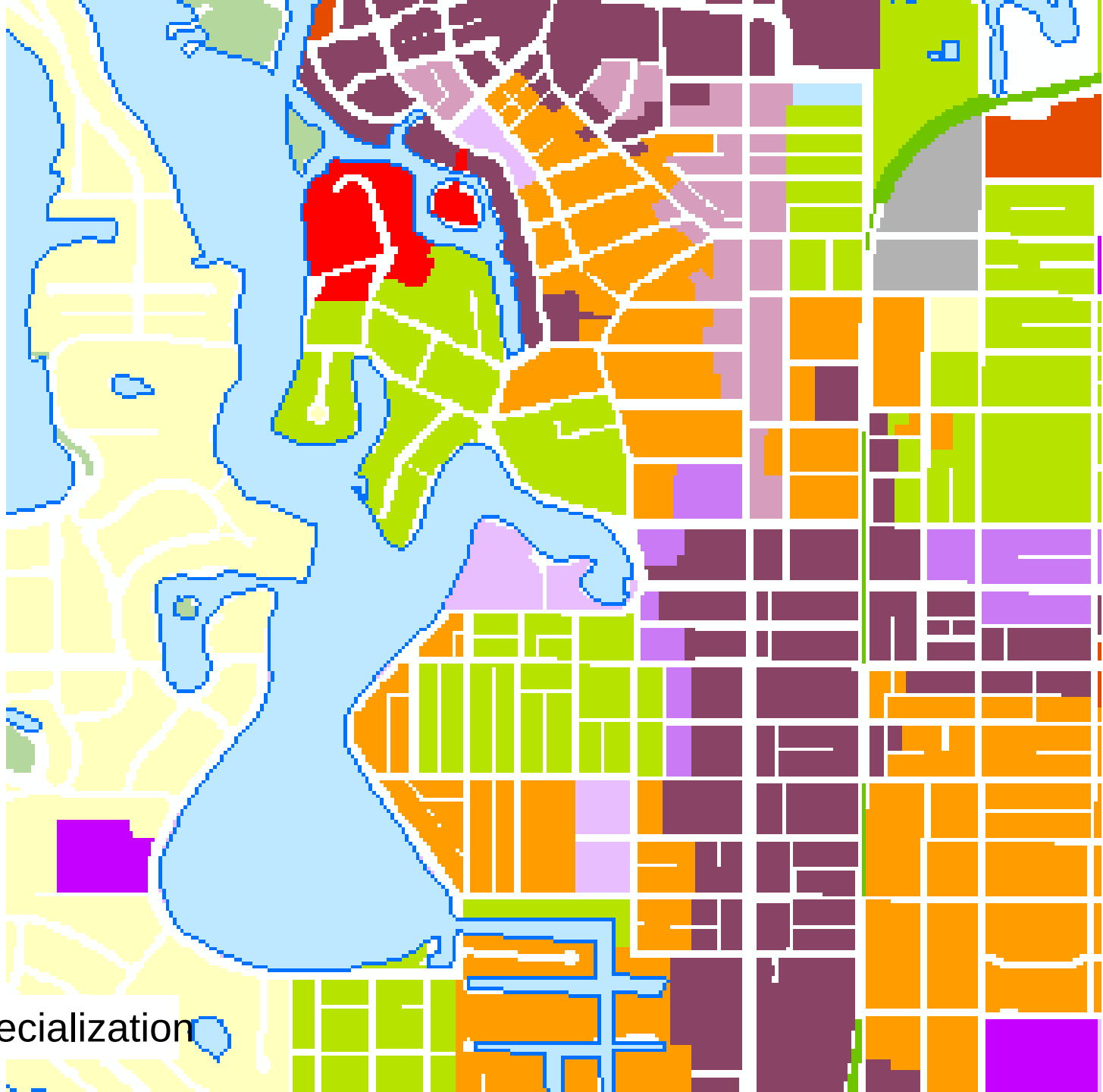
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Get Magazine

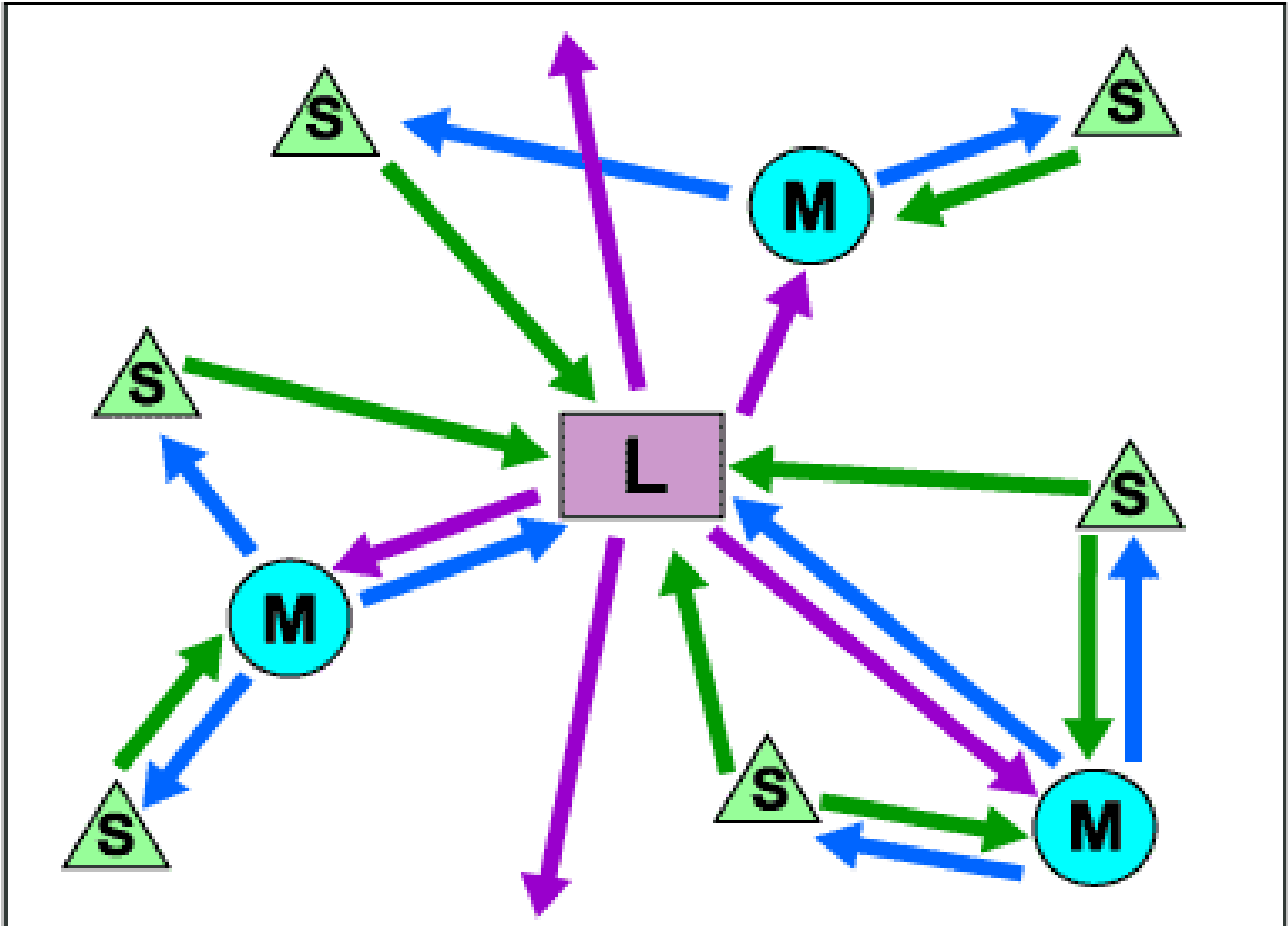
Own Product





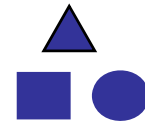
Land specialization

Specialization breeds networks



material and info - auto industry – cooperation/competition

Specialization



Queen



Drone



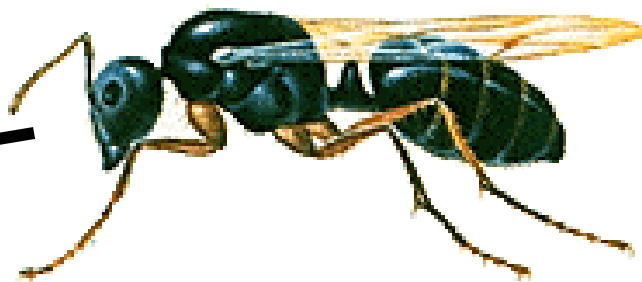
Soldier



Worker

coordination effort (and dependency) less than inefficiencies of going it alone

Webmaster



Event Organizer



Reader



Reporter





???



Voracious Appetite



power of collective effort

Perception of intelligence



20Q.net is an experiment in artificial intelligence. The program is very simple but its behavior is complex. Everything that it knows and all questions that it asks were entered by people playing this game. 20Q.net is a learning system; the more it is played, the smarter it gets.

[A Quick Tour of the Game](#)

[Play 20Q](#)

click here to play

[Frequently Asked Questions](#)

20Q is learning new languages . . .

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Try it out, play with it, but never take it too seriously. If you want to drop me a note: www@20q.net

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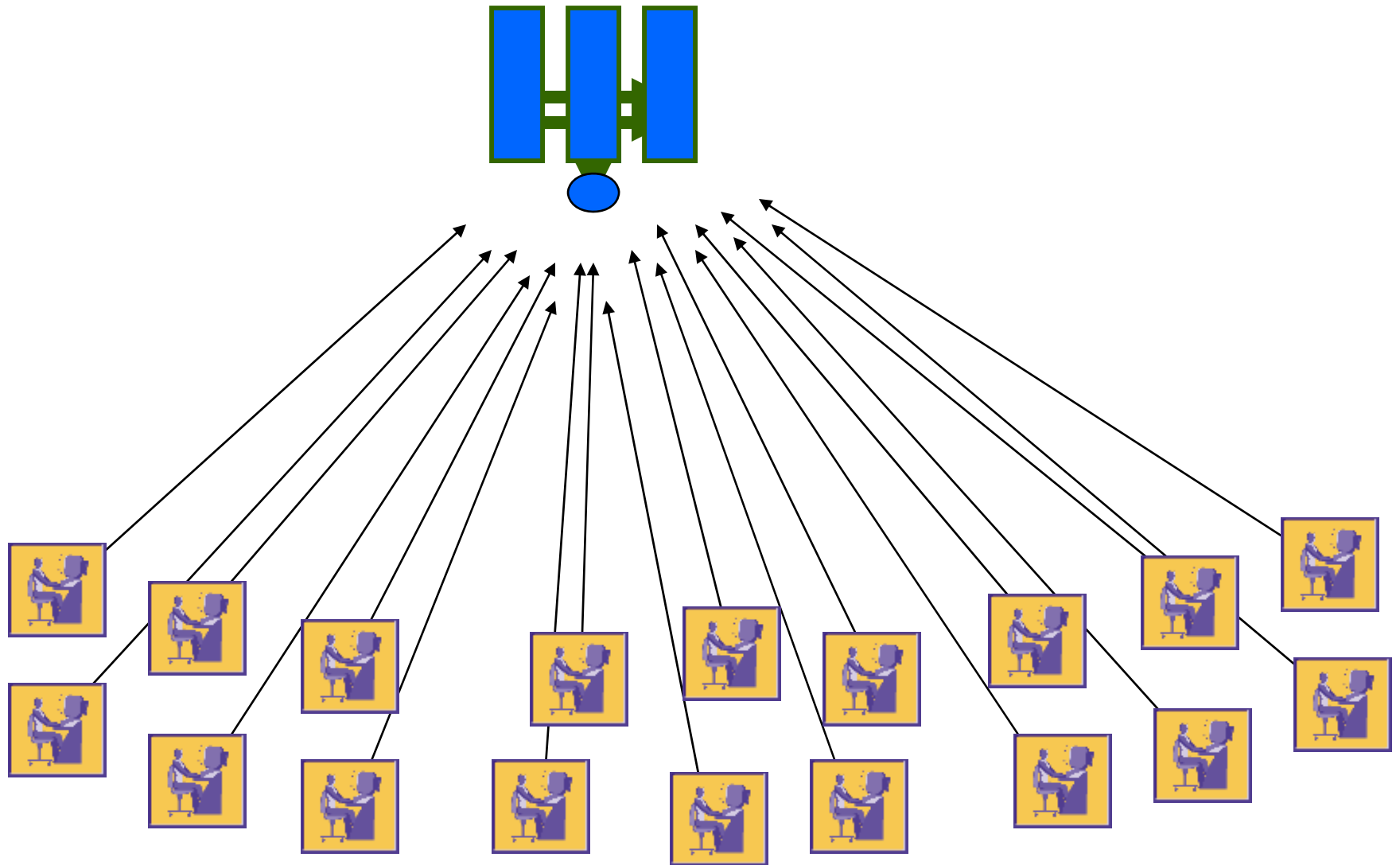
1st Best viewed using
Common
Sense

AltaVista
Babel Fish

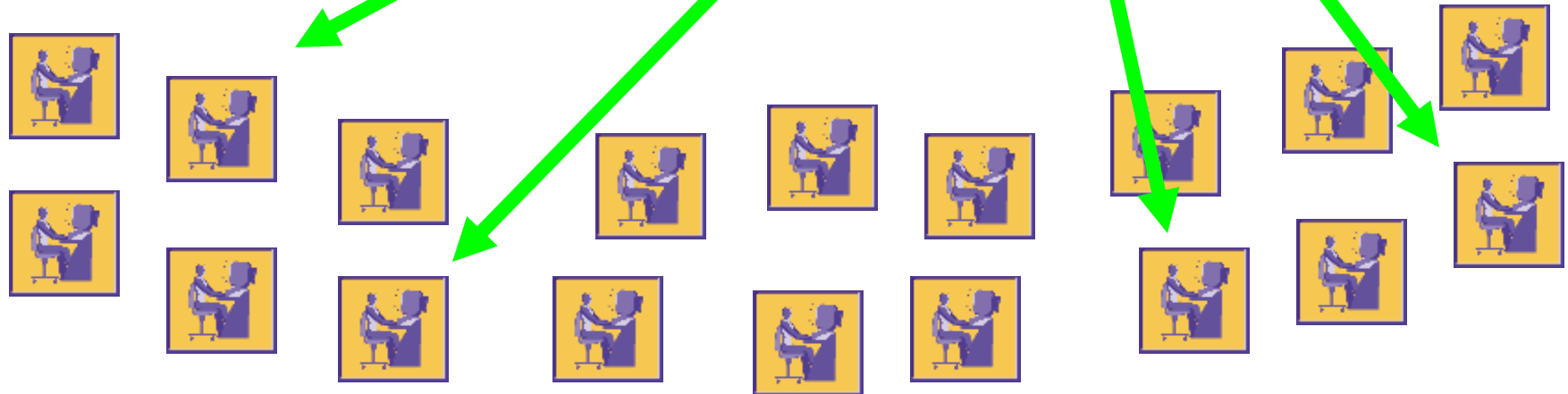
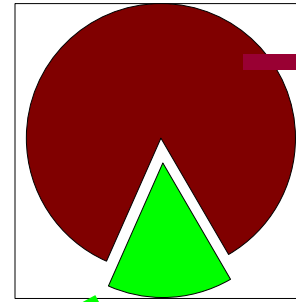
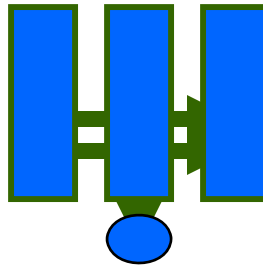
To translate this page,
click a flag!

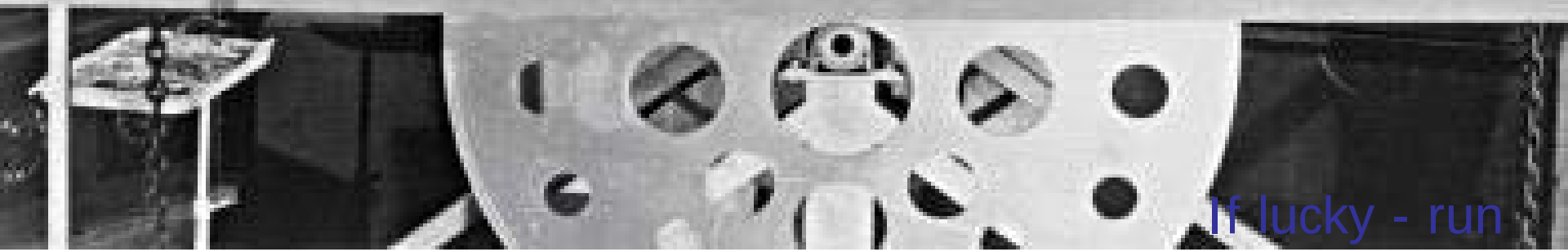


servers

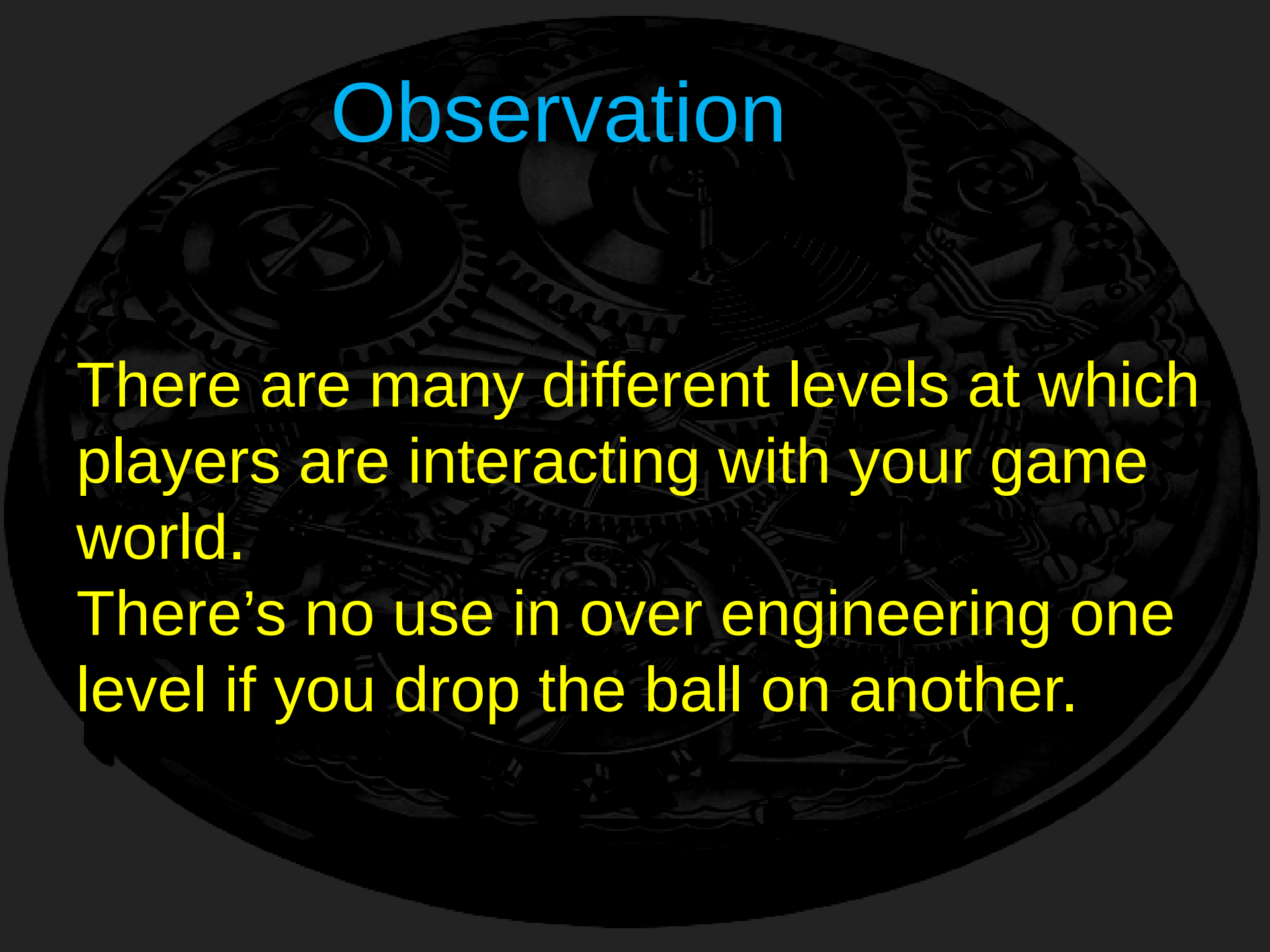


servers





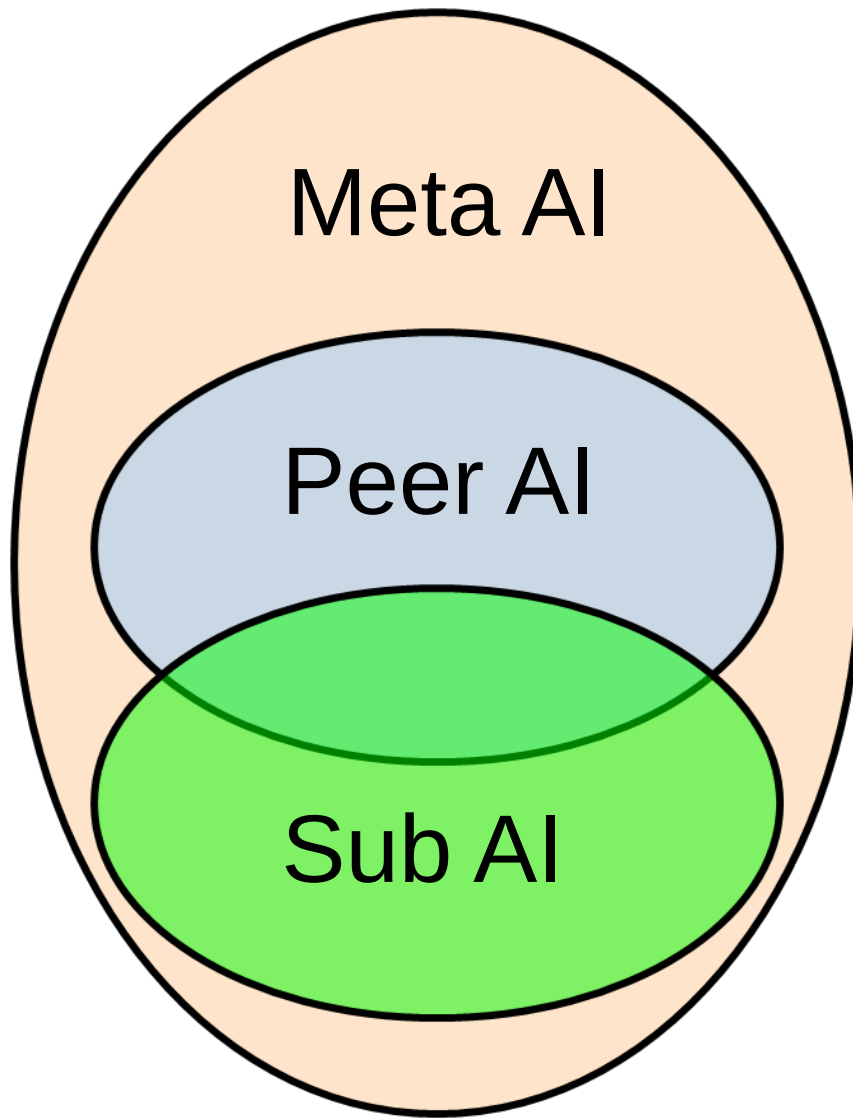
If lucky - run

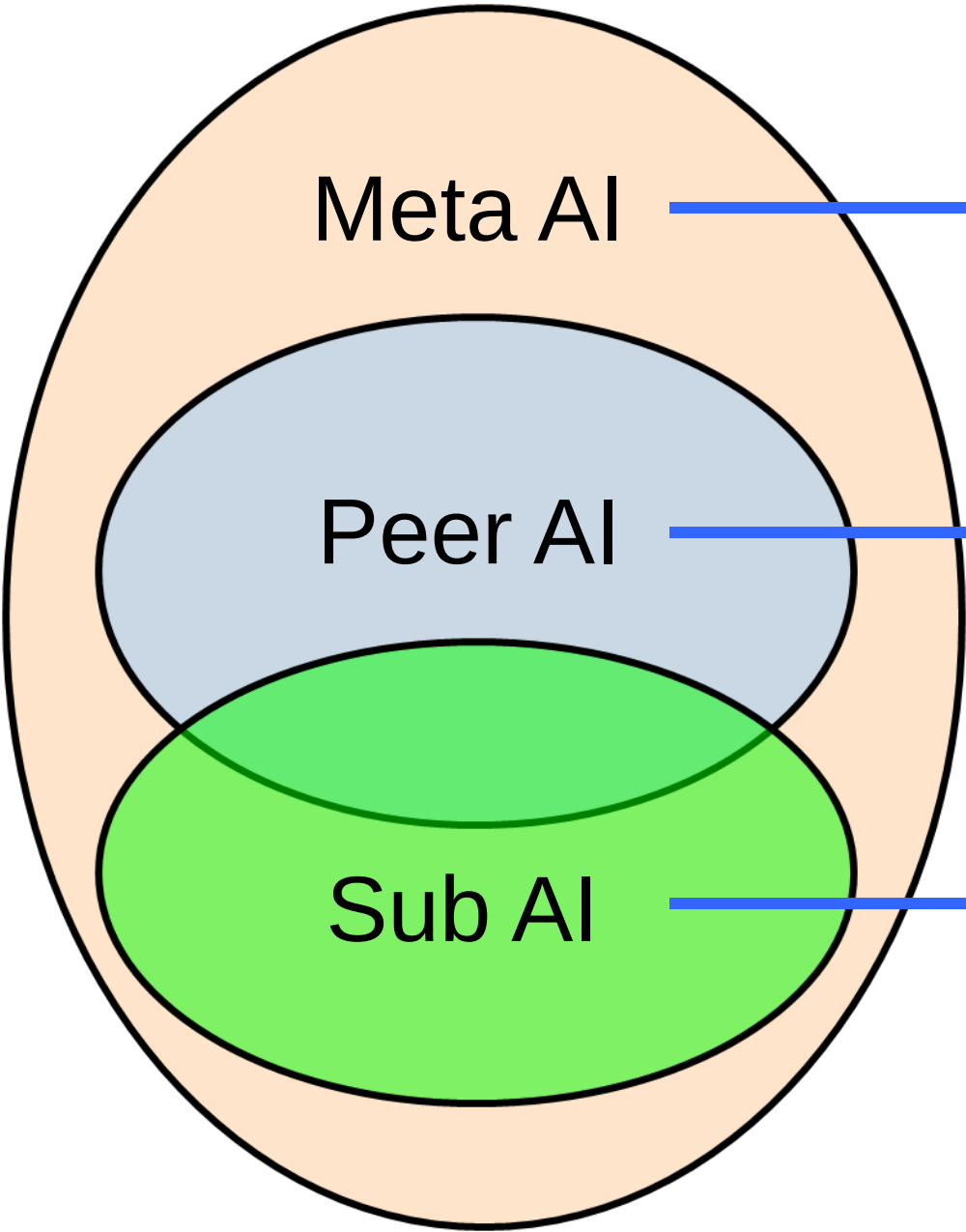


Observation

There are many different levels at which players are interacting with your game world.

There's no use in over engineering one level if you drop the ball on another.





Meta AI

Community

- Information Flow
- Specialization
- Simple Player Model

Peer AI

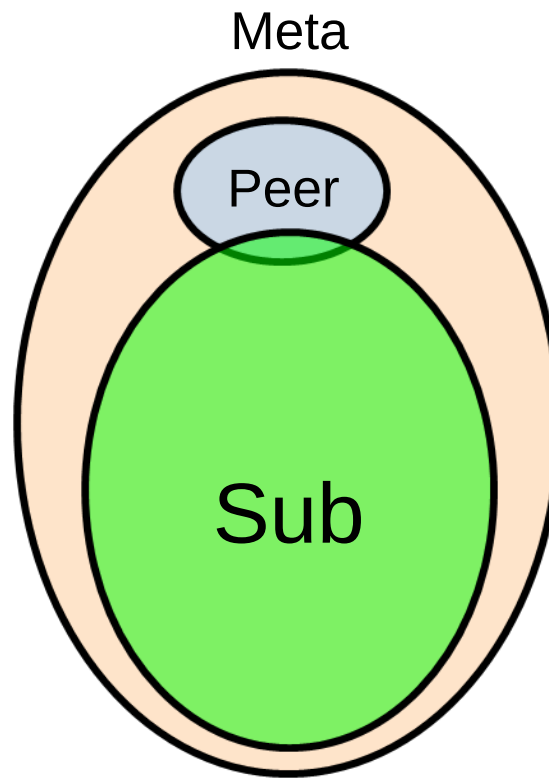
Agents

- Behavior
- Opponents/Avatars
- Complex Player Model

Sub AI

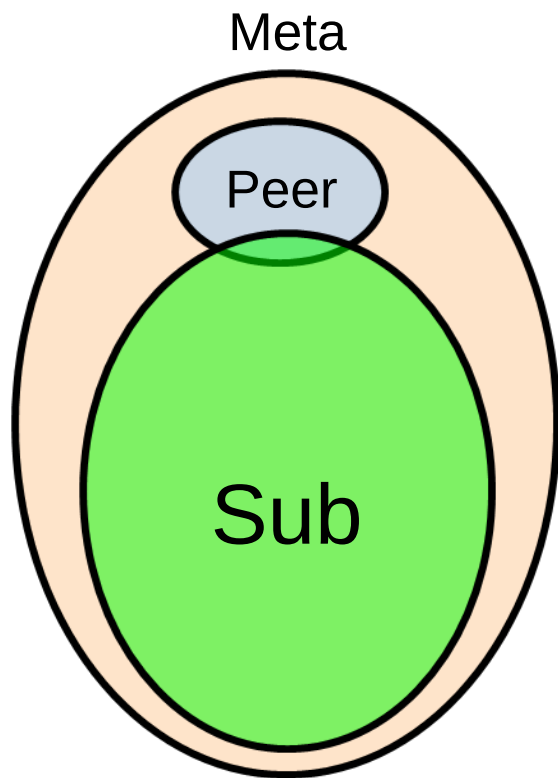
Simulation

- Physics
- Tactile
- Intuitive Player Model



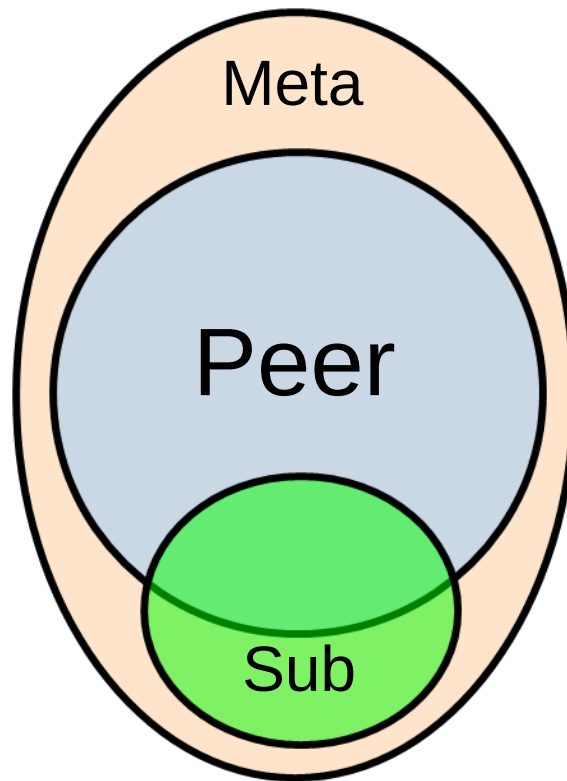
SimCity

- Meta 
- Peer 
- Sub 

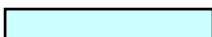


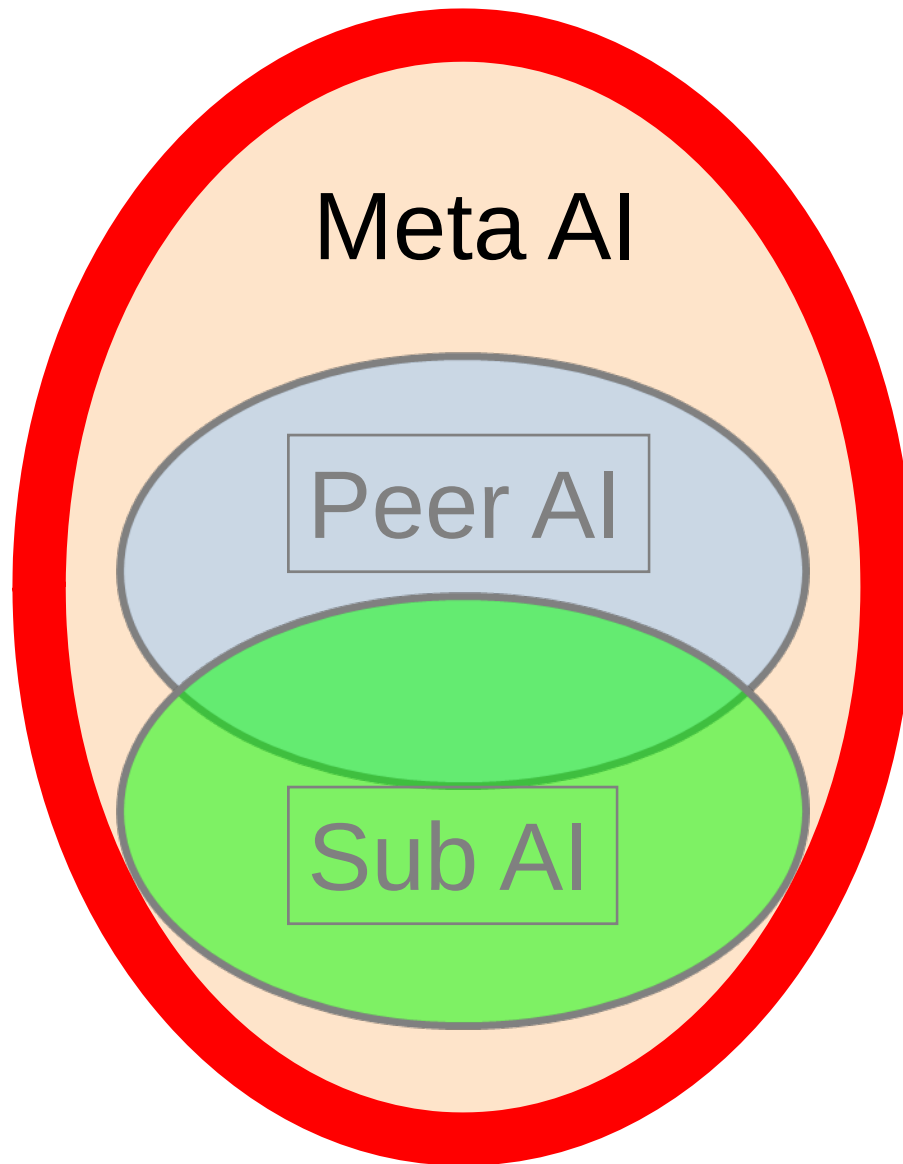
SimCity

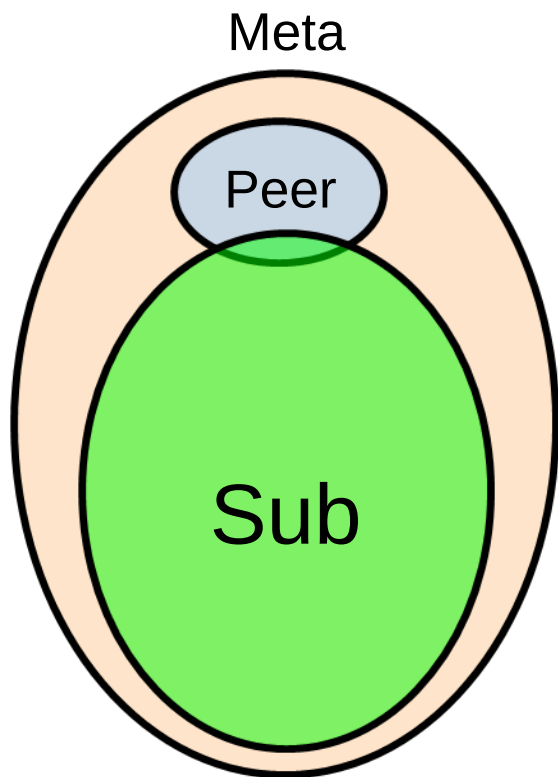
Meta 
Peer 
Sub 



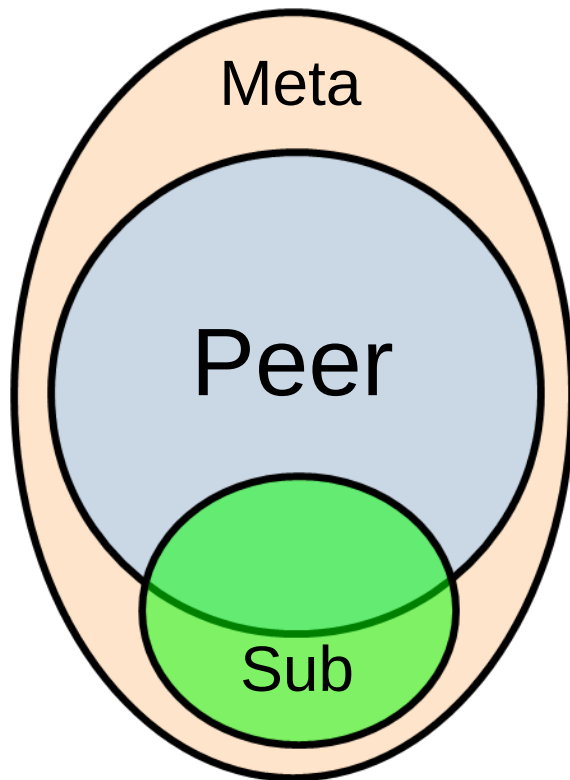
The Sims

Meta 
Peer 
Sub 

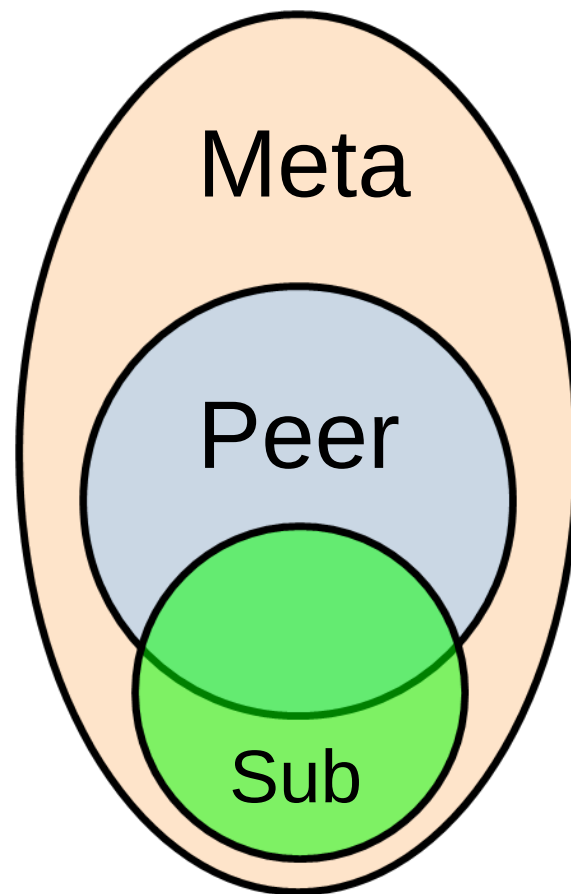




SimCity

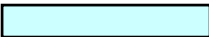


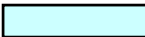
The Sims

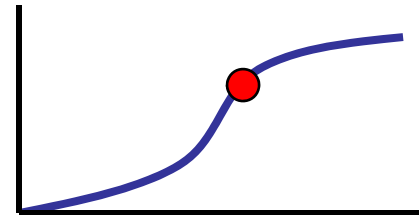
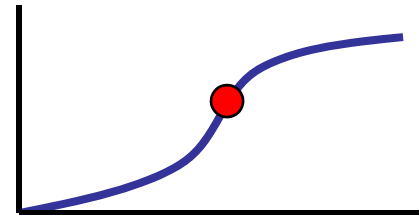
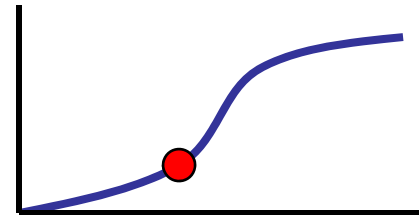
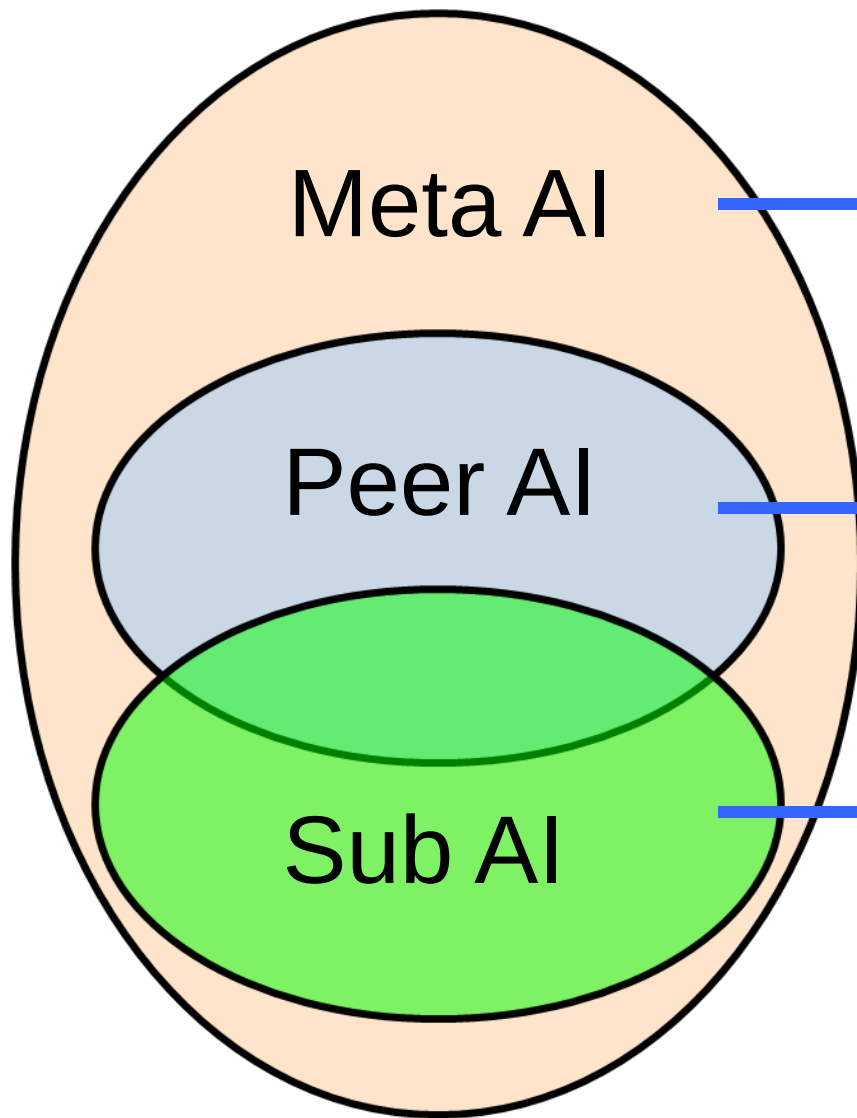


Spore

Meta 
Peer 
Sub 

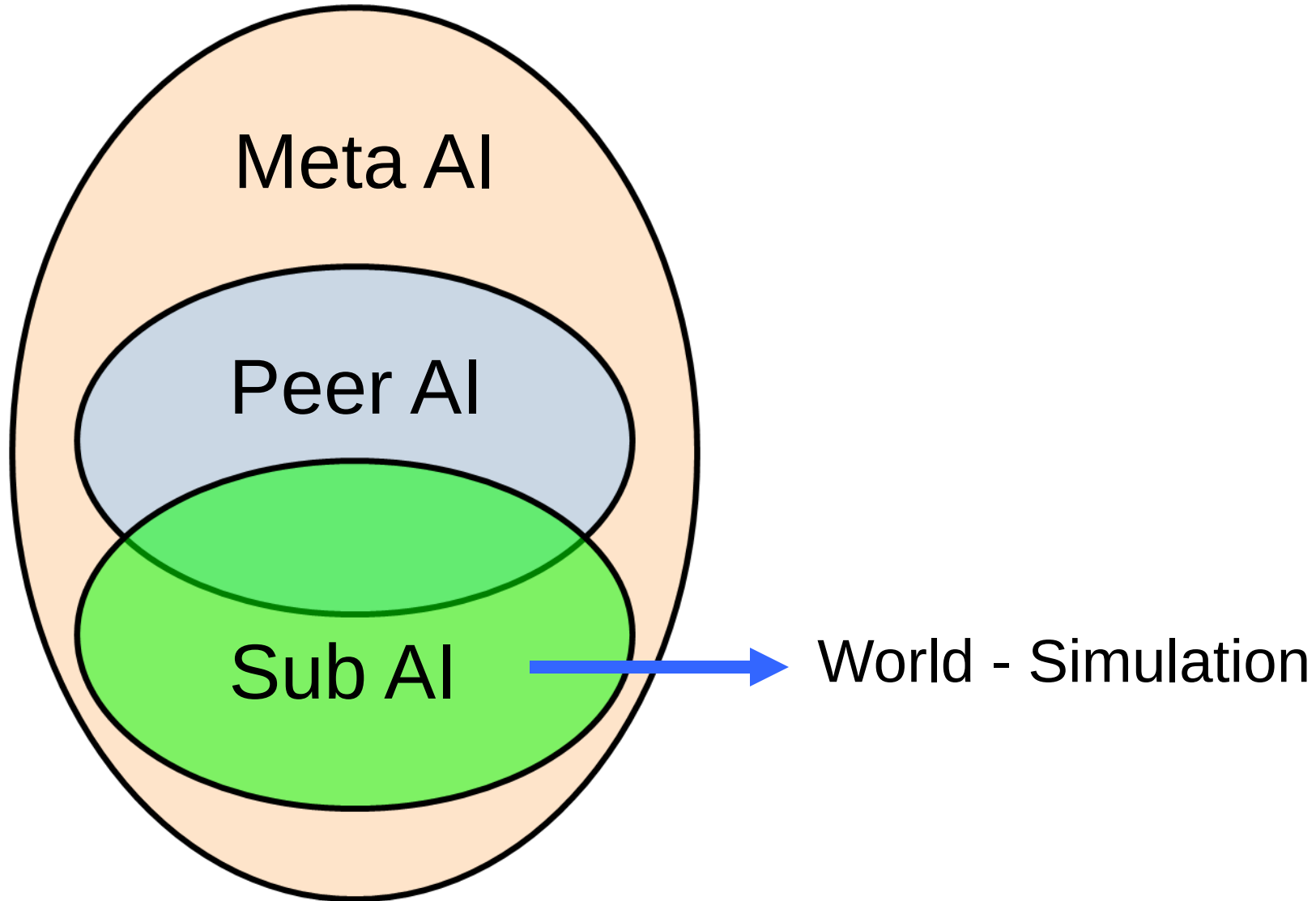
Meta 
Peer 
Sub 

Meta 
Peer 
Sub 



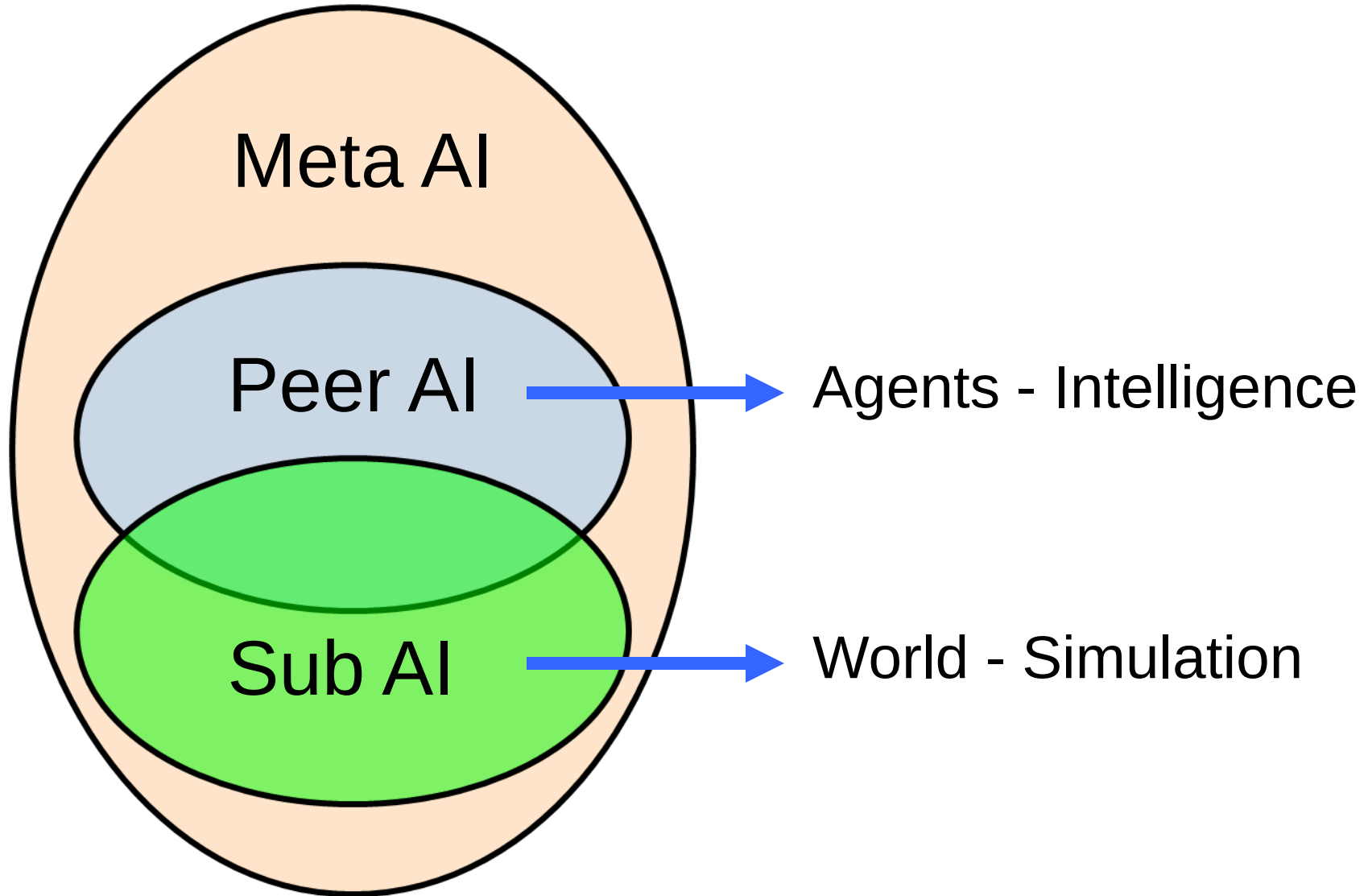
Diminishing returns

Failure



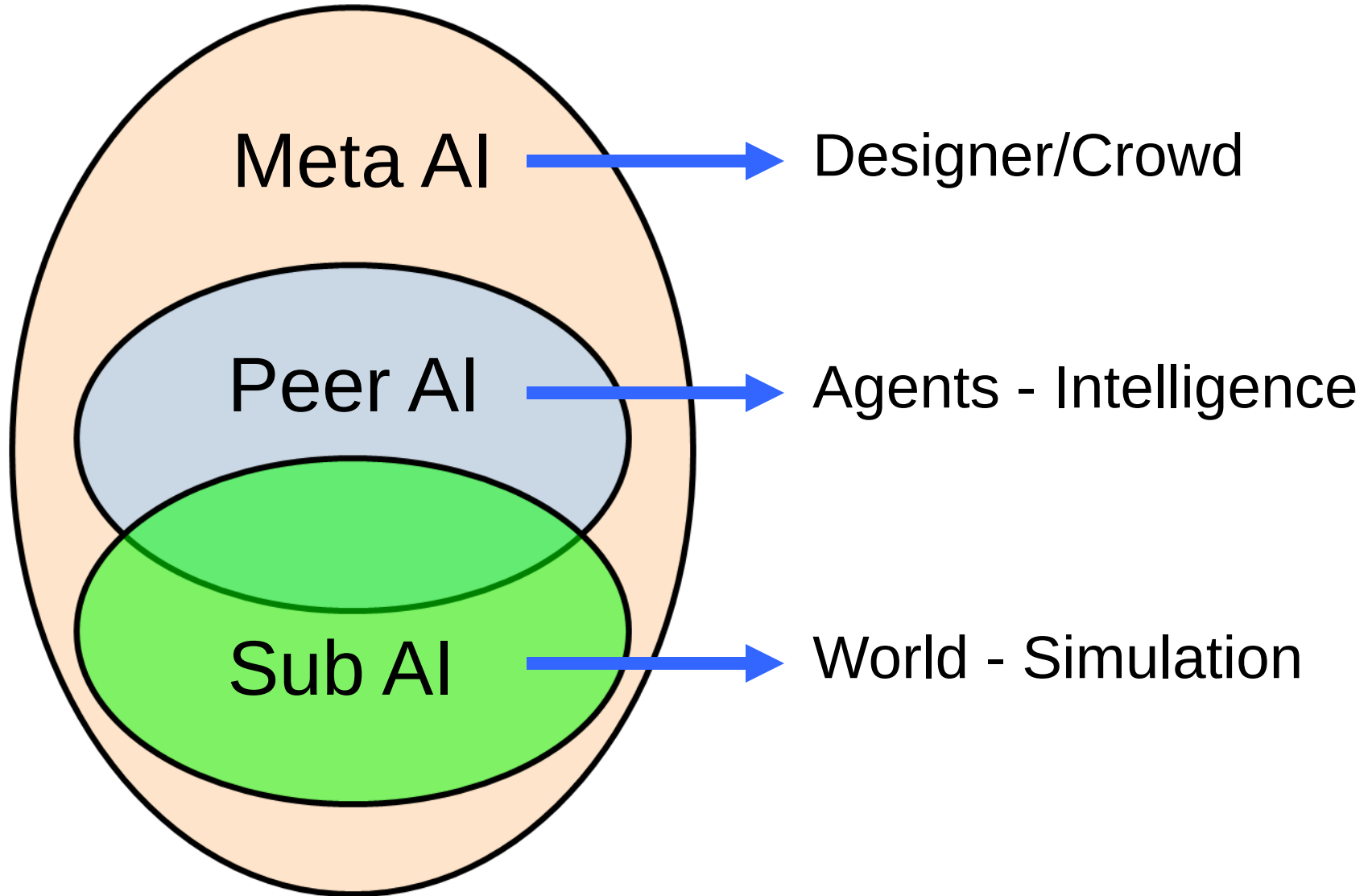


Failure





Failure



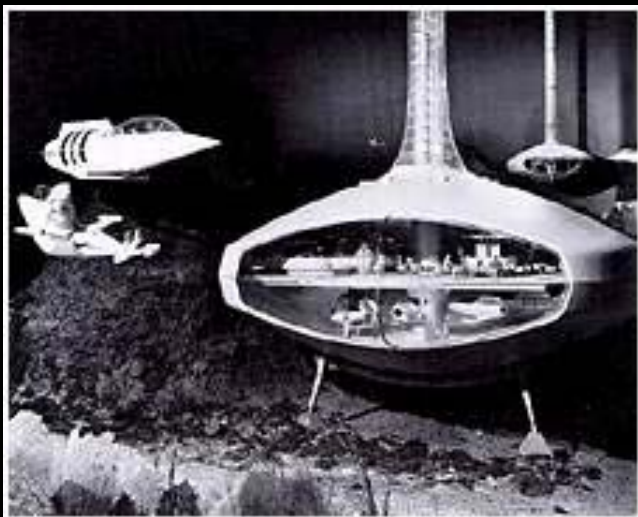
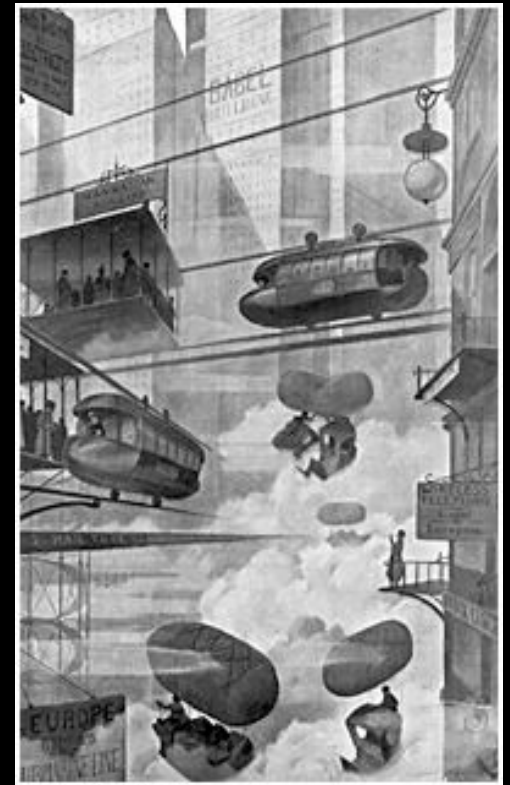


ALL ABOARD THE FAILBOAT

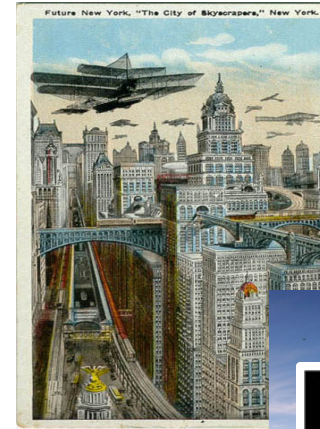


The Future?





The Future is becoming less predictable

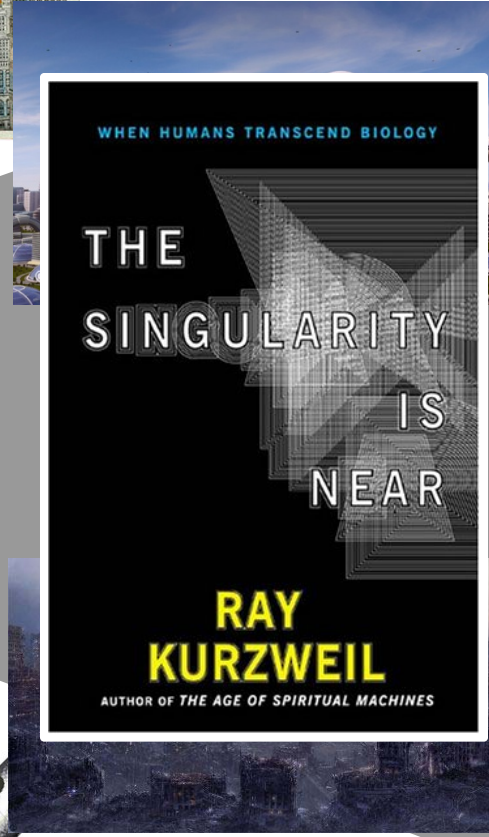
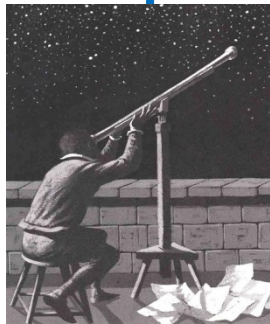
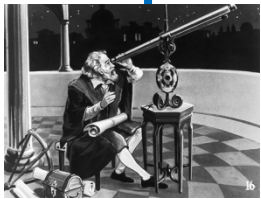


1700

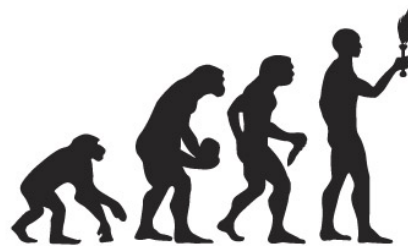
1800

1900

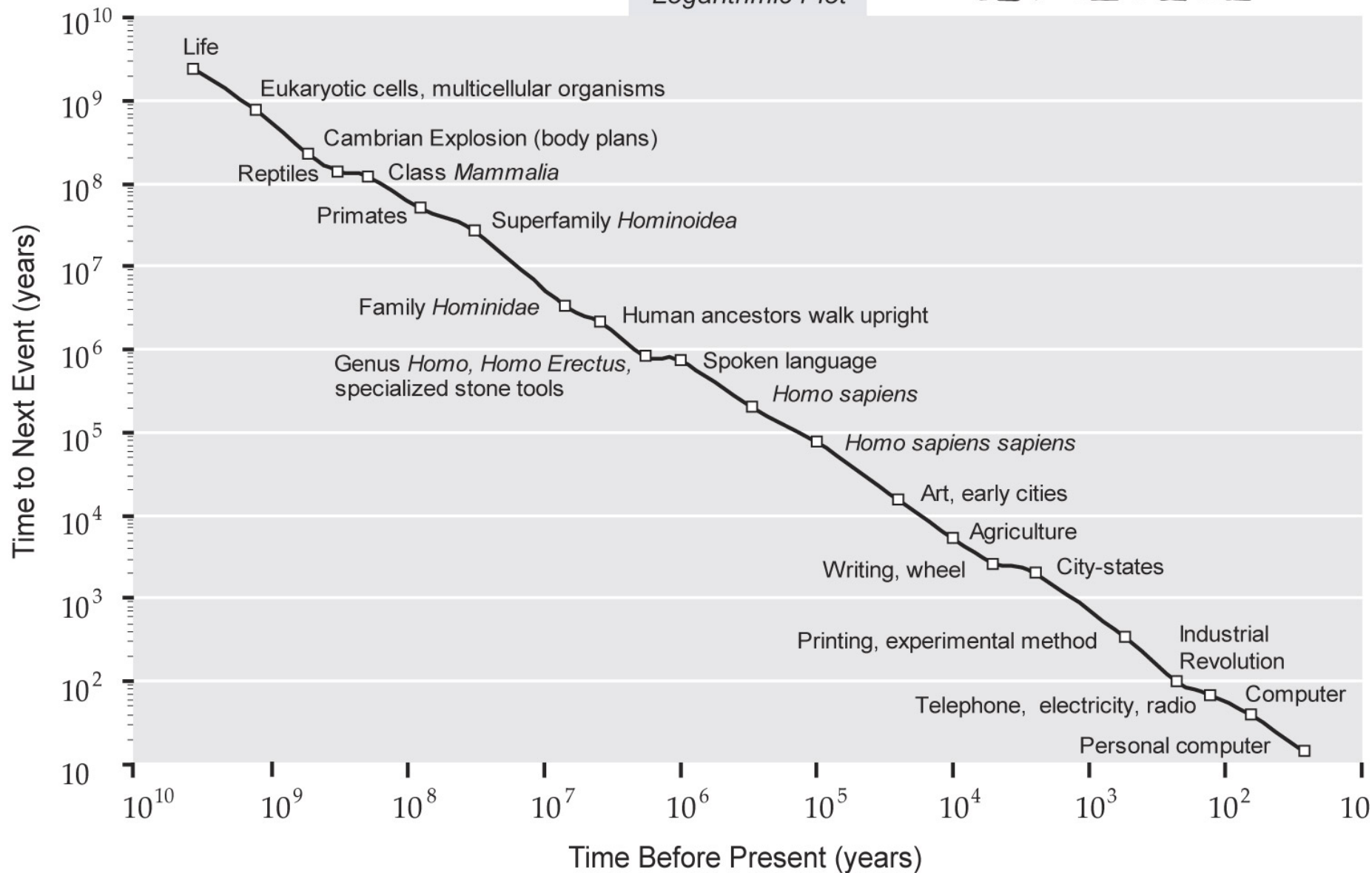
2000

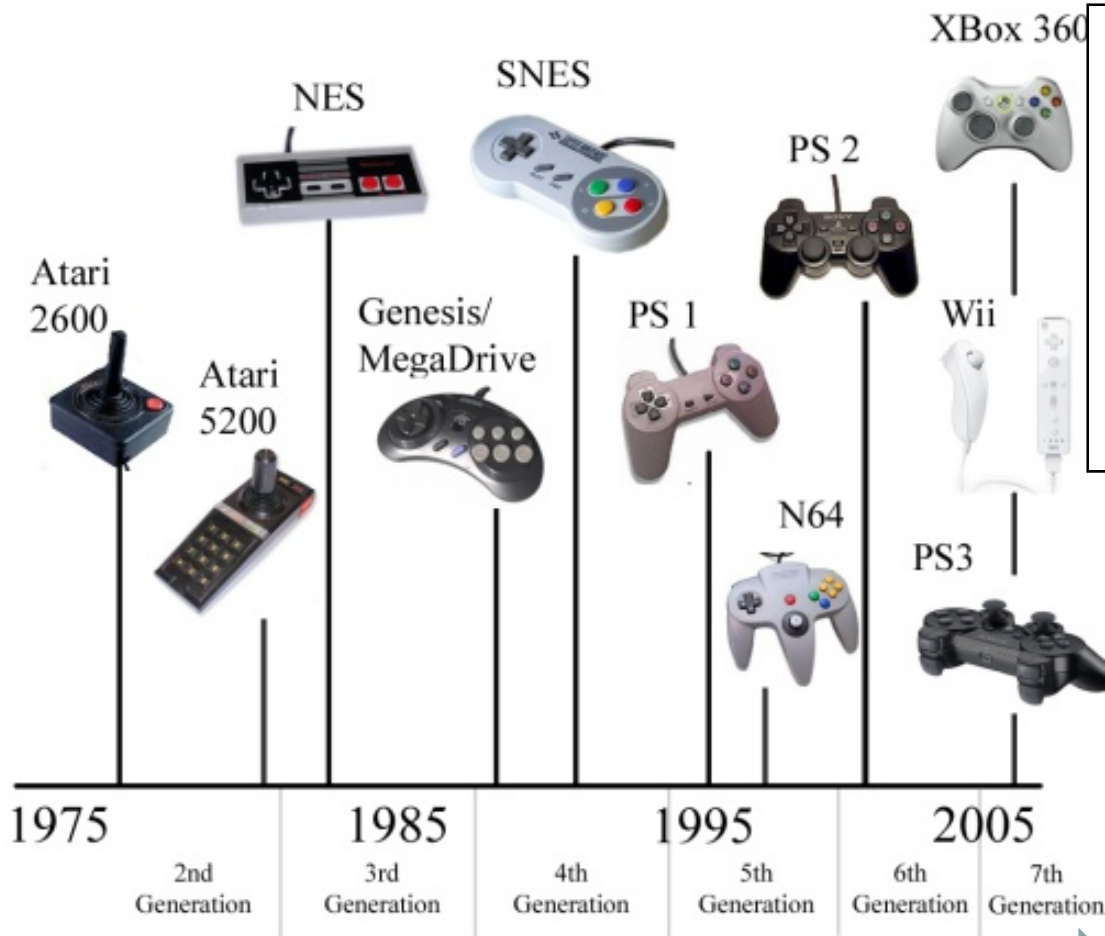


Countdown to Singularity



Logarithmic Plot





GamesBeat

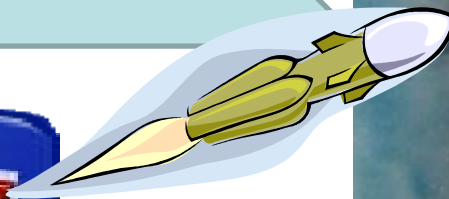
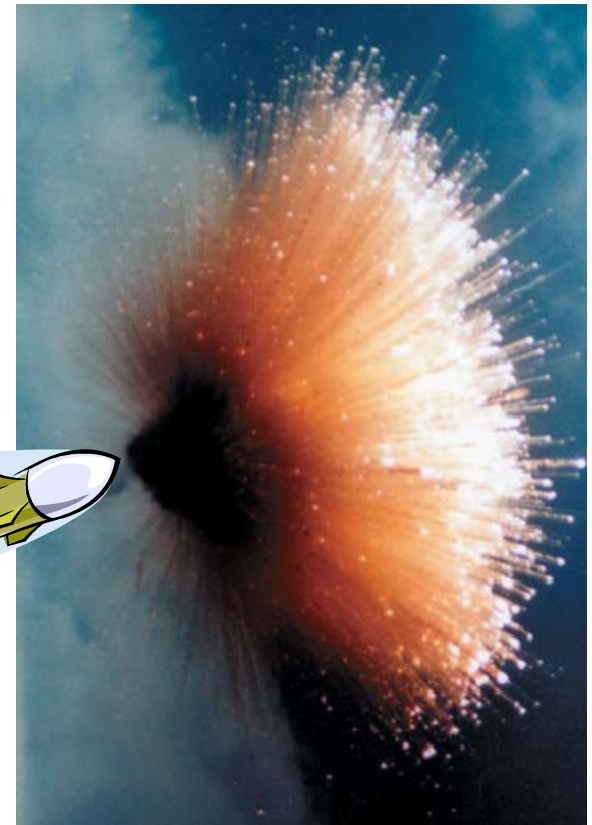
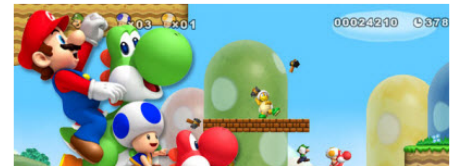
MAIN DIGITALBEAT GAMESBEAT GREENBEAT MOBILEBEAT DEALSBEAT DEMO

That screeching sound? U.S. video game industry sales decline in 2009

January 14, 2010 | Dean Takahashi | 4 Comments | [Share](#) | 30 [retweet](#)

U.S. video game sales screeched to a halt in 2009, falling 8.6 percent to \$20.2 billion from \$22.11 billion as the recession held gamers back for much of the year.

Sales rose a scant 4 percent for the month of December.





Well we had it tough.
We used to have to get up out of the shoebox at twelve o'clock at night, and LICK the road clean with our tongues. We had half a handful of freezing cold gravel, worked twenty-four hours a day at the mill for fourpence every six years, and when we got home, our Dad would slice us in two with a bread knife.

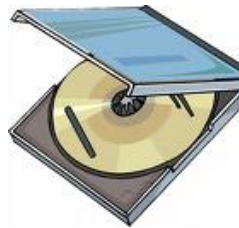
120 M digital albums ← 1.2 B digital songs

+ 80 M digital albums

200 M digital albums



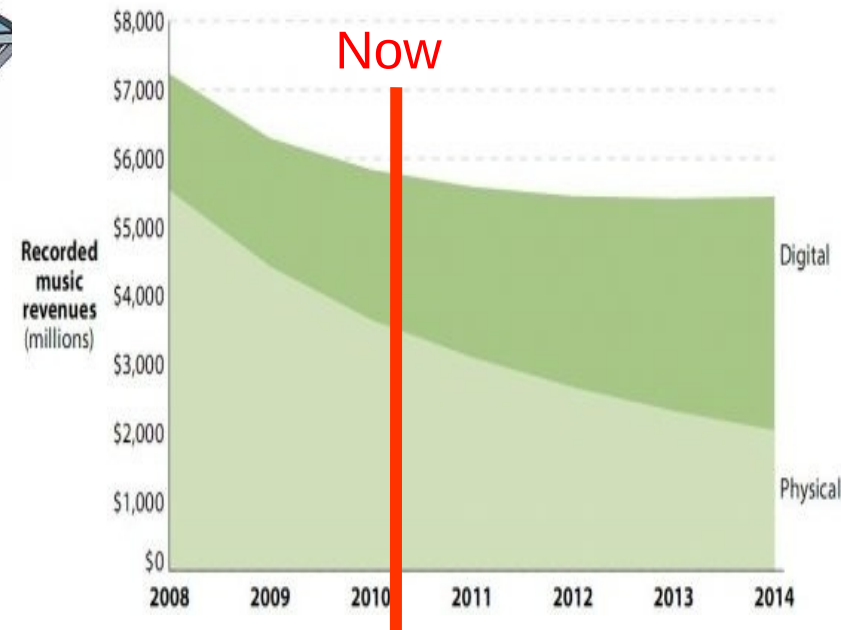
300 M compact disks



2.5 M vinyl records

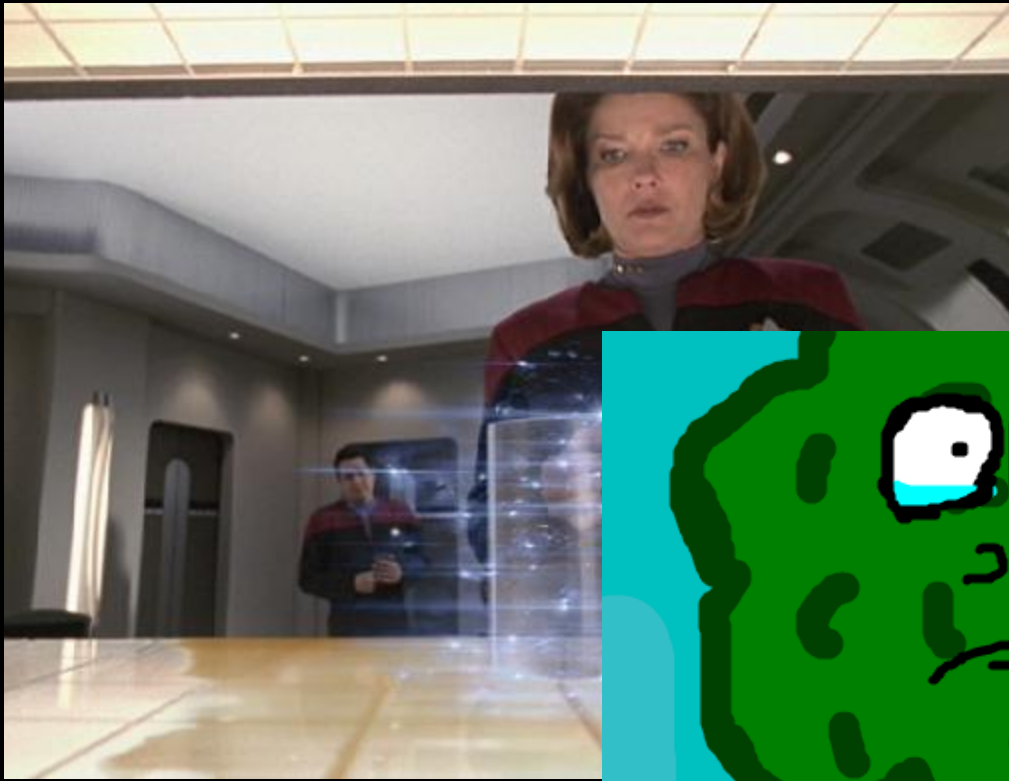


34 K cassette tapes






Digital Distribution



Top 25 Facebook Games for October 24, 2008

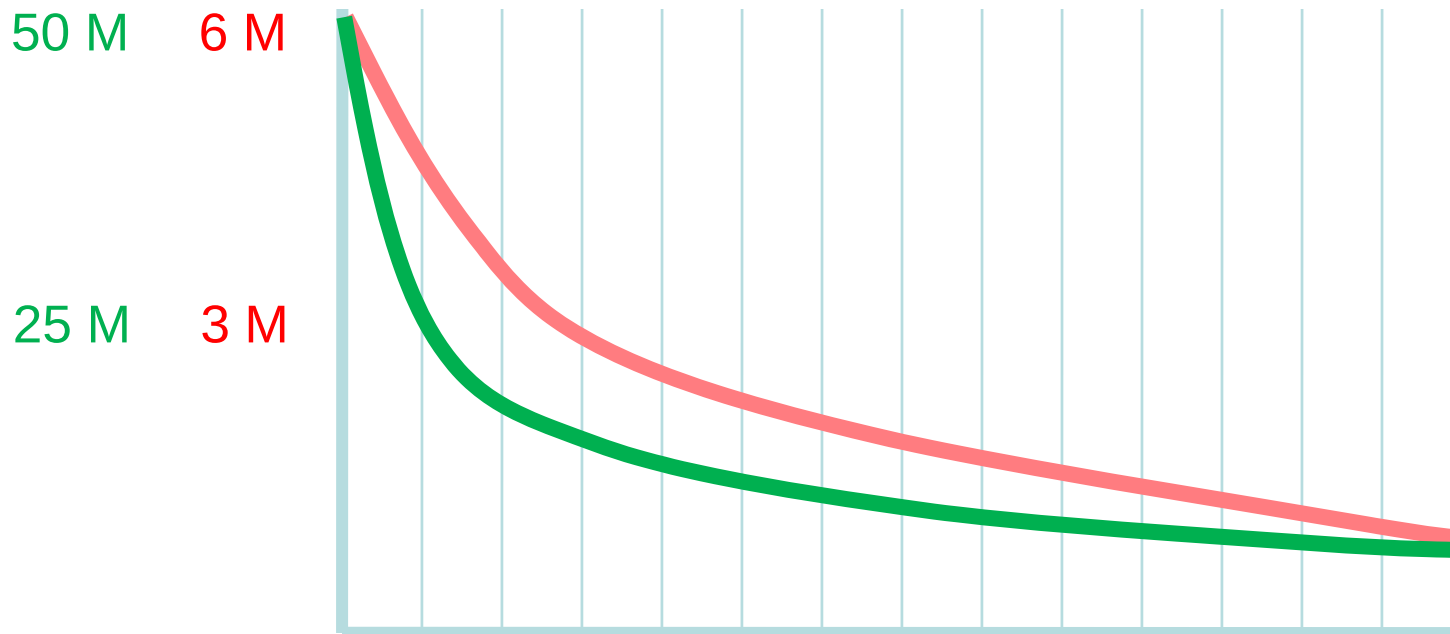
Rank	Game	Monthly Actives	Developer	MAU Change
1	Lil Green Patch	6,560,044	Green Patch	502,613
2	Texas HoldEm Poker	5,103,264	Zynga	-93,329
3	Owned!	3,125,777	Coolapps.com	-1,291,621
4	Who Has The Biggest Brain	2,896,626	Playfish	-662,111
5	Bowling Buddies	2,764,065	Playfish	-77,964
6	Friends For Sale	2,762,195	Serious Business	-890,840
7	Word Challenge	2,737,499	Playfish	97,293
8	Mob Wars	2,639,076	David Maestri	-76,146
9	Pet Society	2,474,424	Playfish	740,739
10	YoVille	2,304,943	Zynga	371,676
11	Kidnap!	2,101,791	Context Optional	2,101,791
12	Nicknames	1,630,297	SGN	-1,118,806
13	Sea Garden	1,518,388	Mob Science	165,880
14	MindJolt Games	1,370,781	MindJolt.com	-92,500
15	Speed Racing	1,271,042	RockYou	-551,827
16	Elven Blood	1,123,530	Elven Blood	304,530
17	Pokey!	1,071,157	Bonehead Labs	-507,922
18	My Heroes Ability	959,164	Zynga	-303,710
19	Knighthood	906,738	Hive7	15,524
20	Premier Football	903,875	PageFad	-263,880
21	(fluff)Friends	870,829	SGN	-173,375
22	KickMania!	837,233	TheBroth	837,233
23	Scramble	818,667	Zynga	-244,968
24	Bubble Town	783,520	I-play	-426,324
25	Tetris Friends	742,474	Tetris Online Inc	742,474

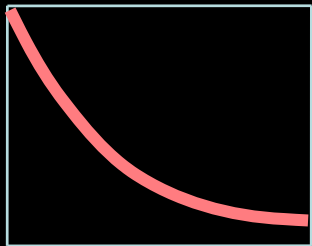
InsideSocialGames.com

Top 25 Facebook Games for October 1, 2009

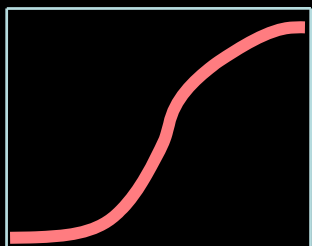
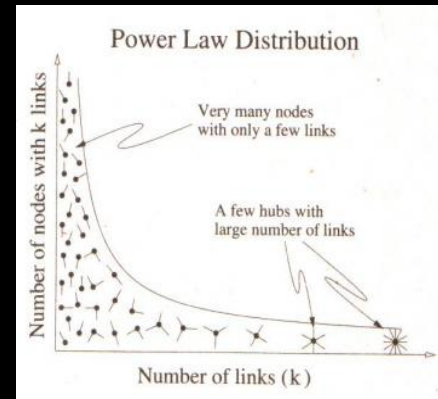
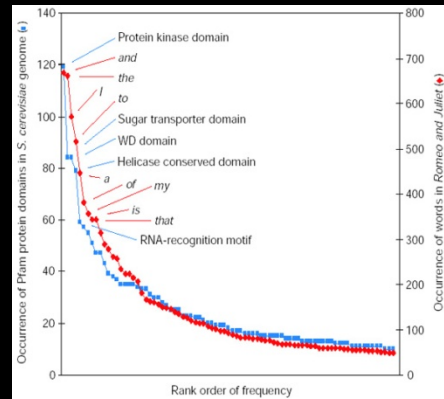
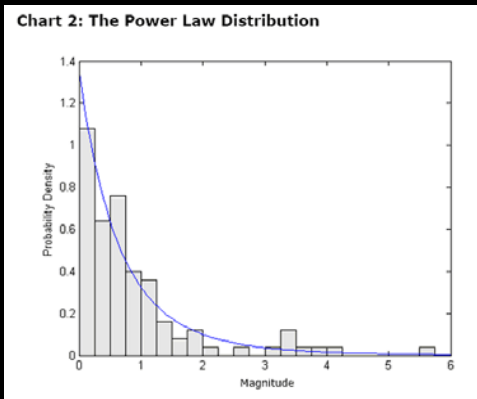
Rank	Game	Monthly Actives	Developer	MAU Change	(Last Month)
1	FarmVille	51,454,512	Zynga	18,015,305	33,439,207
2	Mafia Wars	25,708,764	Zynga	6,988,358	18,720,406
3	Farm Town	18,852,336	Slashkey	553,341	18,298,995
4	Pet Society	18,511,368	Playfish	2,488,589	16,022,779
5	YoVille	17,944,265	Zynga	3,840,024	14,104,241
6	Texas HoldEm Poker	17,780,061	Zynga	2,228,057	15,552,004
7	Restaurant City	15,589,610	Playfish	4,062,132	11,527,478
8	MindJolt Games	15,364,849	MindJolt.com	-1,125,455	16,490,304
9	FARKLE	7,686,696	Viral	N/A	N/A
10	Bejeweled Blitz	7,527,291	PopCap Games	710,103	6,817,188
11	Barn Buddy	7,001,394	TheBroth, Inc.	942,064	6,059,330
12	Sorority Life	6,520,891	Playdom	1,077,730	5,443,161
13	Country Story	6,782,522	Playfish	2,765,744	4,016,778
14	Friends For Sale	6,328,710	Serious Business	1,246,469	5,082,241
15	Bumper Sticker	5,623,822	LinkedIn	277,656	5,346,166
16	Brain Buddies	5,127,043	wooga	1,297,729	3,829,314
17	My Fishbowl	4,496,851	TwoFishes Interactive	N/A	N/A
18	(Lil) Farm Life	4,006,399	Greenpatch Inc	N/A	N/A
19	Vampire Wars	3,749,711	Zynga	601,408	3,148,303
20	Word Challenge	3,631,437	Playfish	151,139	3,480,298
21	Who Has The Biggest Brain	3,343,404	Playfish	-353,207	3,696,611
22	開心農場	3,250,321	ELEX	N/A	N/A
23	GooBox - Jeux Gratuits	3,084,070	Kobojo	N/A	N/A
24	UNO BETA	2,979,034	GameHouse	-186,439	3,165,473
25	Animal Paradise	2,935,611	Rekoo	N/A	N/A

InsideSocialGames.com

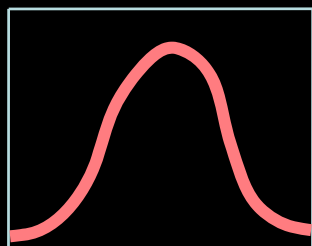
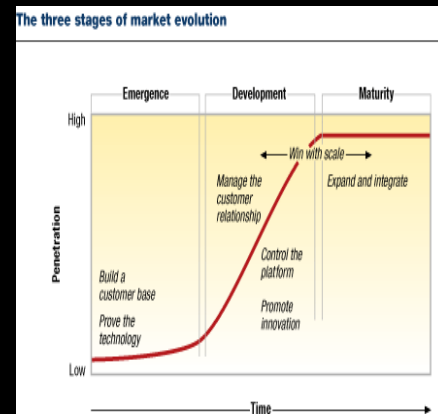
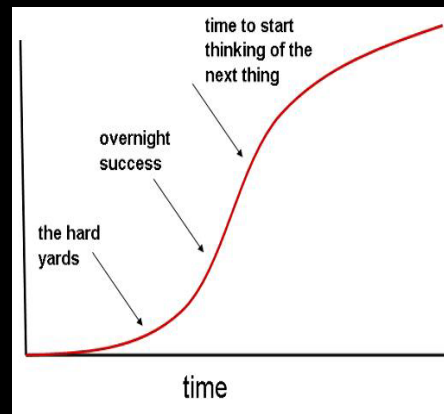
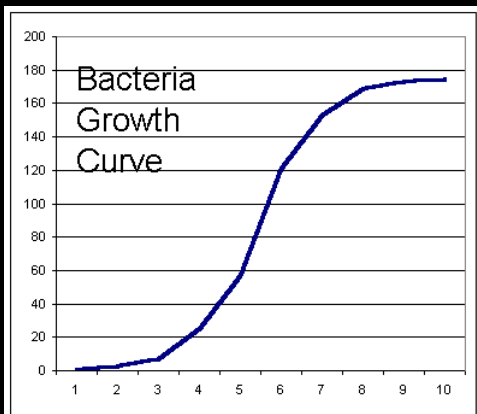




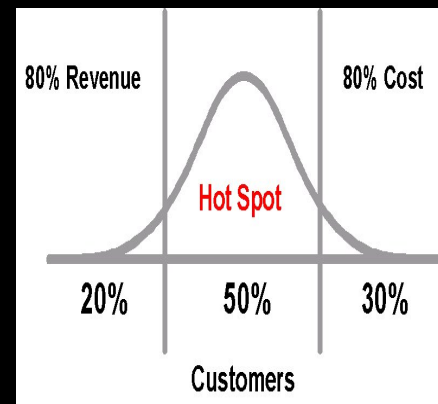
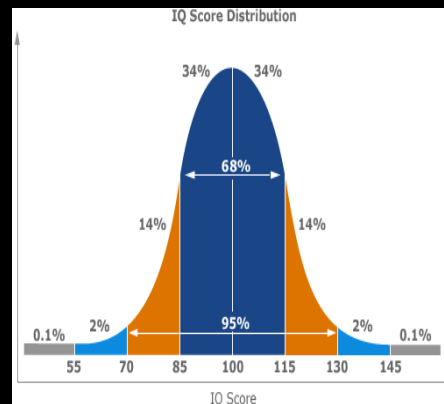
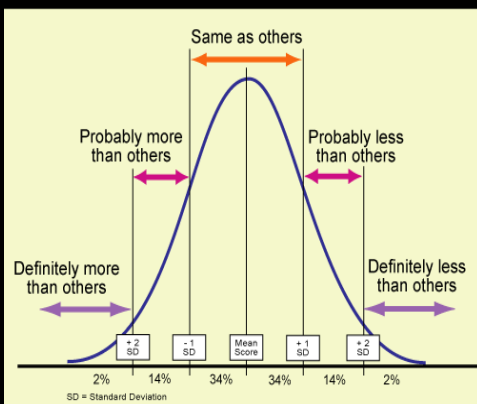
Power Law



S-curve



Bell-curve

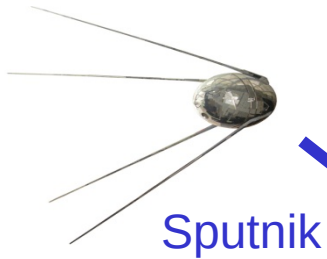




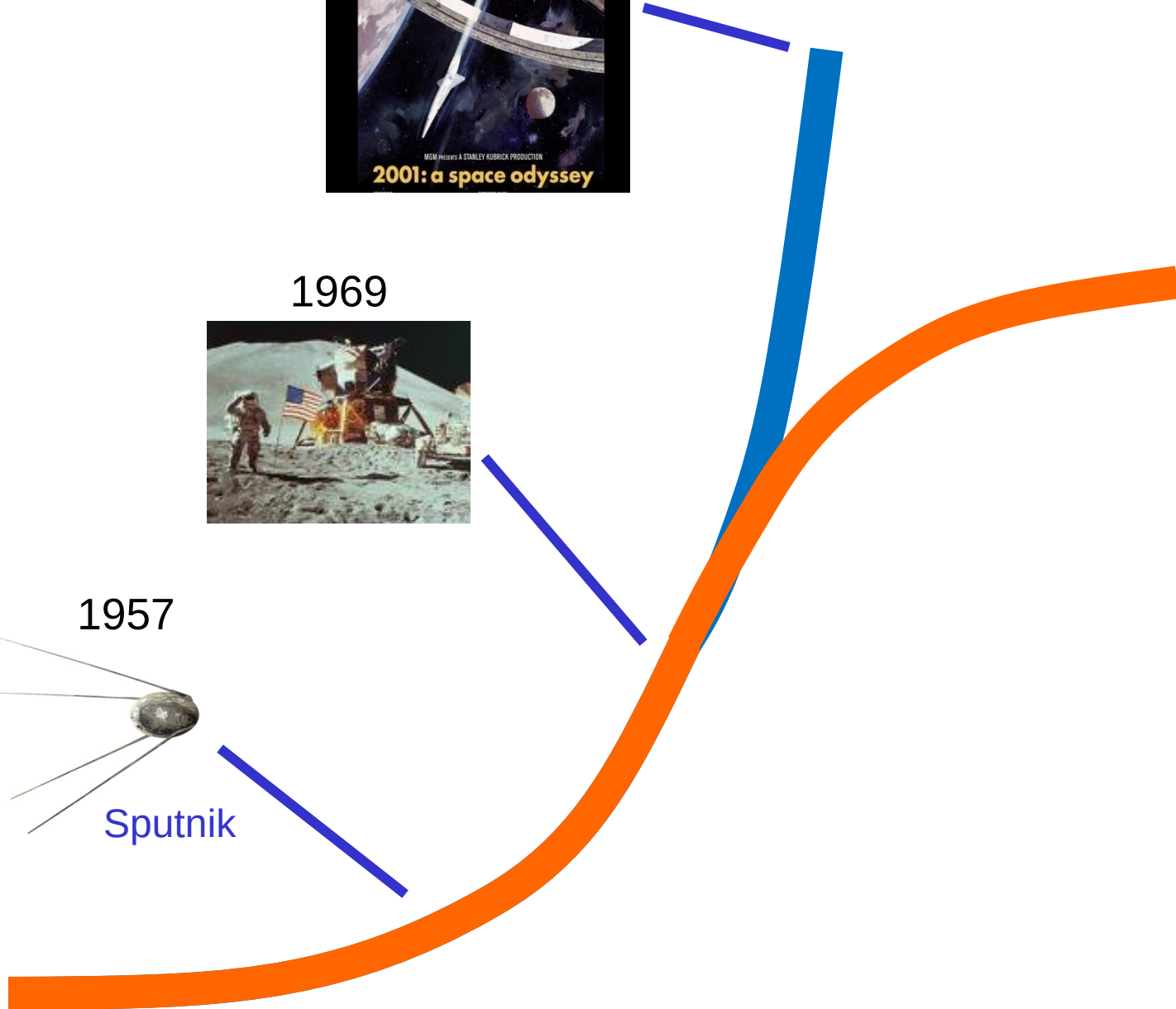
1969



1957



Sputnik



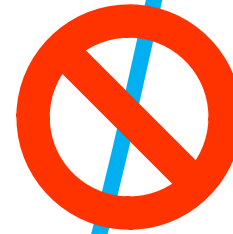
2010



2009



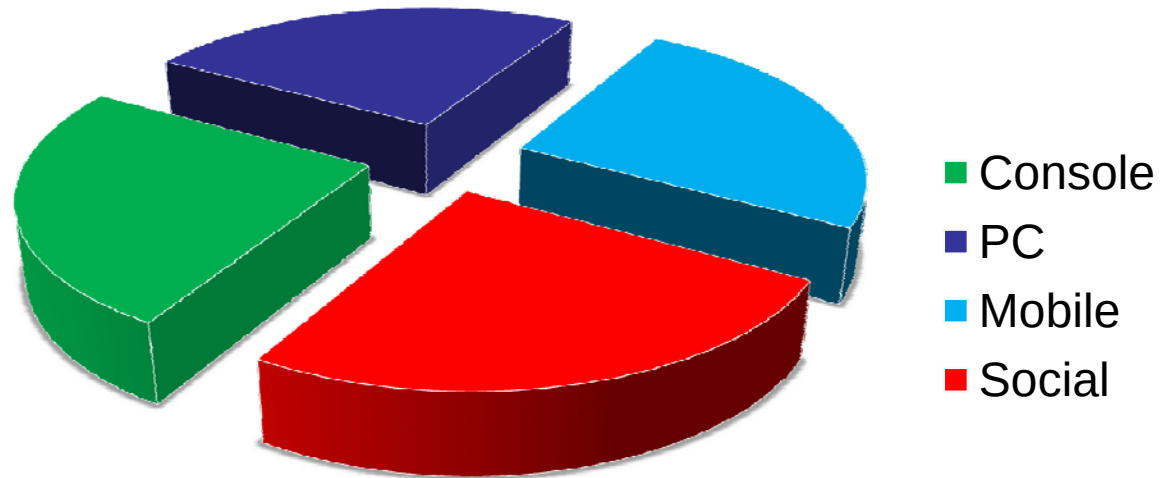
Lil Green Patch



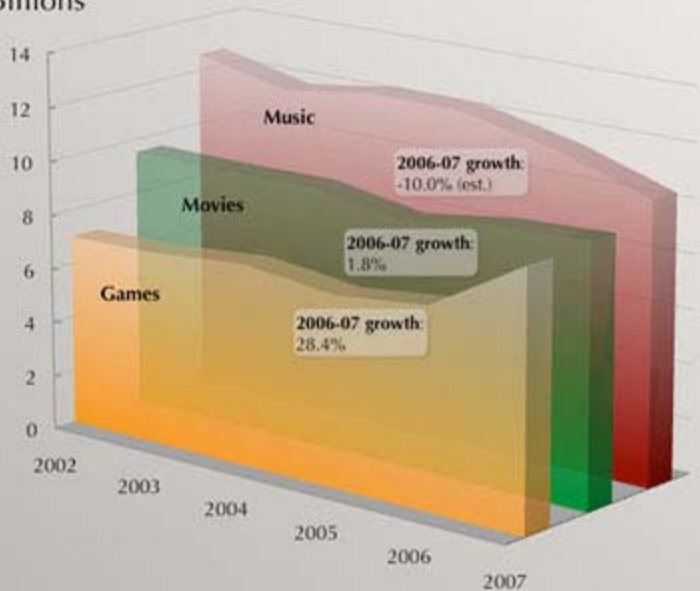
\$\$\$

facebook

Sales



US music, movie, and gaming revenues — 2002-07
\$ Billions





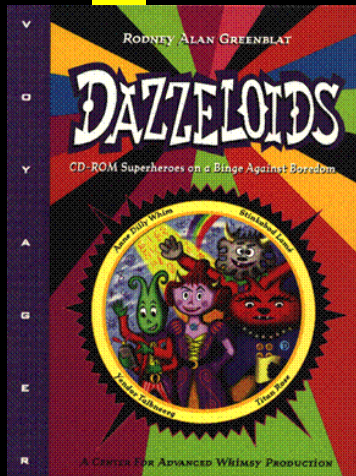




1996



1998



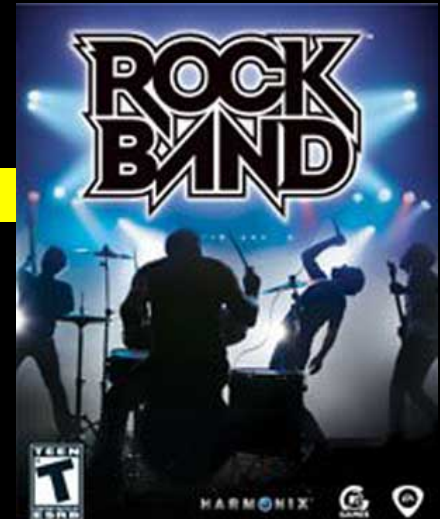
1994



2004

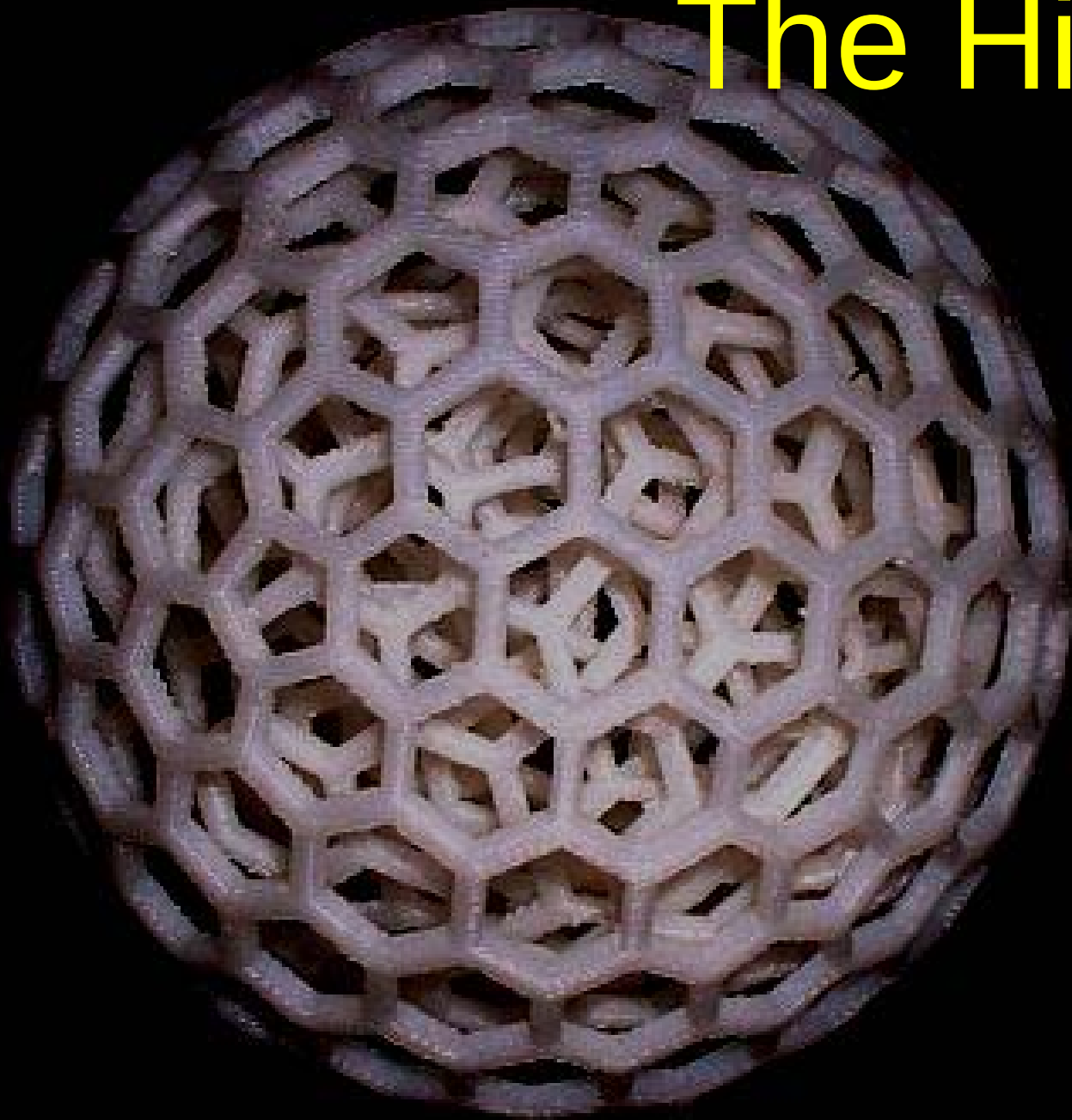


2005



2007

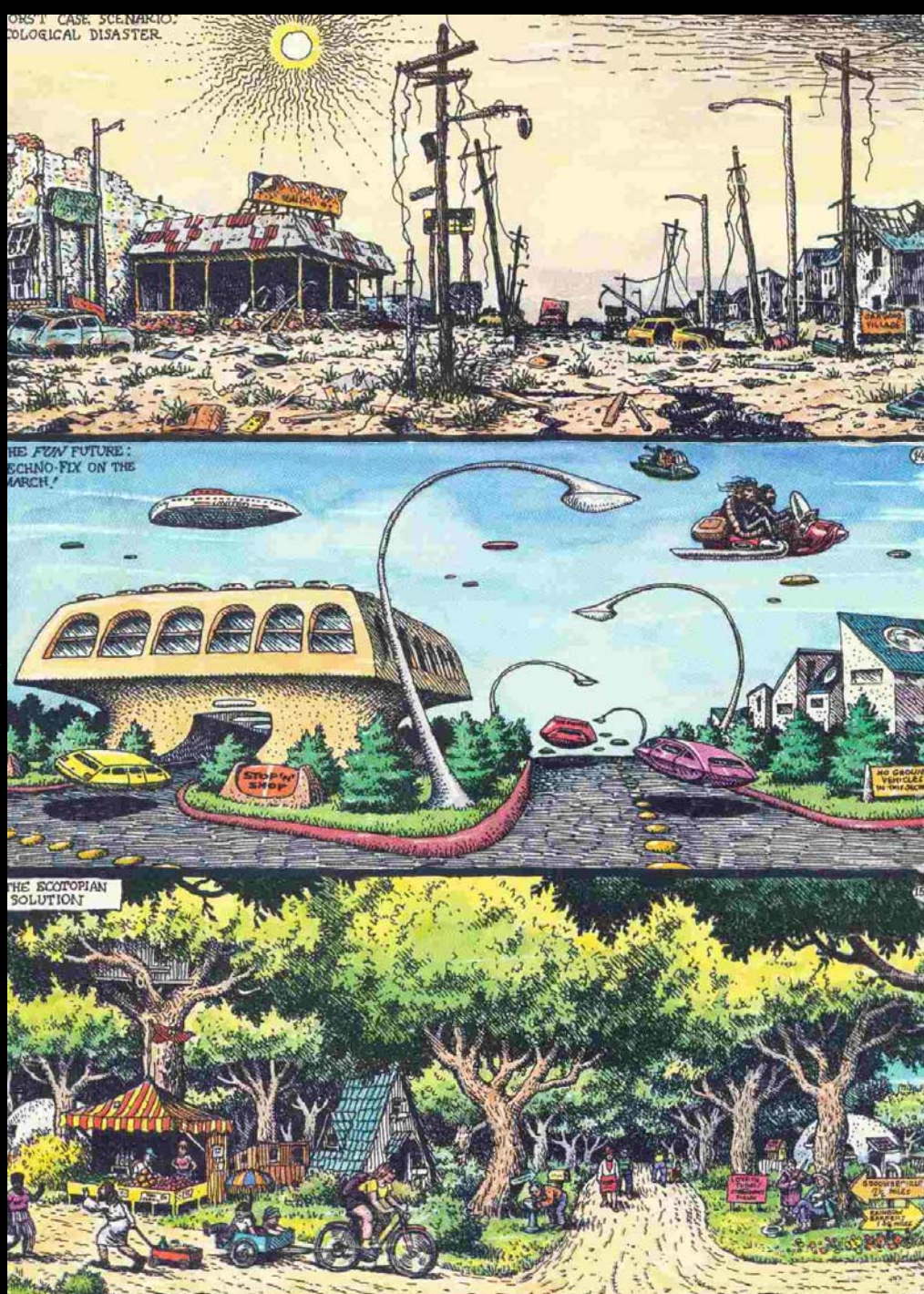
The Hive Mind





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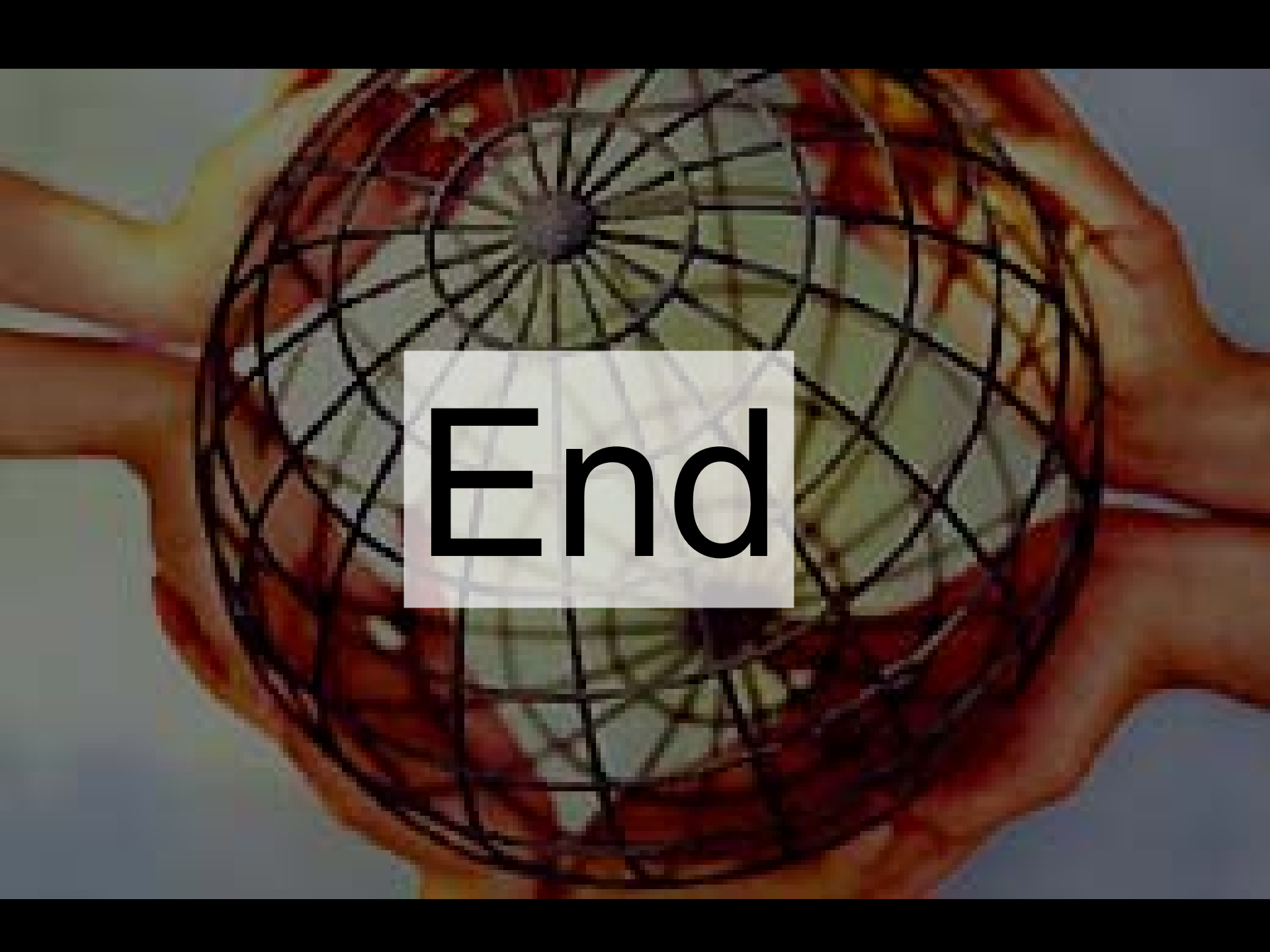


transformation



Change is inevitable,

~Robert C. Gallagher

A close-up photograph of a hand holding a wireframe globe. The globe is made of a dark, thin wire mesh that forms a grid of squares and circles. The hand is visible on the right side, with fingers wrapped around the globe. The background is a soft, out-of-focus blue and white.

End



What's new?

Real - Virtual

Real - Virtual

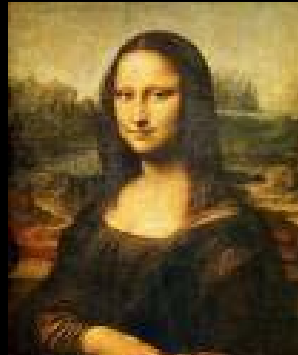
Captured images



Synthetic images



Cave painting, Lascaux, France, 15,000 to 10,000 B.C.



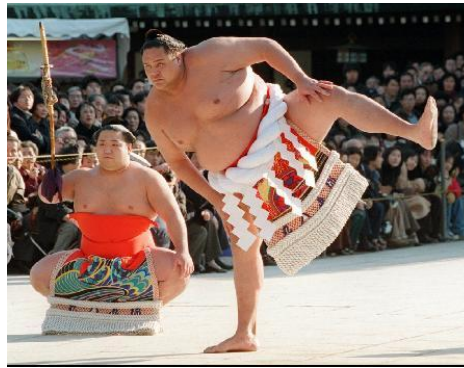


Patent

MISC

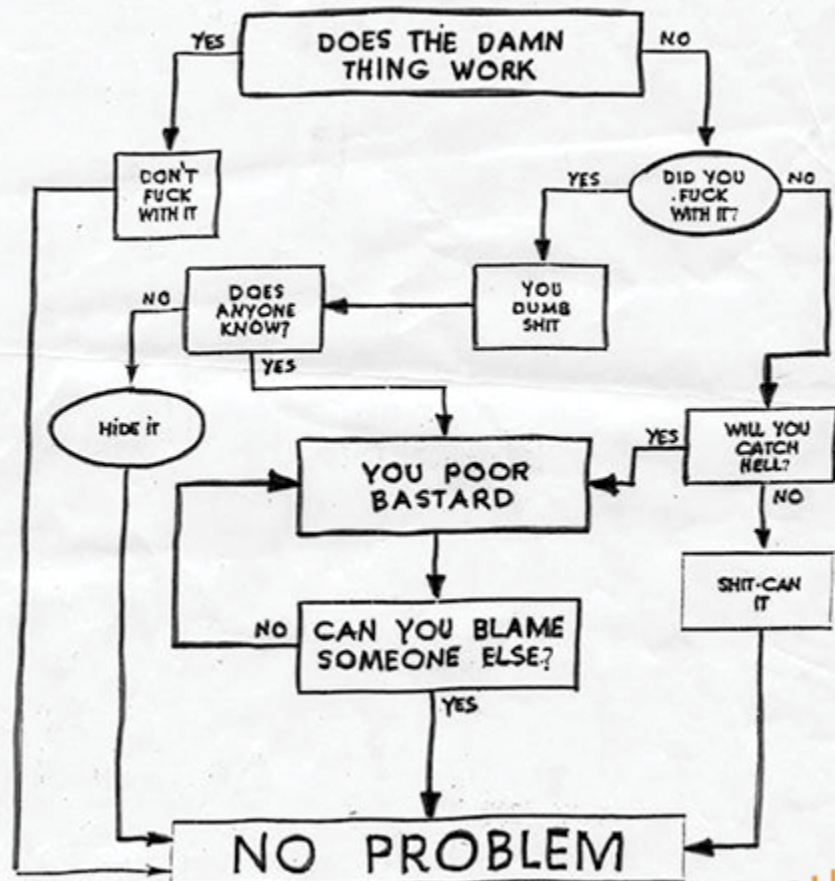
Communication Community

1989





PROBLEM SOLVING FLWSHEET



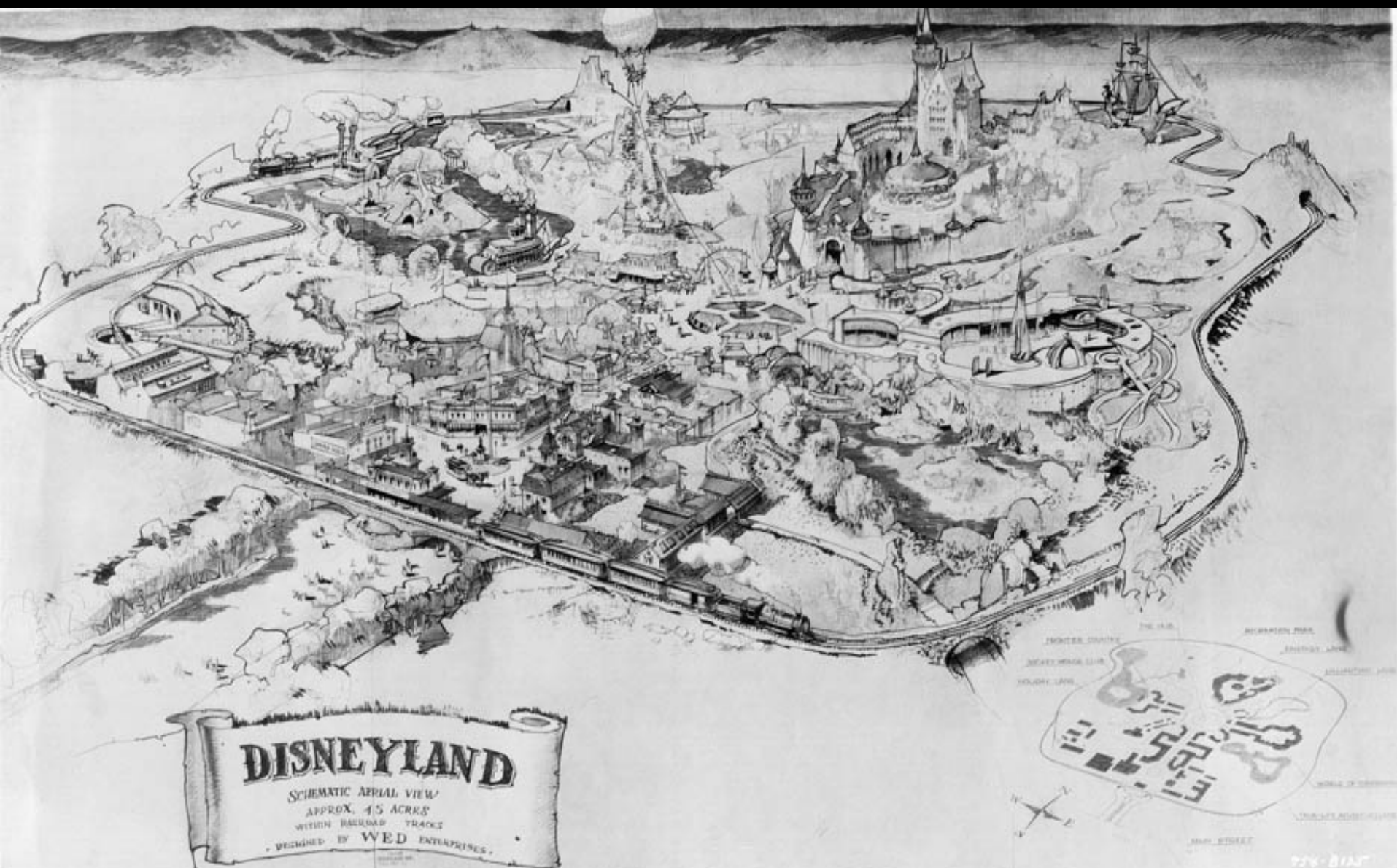
Storyworlds



Walt Disney







DISNEYLAND

SCHEMATIC AERIAL VIEW
APPROX. 45 ACRES
WITHIN RAILROAD TRACKS
DESIGNED BY WED ENTERPRISES.



filters - perspective



creativity

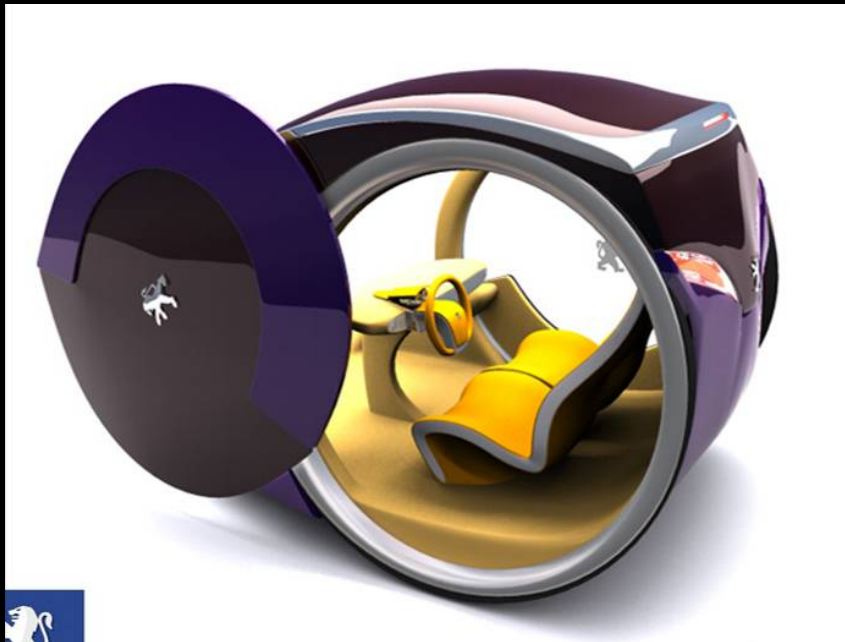


Meaningful?

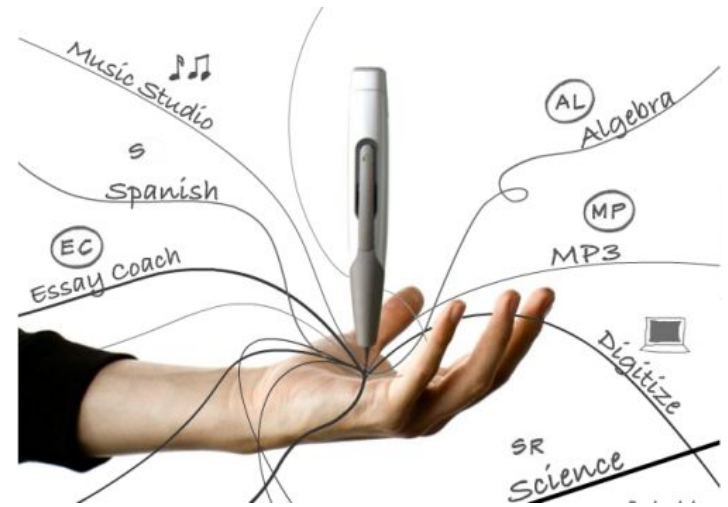


"Creativity is allowing yourself to make mistakes.
Art is knowing which ones to keep."

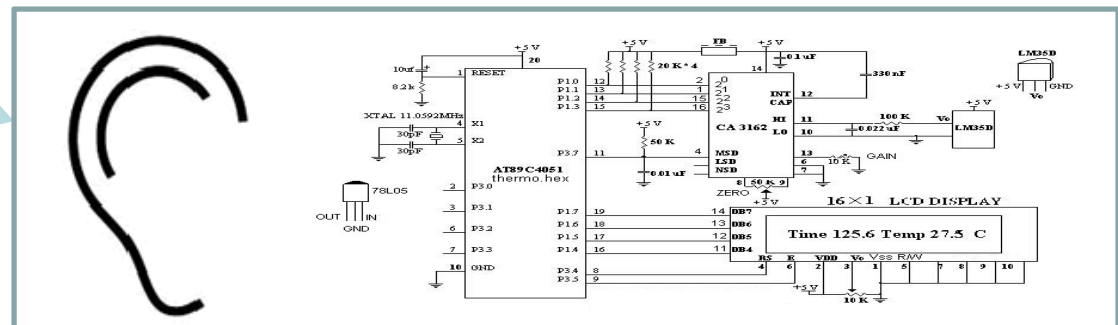
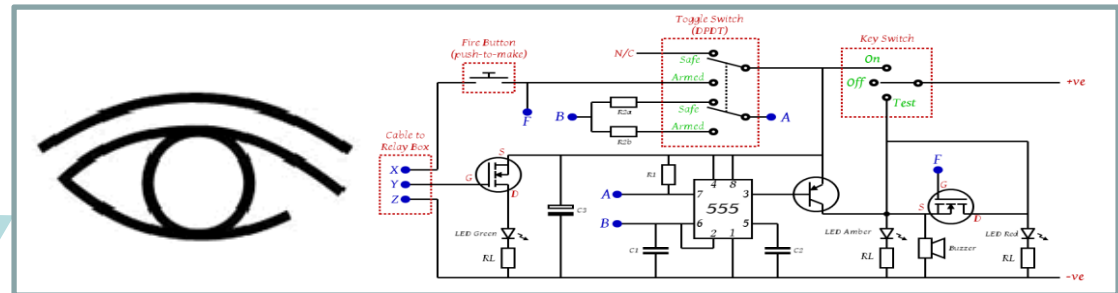
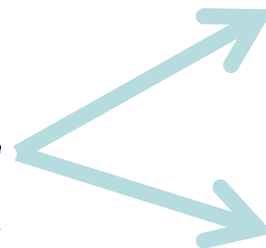
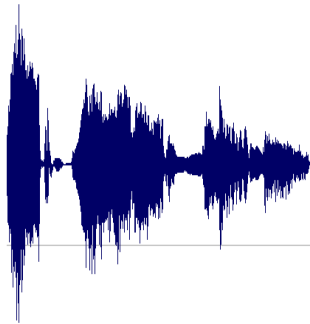
-Scott Adams







Auditory display



Center for Advanced Study Special Presentation

SERIOUS GAMES

Video Games in
Undergraduate General Education

Do online environments and video games have a place in general education? Researchers and teachers are increasingly investigating the use of games, digital media, and virtual environments as a platform for active learning in undergraduate classes. This panel will discuss the results of an experiment using a modified version of the multiplayer game Civilization IV in the class "Communication Technology and Society." Most broadly, it will also address the question: what features do online social spaces need to support college-level learning?

Christian Sandvig, Speech Communication
Karrie Karahalios, Computer Science
The Players of InnisMod



Wednesday, May 2
Noon - 12:50 pm
Knight Auditorium,
Spurlock Museum
600 S. Gregory, Urbana

Cosponsored by Department
of Speech Communication,
Program in Science, Technology,
Innovation, and Medicine, and
Spurlock Museum

University of Illinois at U

Darfur is Dying



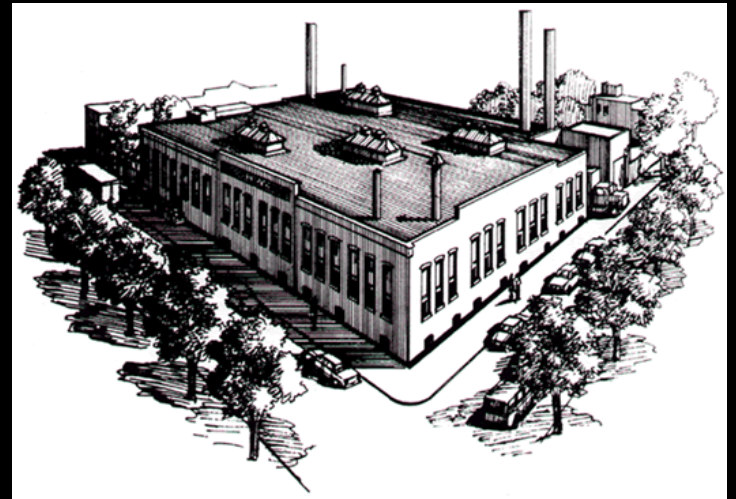
Help stop the crisis in Darfur

**START YOUR
ENCE**

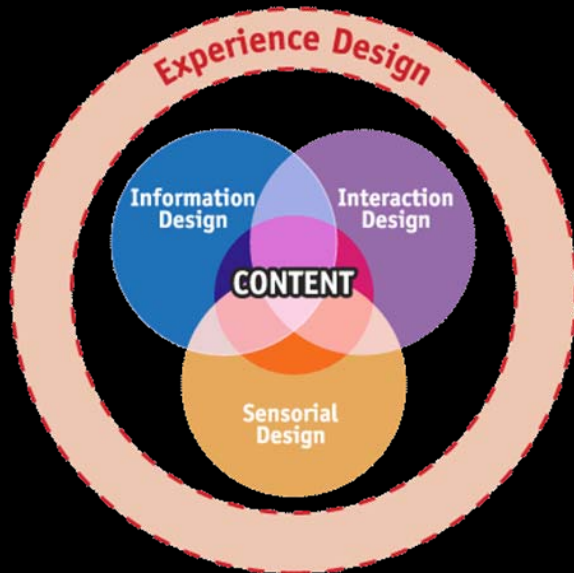
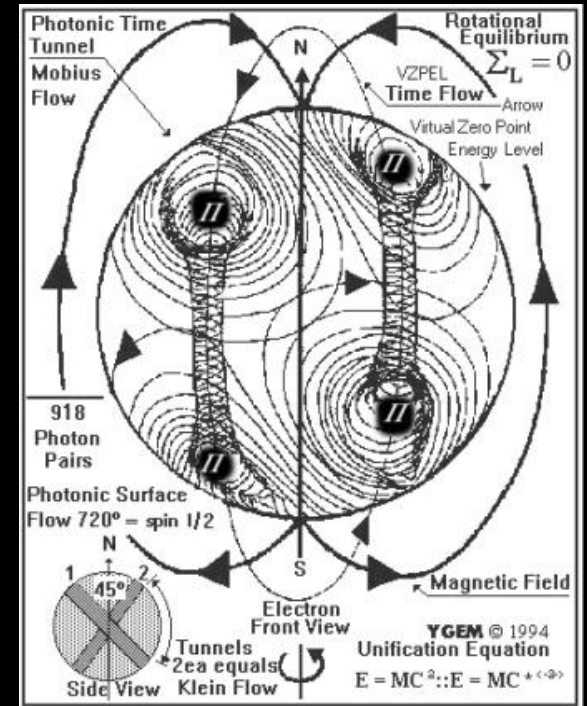
GLOBAL CONFLICTS

PALESTINE



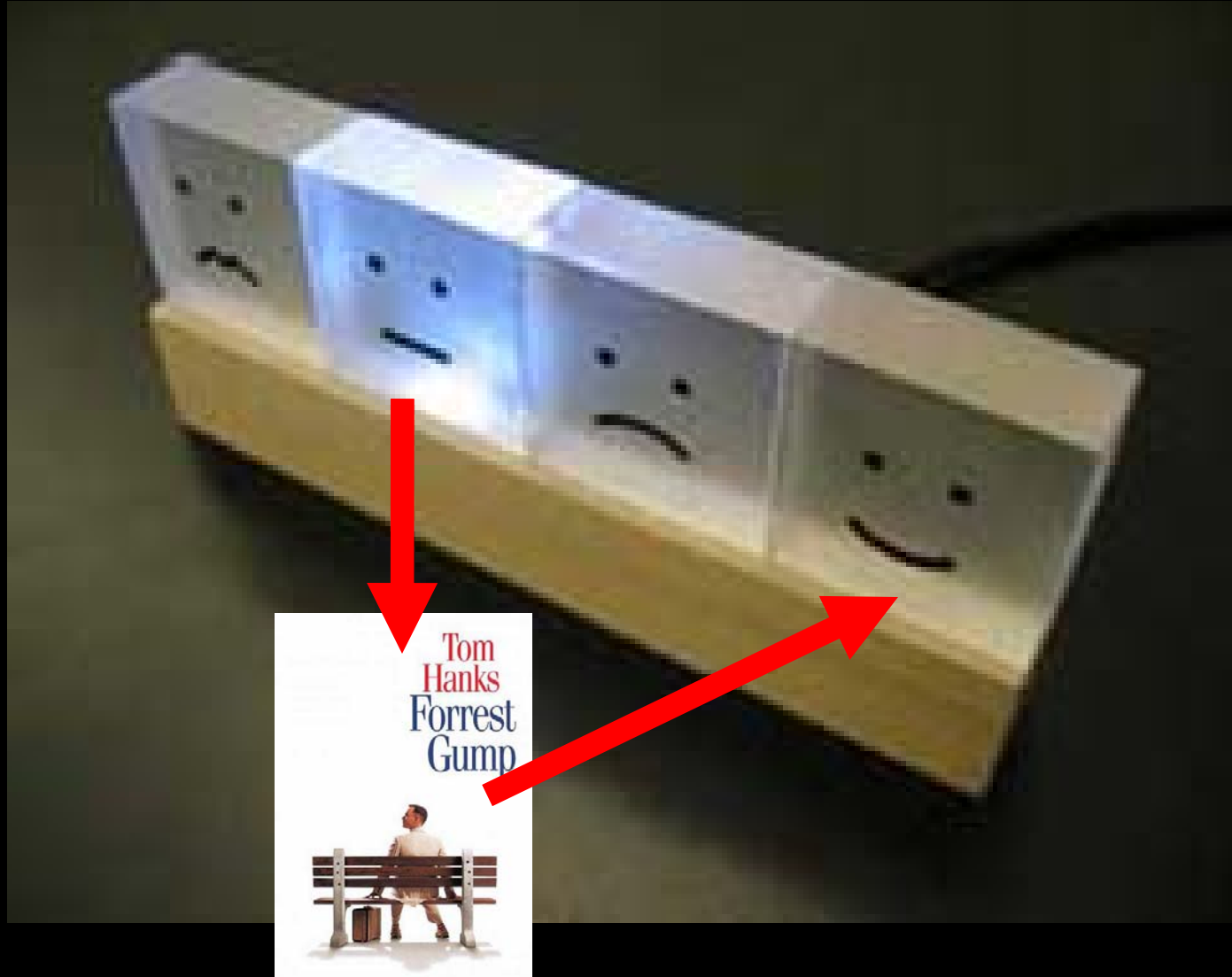


Unified Field Theory



Unified Entertainment Theory

Mood Management Theory



High Energy

Angry

Surprised

Happy

Jealousy

Anxious

Love-Passion

Hate

Contempt

Gloating

Proud

Loving

Disgu

Afra

Admiration

Compassion

F B
e a
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i



Gratitude

Hope

Relief

F G
e o
e d
i

Guilt

Flow

Depressed

Sad

Low Energy



What you want ✓

What it's called ✓

How it's made ?

Why you want it ? ? ?

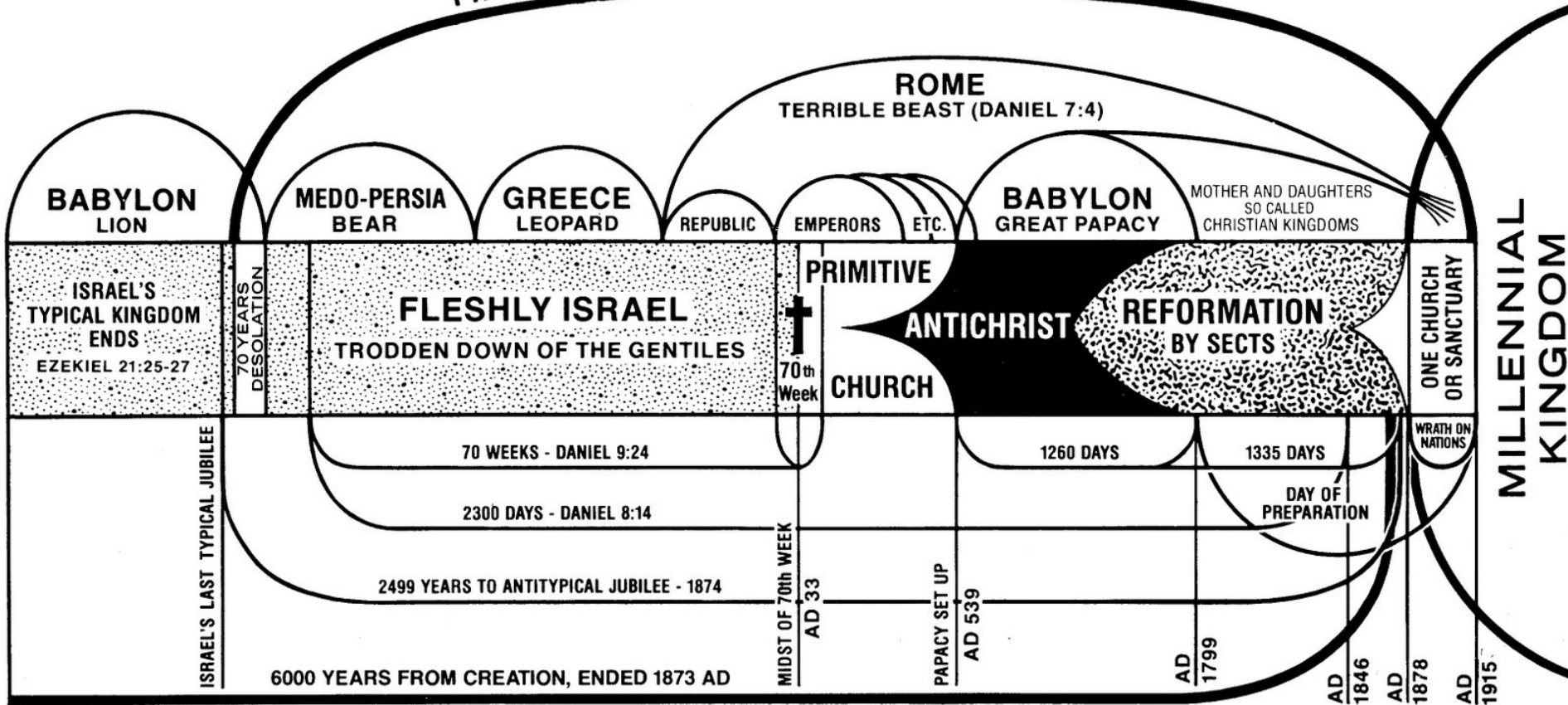
As Entertainers, that's our ro

Dynamic Visual Models

- Mapping our visual intuition into time
- Verbs into nouns



TIMES OF THE GENTILES - 2520 YEARS



THE SCROLL OF CHURCH HISTORY as Related to National History and Prophecy

“WRITE DOWN THE VISION AND MAKE IT PLAIN UPON TABLES THAT EVERY ONE MAY READ IT FLUENTLY. HABAKUK 2:2

—OR—
"PRESENT EVIL WORLD"

"THE WORLD TO COME" Heb. 2:5. OR THE FULLNESS OF TIMES Eph. 1:10.

TO THE FLOOD 1656 YEARS:
"Whereby the world that was, being overflowed with water, perished"

—FROM—

—FROM—

AGES TO COME

— THE TABERNACLE —

The teachers are in harmony with the Chart of the Ages, showing the same signs necessary in coming from one to the other. The entire program of the Tabernacle is called "The Ages". Outside the circle is the unity and the representative of the ages called place in the Chart of Ages.

PERFECT HUMAN PLANE. In this regenerate
condition of consecrated Christians,
BEGOTTEN OF THE SPIRIT, the Most Holy, beyond
the second veil, represents the PERFECT SPIRITUAL
condition when "we shall be like him." The glory
plane is still farther along the grand climax
of hope - "Glory, Honor and Immortality."

SEE TABERNACLE SHADOWS
— OF THE —
BETTER SACRIFICES, AND
THE EARTH'S GREAT JUBILEE.

Lift up your heads desponding pilgrims
Give to the winds your needless fears;
He who has died on Calvary's mountain
Shall reign a thousand years.

After thousand years! earth's coming, glory—
'Tis the glad day so long foretold
'Tis the bright morn of Zion's Glory.
Prophets foretold in times of old

Tell the whole world these blessed things;
Speak of the time of rest that nears;
Tell the oppressed of every nation,
Jubilee lasteth a thousand years.

What if the clouds stop for a moment
And the blue sky where man appears?
Bring thy glad sun of promise near,
Shine to shine a thousand years.

04 Egypt.

Americ complete explanation of the various features of this class will be found in
--- MILLENNIAL DAWN ---
Vol. I. The Plan of the Ages.
Vol. II. The Time is at Hand.
Vol. III. The Kingdom Come,

WATCH TOWER
BIBLE AND TRACT SOCIETY
ALLEGHENY, PA.

D. ST. 1000

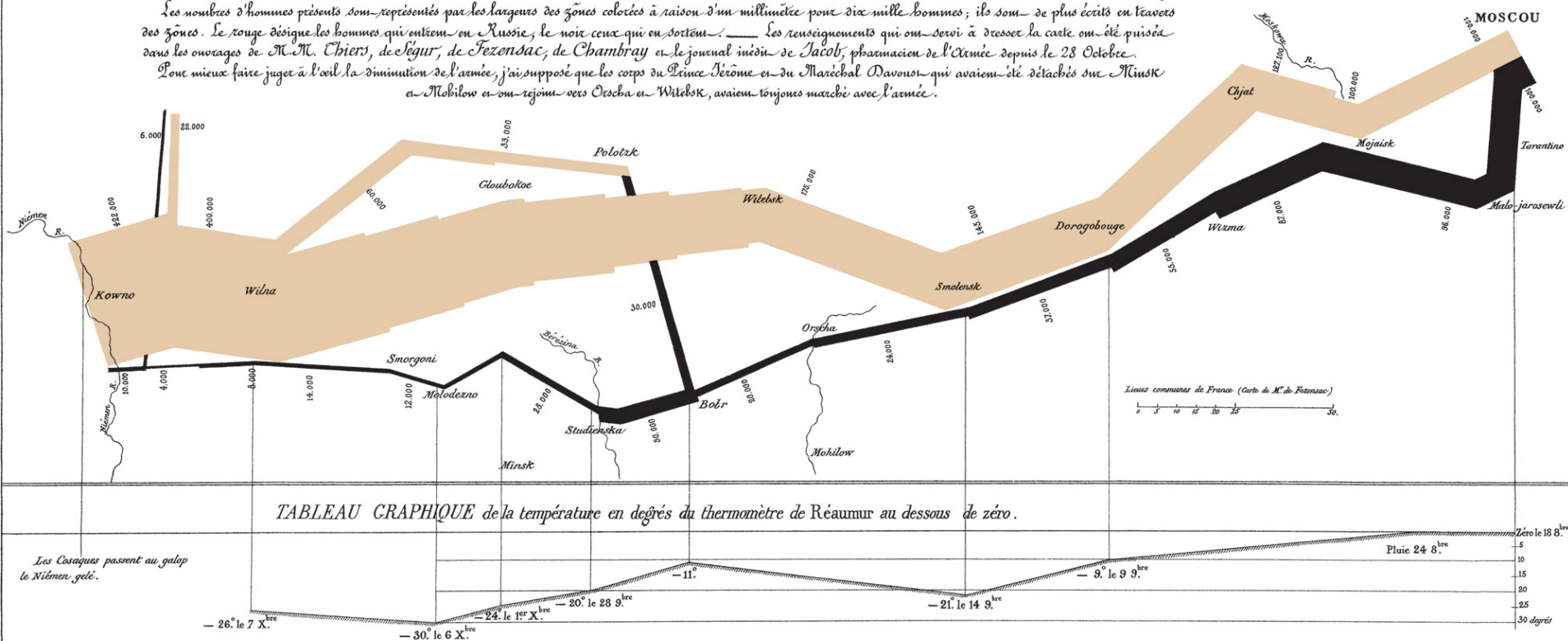
The Lord is the King of the world

a witness unto the Lord of hosts

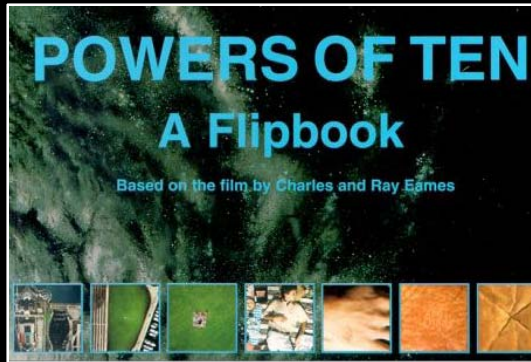
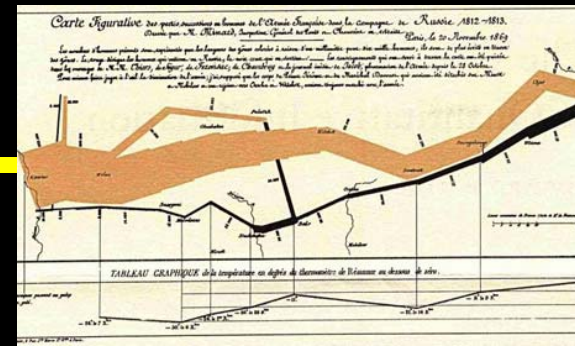
Charles Joseph Minard

Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813. Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite. Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Thiers, de Ségur, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre. Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davoust qui avaient été détachés sur Minsk et Mohilew et qui rejoignent vers Orscha et Witebsk, avaient toujours marché avec l'armée.

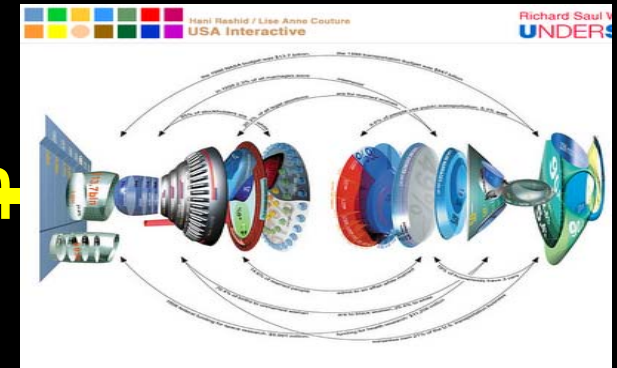


Charles Minard

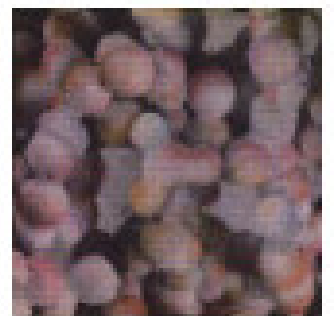
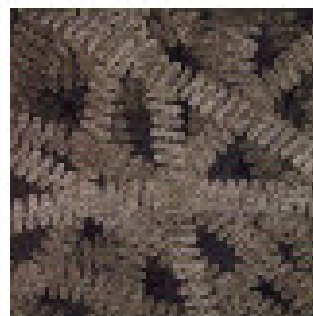
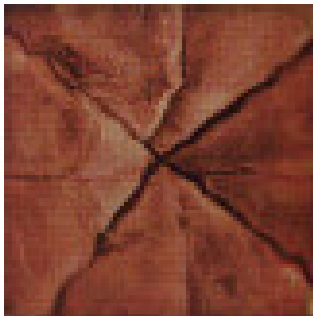
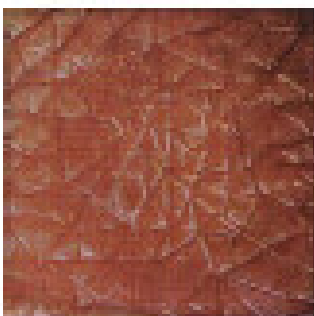
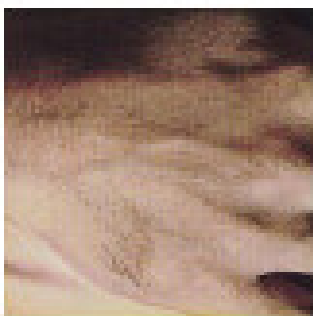
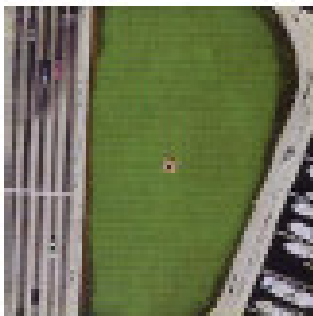
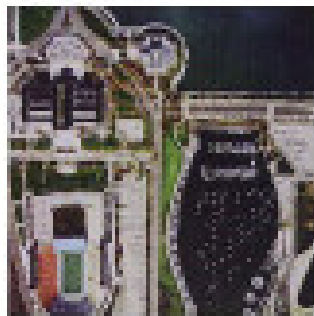
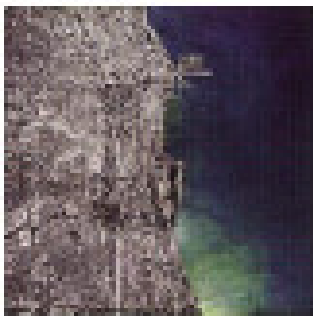
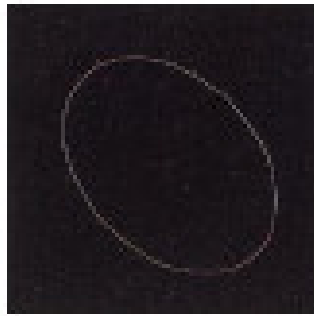
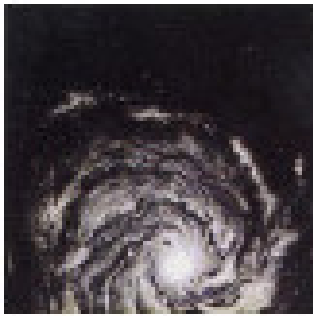


Charles and Ray Eames

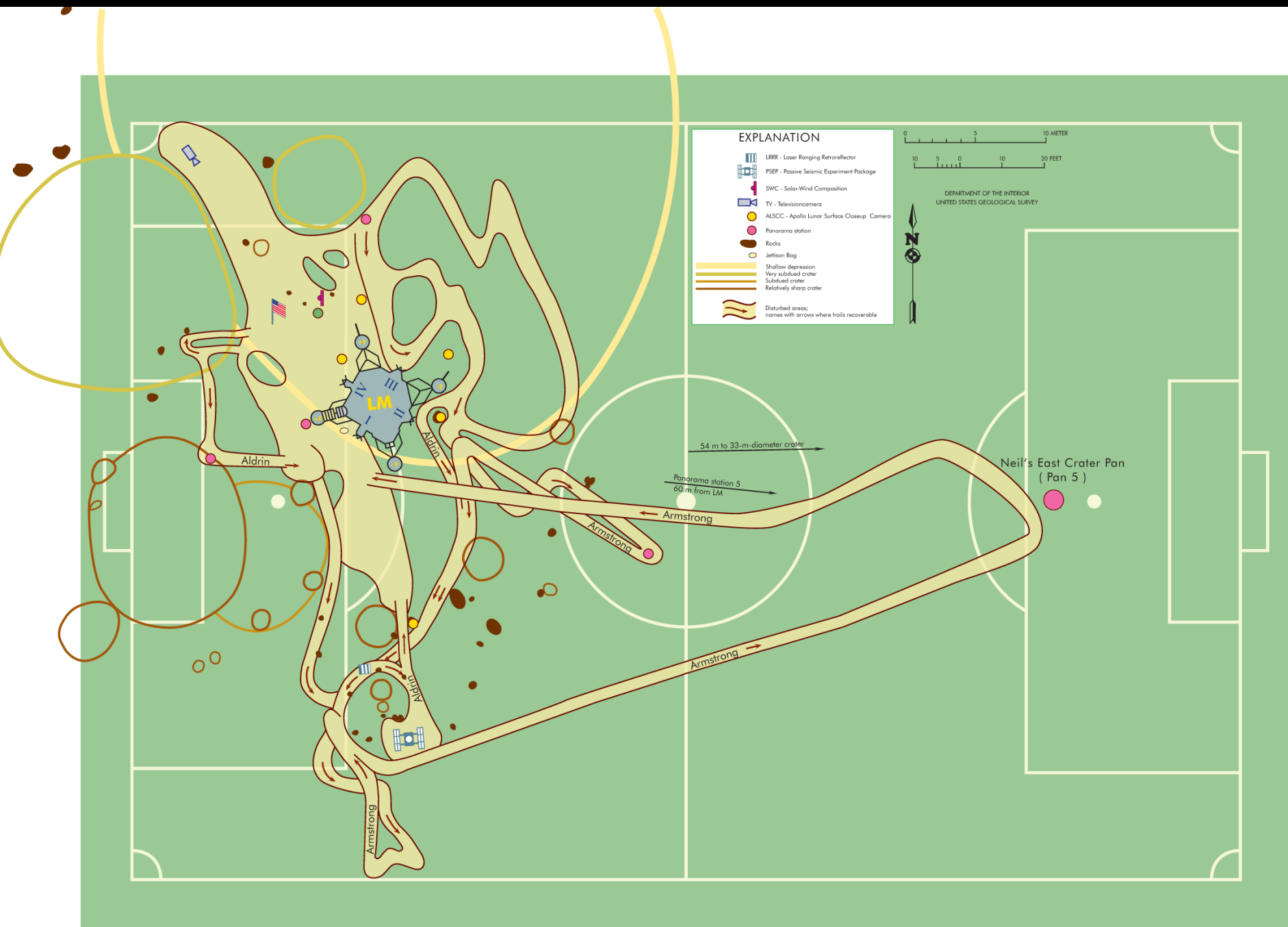
Richard Saul Wurman

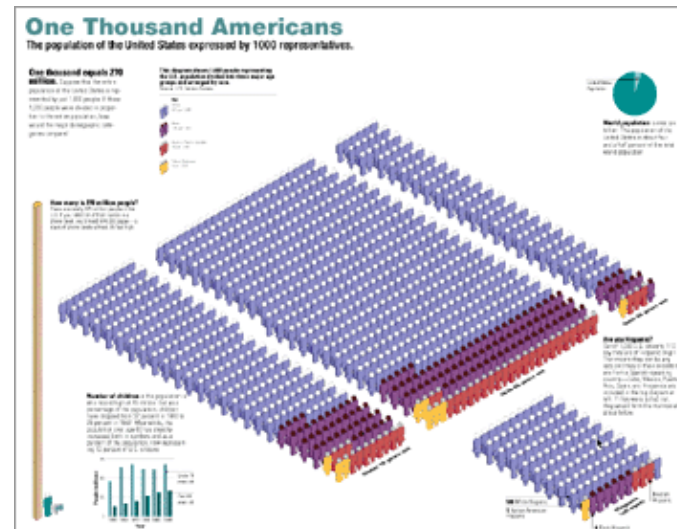
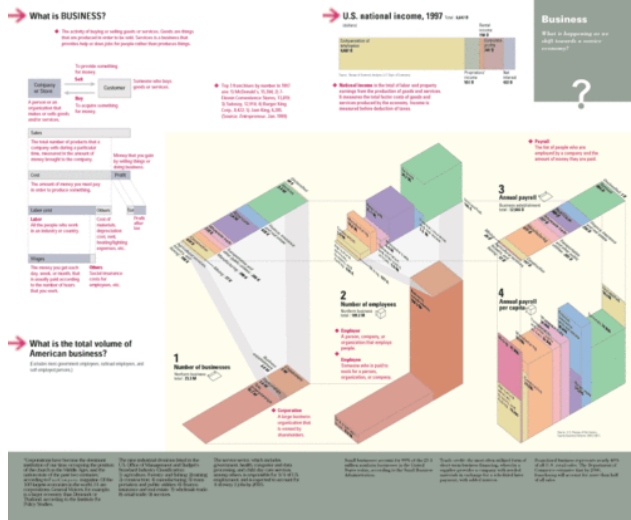


Edward Tufte



Charles and Ray Eames

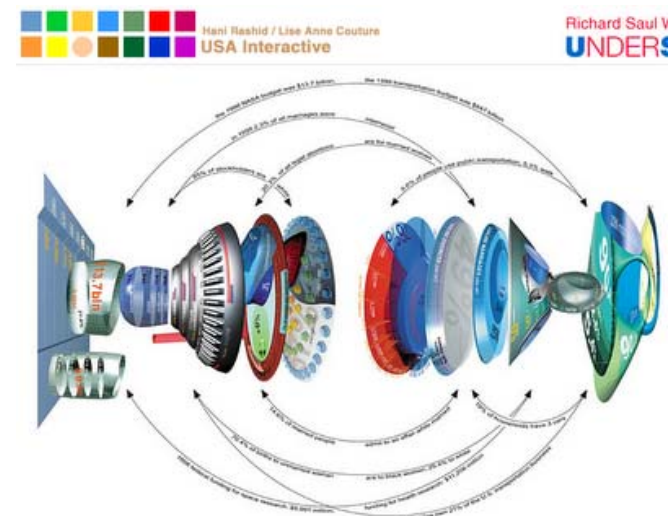




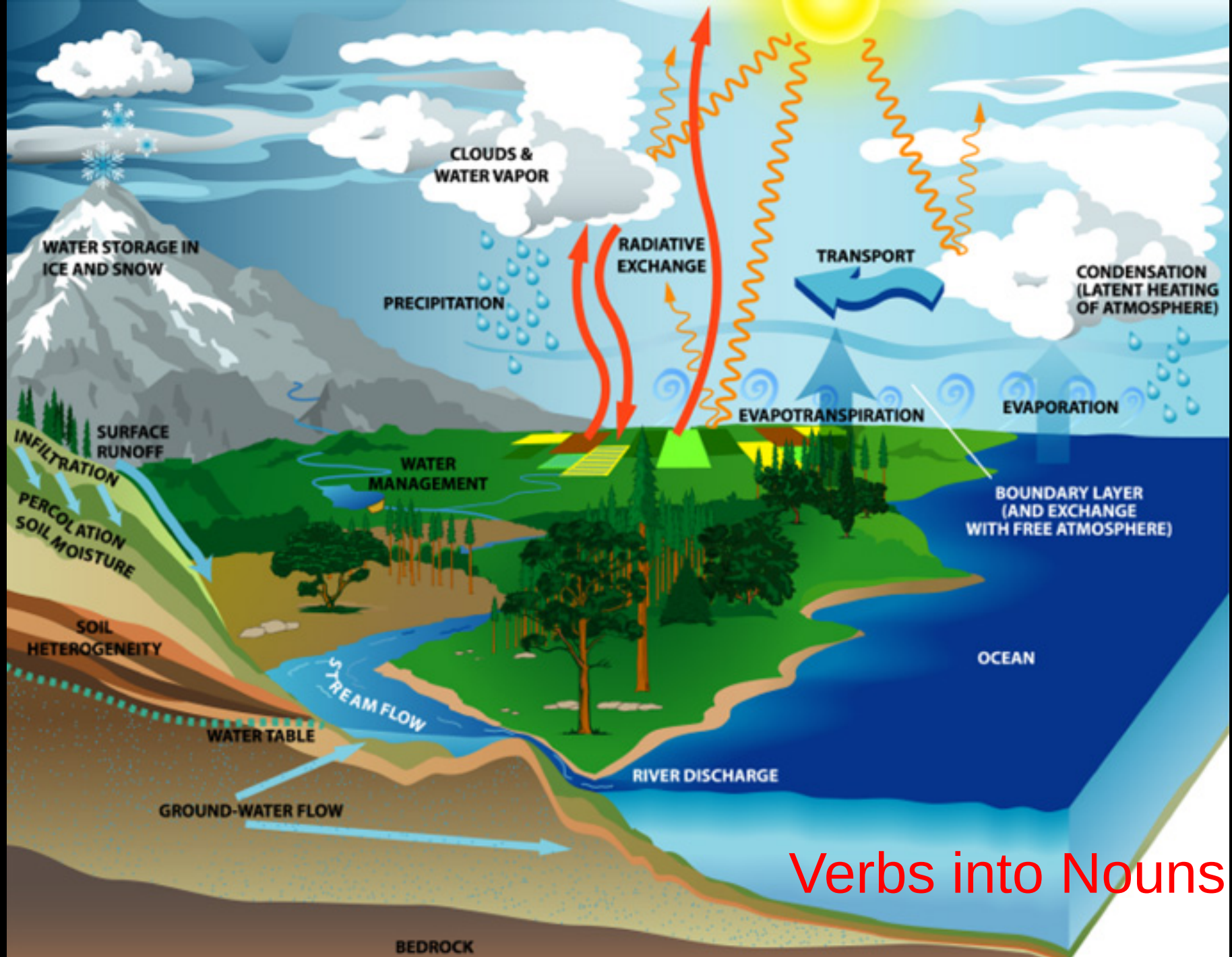
INFORMATION ANXIETY 2

A decade after the publication of what has become a cult guidebook to understanding, *Richard Saul Wurman*, in this expanded & updated volume, gives clarity to confusion with new maps for navigating through a stream of bytes which leave us inundated

RICHARD SAUL WURMAN
INFORMATION ARCHITECTS
 In-for-ma-tion Ar-chi-lect [L info-tectus] n. 1) the individual who organizes the patterns inherent in data, making the complex clear. 2) a person who creates the structure or map of information which allows others to find their personal paths to knowledge. 3) the emerging 21st Century professional occupation addressing the needs of the age focused upon clarity, human understanding and the science of the organization of information.
 -In-for-ma-tion Ar-chi-tec-ture
PETER BRADFORD EDITOR



Richard Saul Wurman



Verbs into Nouns



WINE GLASSES

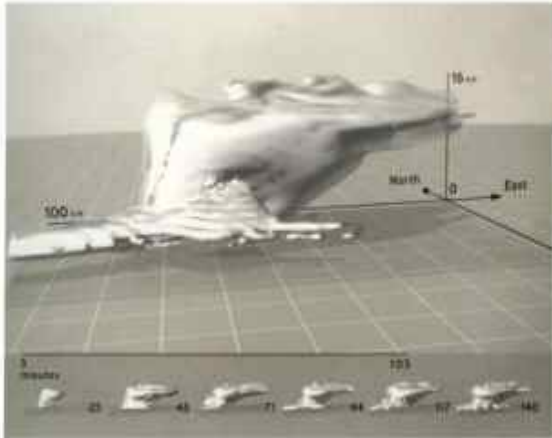


ПЕЧАТНОЕ ПЛАТЯНО

Form Envisioning Information



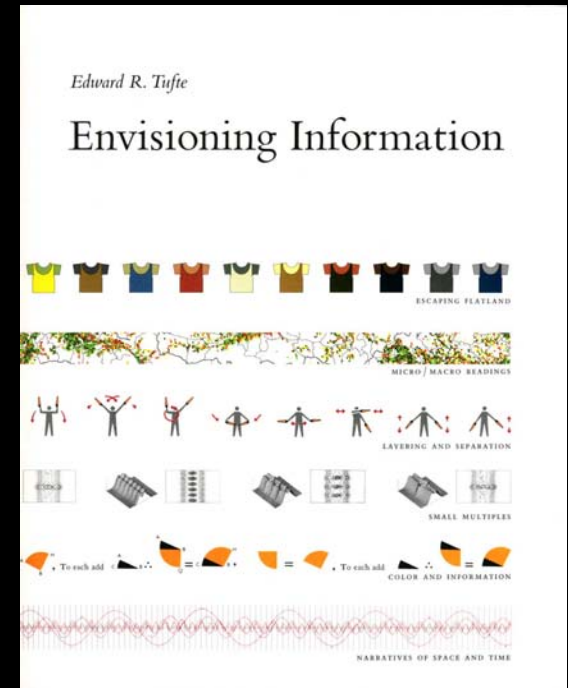
EDWARD R. TUFTS VISUAL EXPLANATIONS



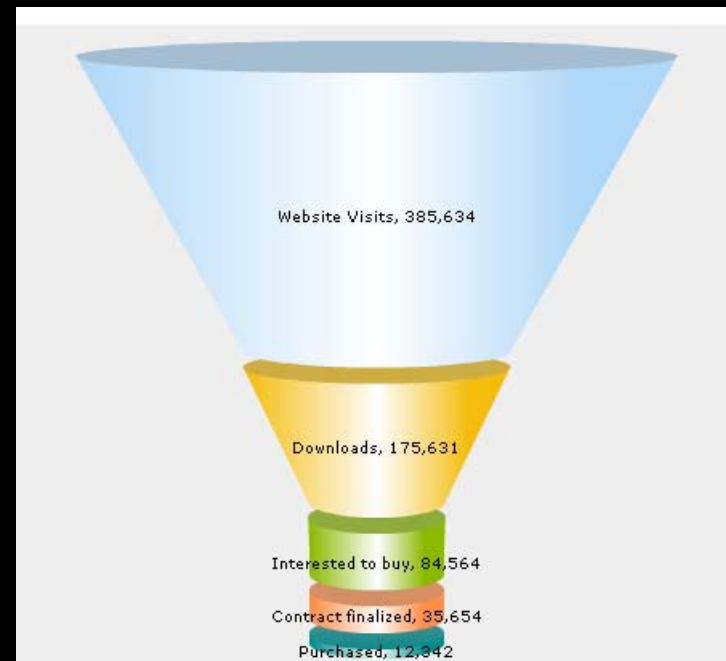
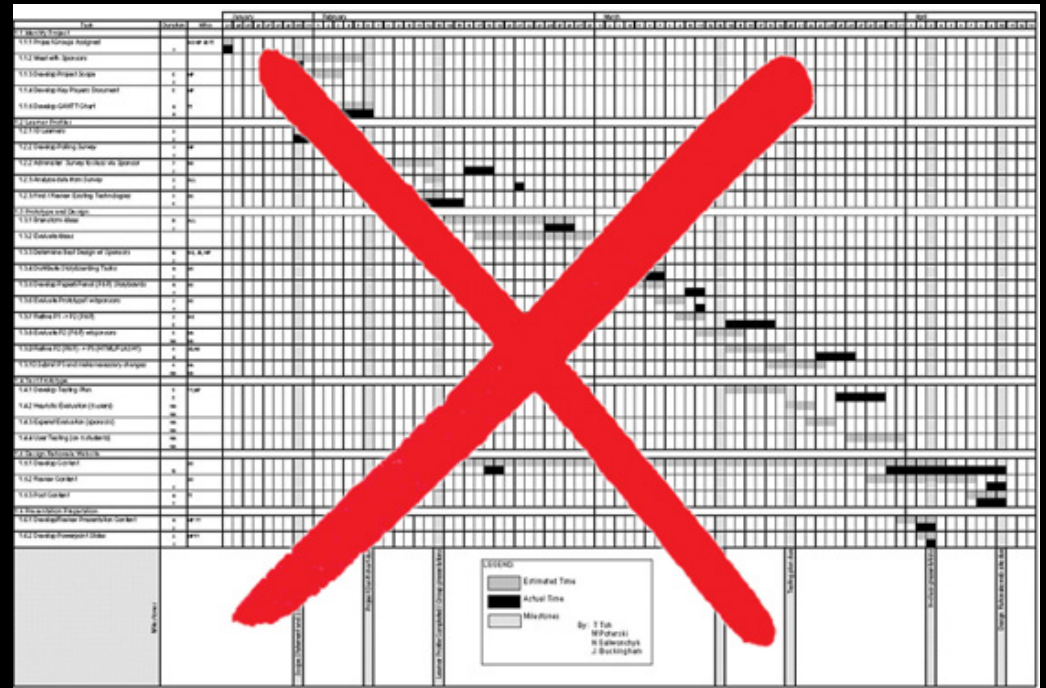
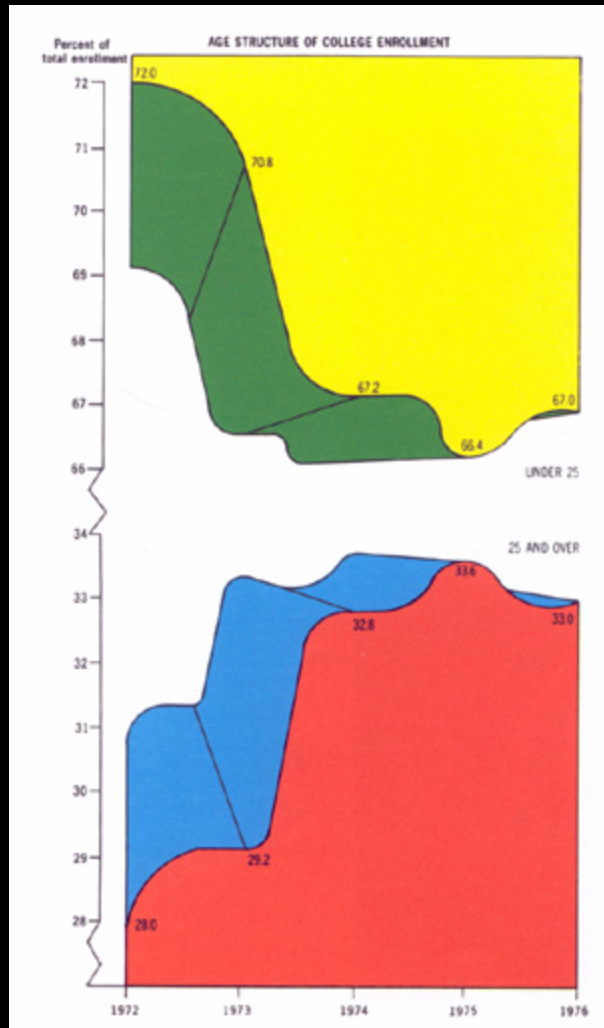
IMAGES AND QUANTITIES, EVIDENCE AND NARRATIVE

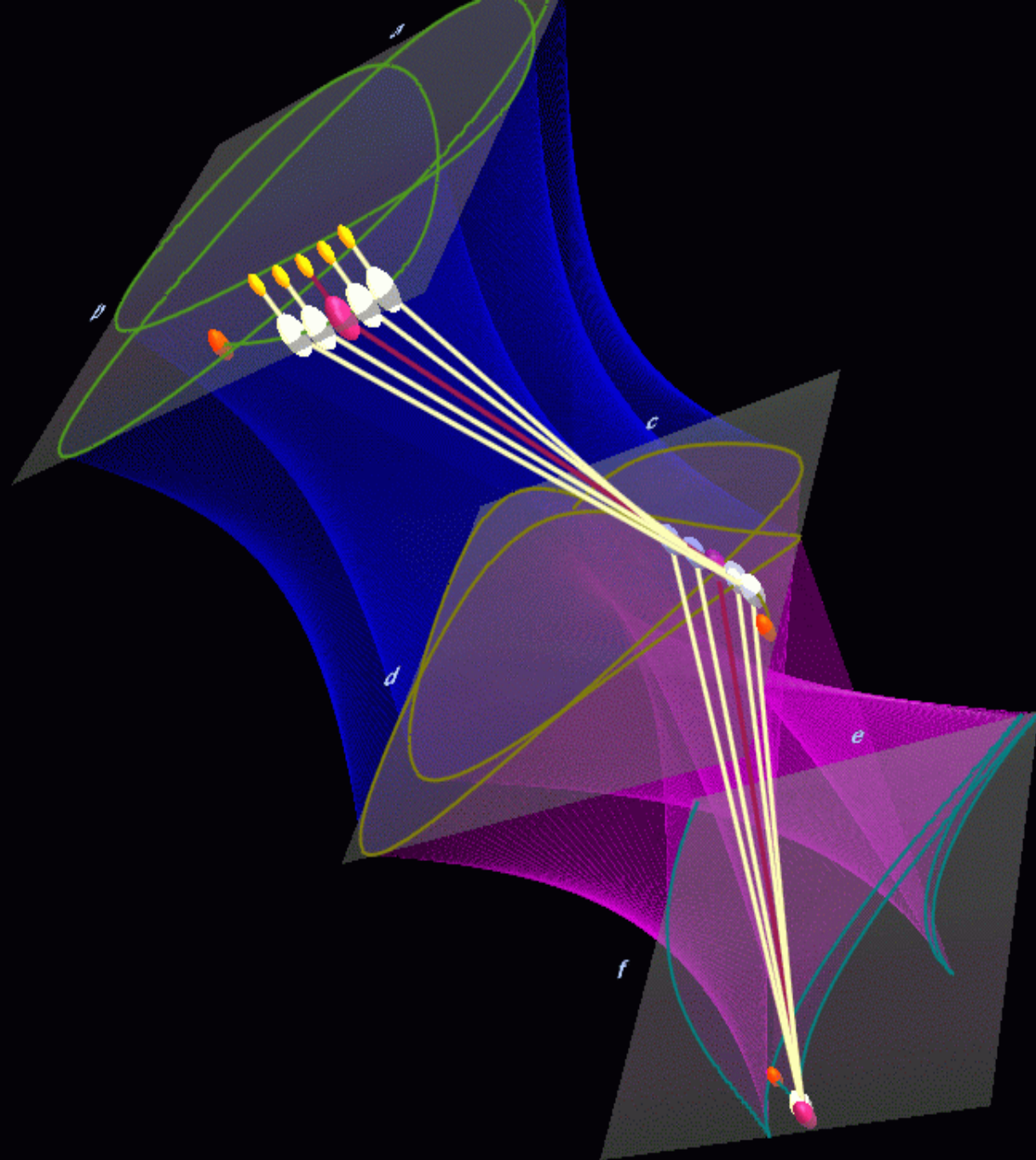


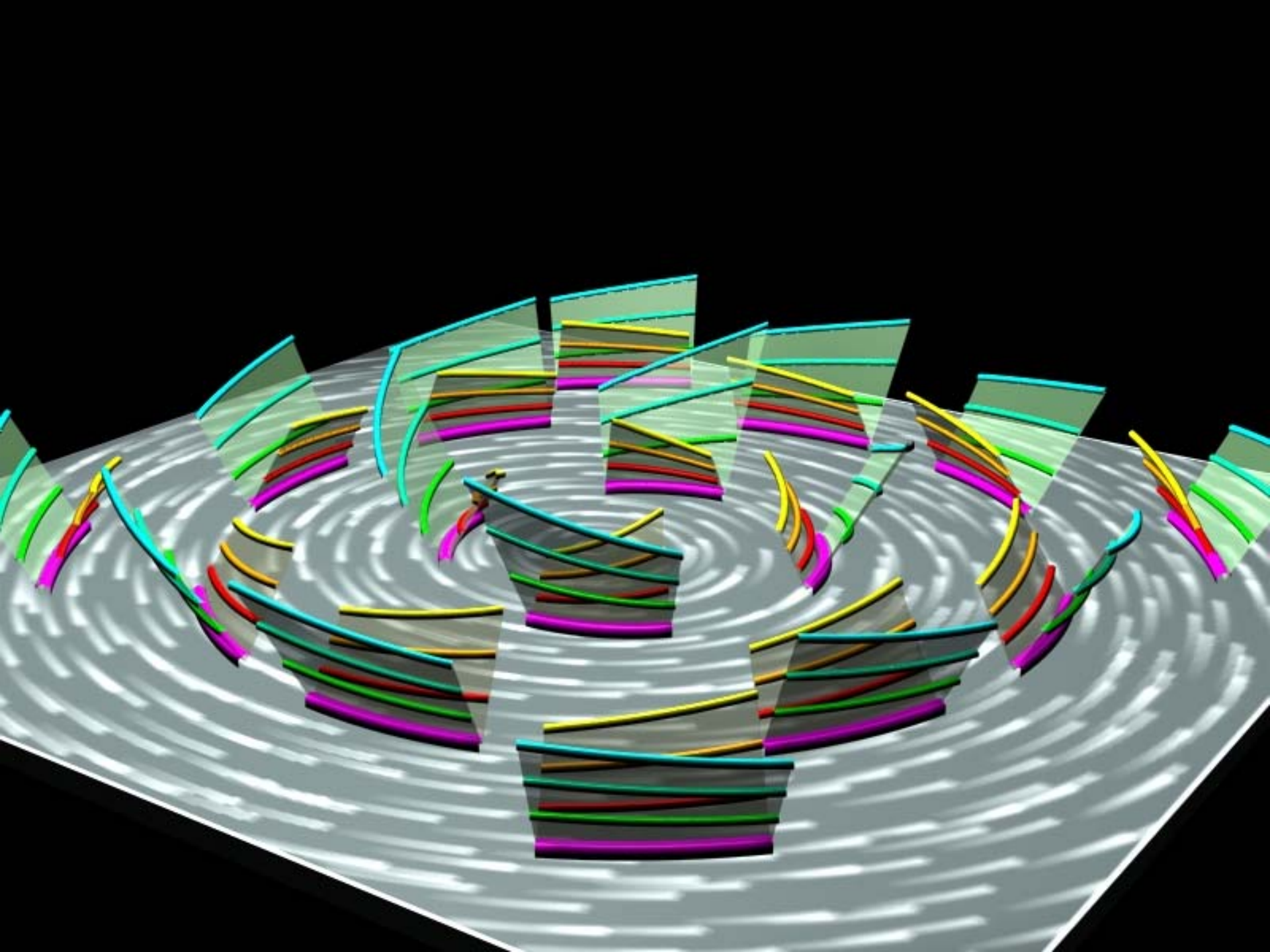
10,000 BECOME WITH DANCE MOVEMENT (14.3" x 38", Alcohol on canvas)



Edward Tufte

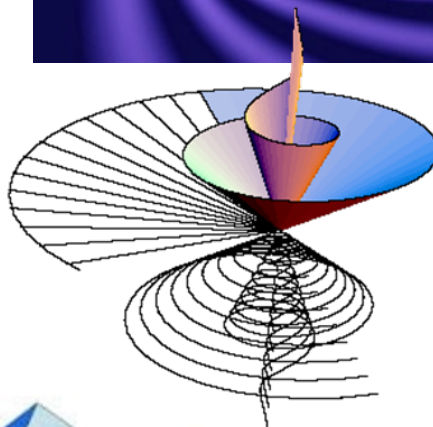
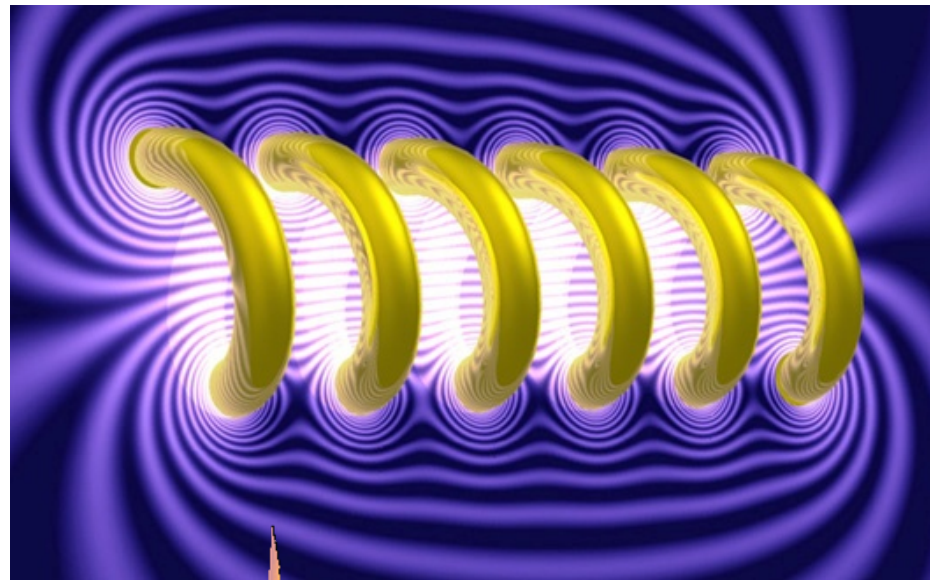
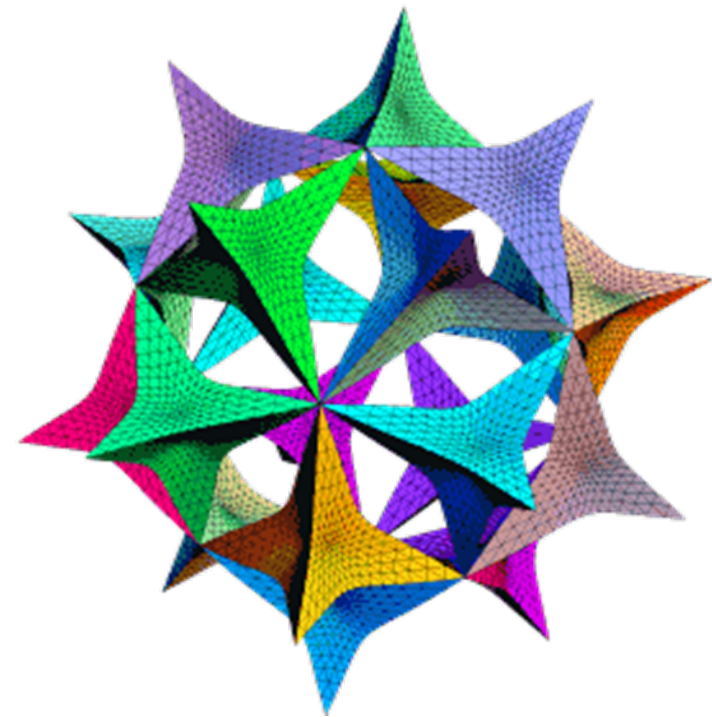




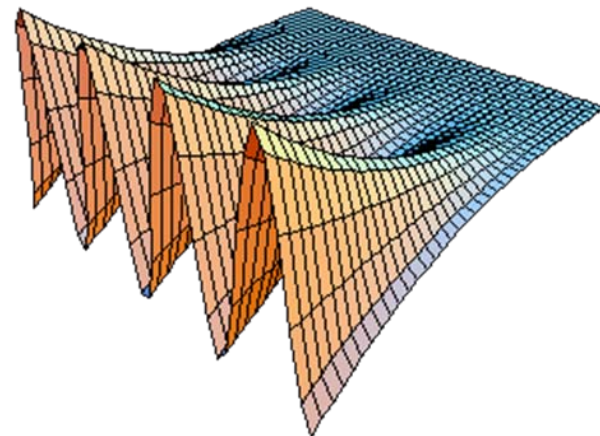
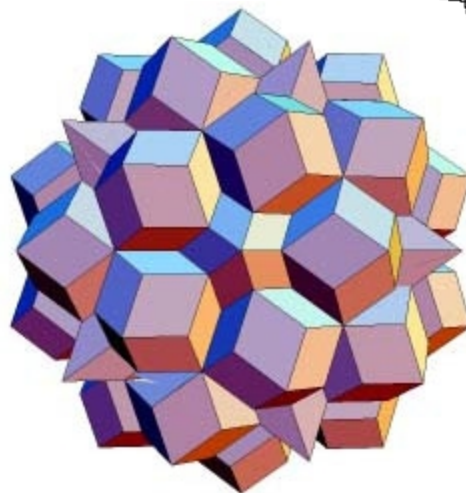
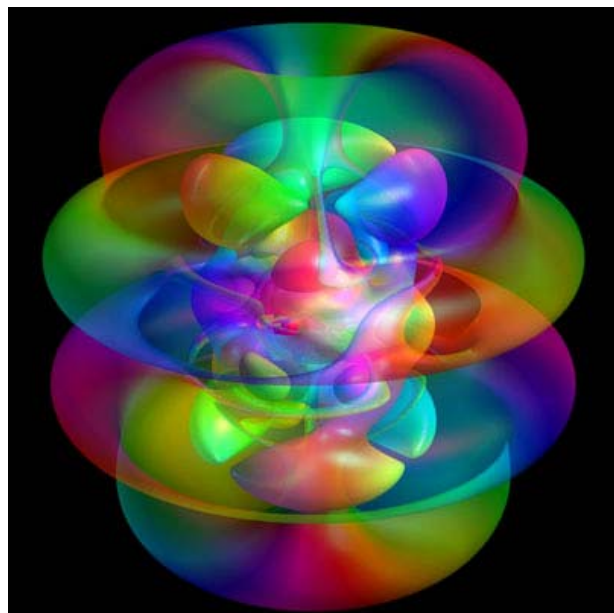


Web Design





Mathematica
Community







20 Terabytes

1 Terabyte





Virtual Reality







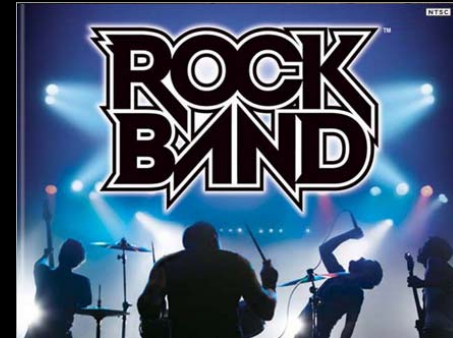


The Hive Mind





Social



Music



Music worse



Familiar

