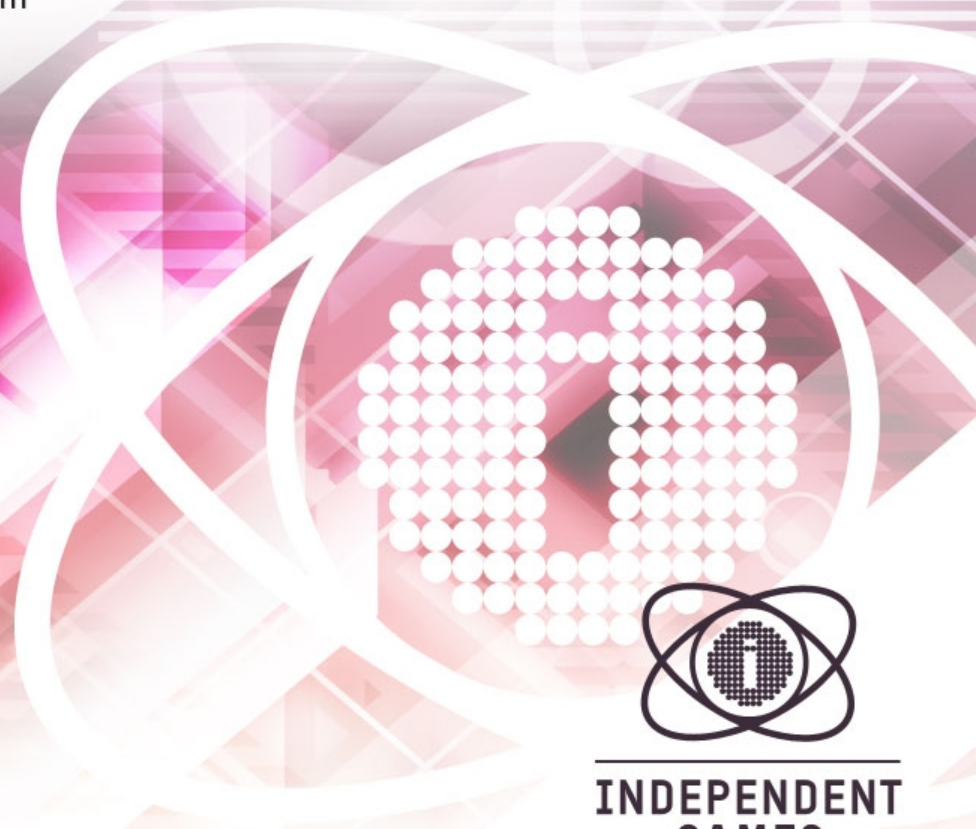


# GDC Europe

Game Developers Conference™ Europe 2011  
**August 15-17, 2011 | Cologne, Germany**  
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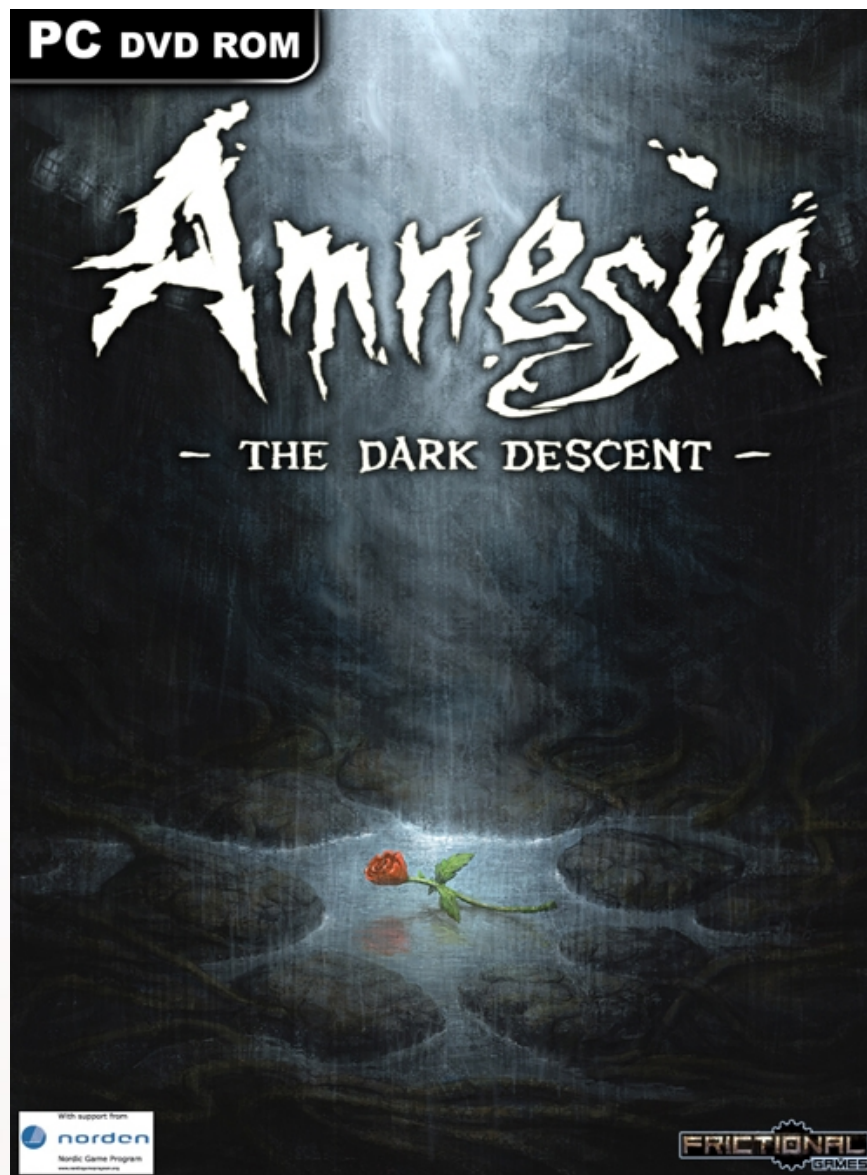
## **Evoking Emotions and Achieving Success by Breaking All the Rules**

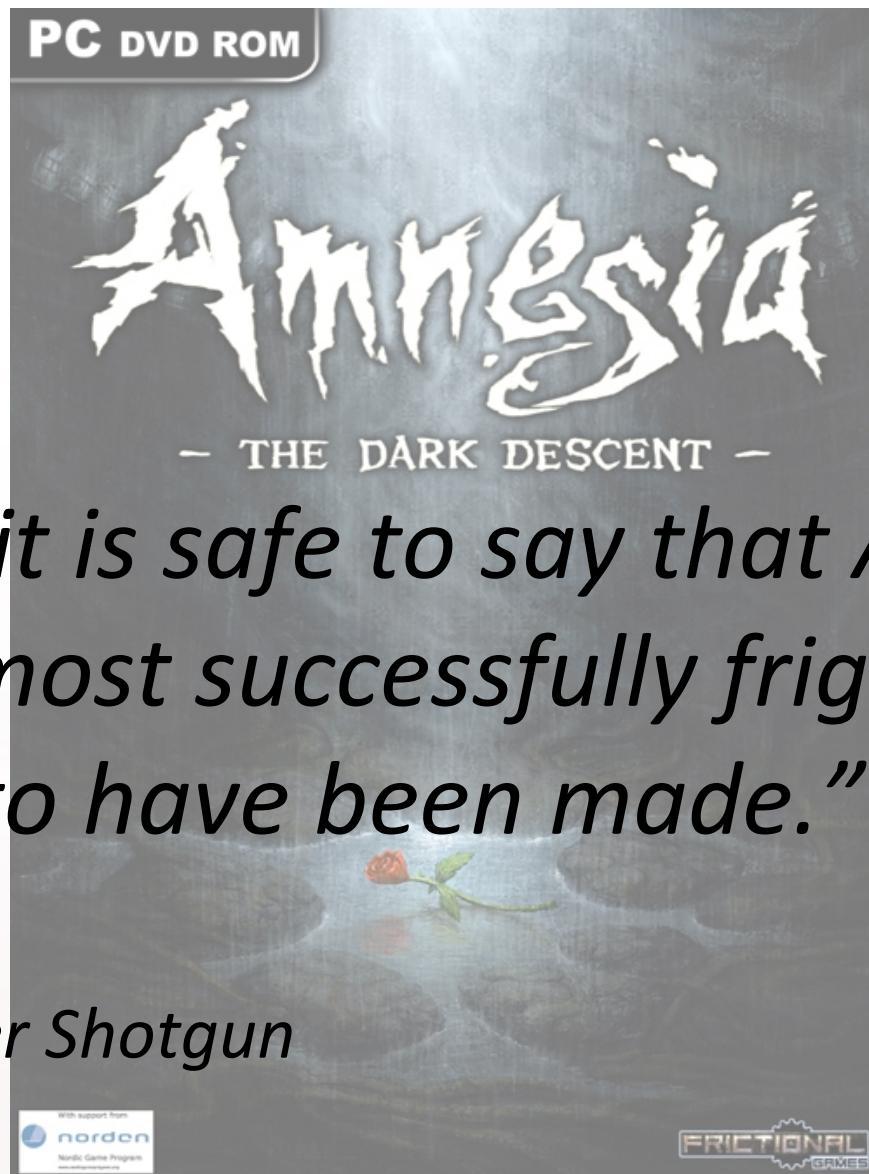
**Thomas Grip**

***Project Manager, Frictional Games***





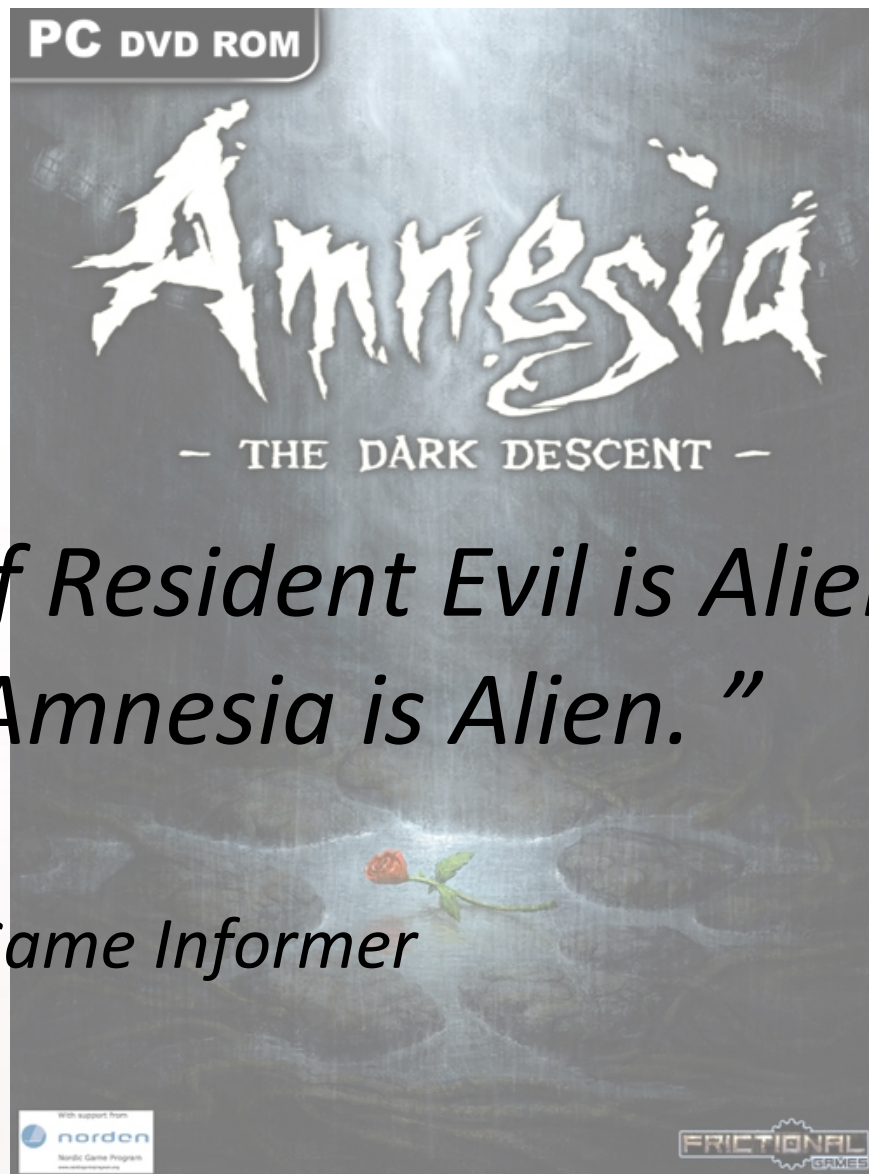




*"I think it is safe to say that Amnesia is the most successfully frightening game to have been made."*

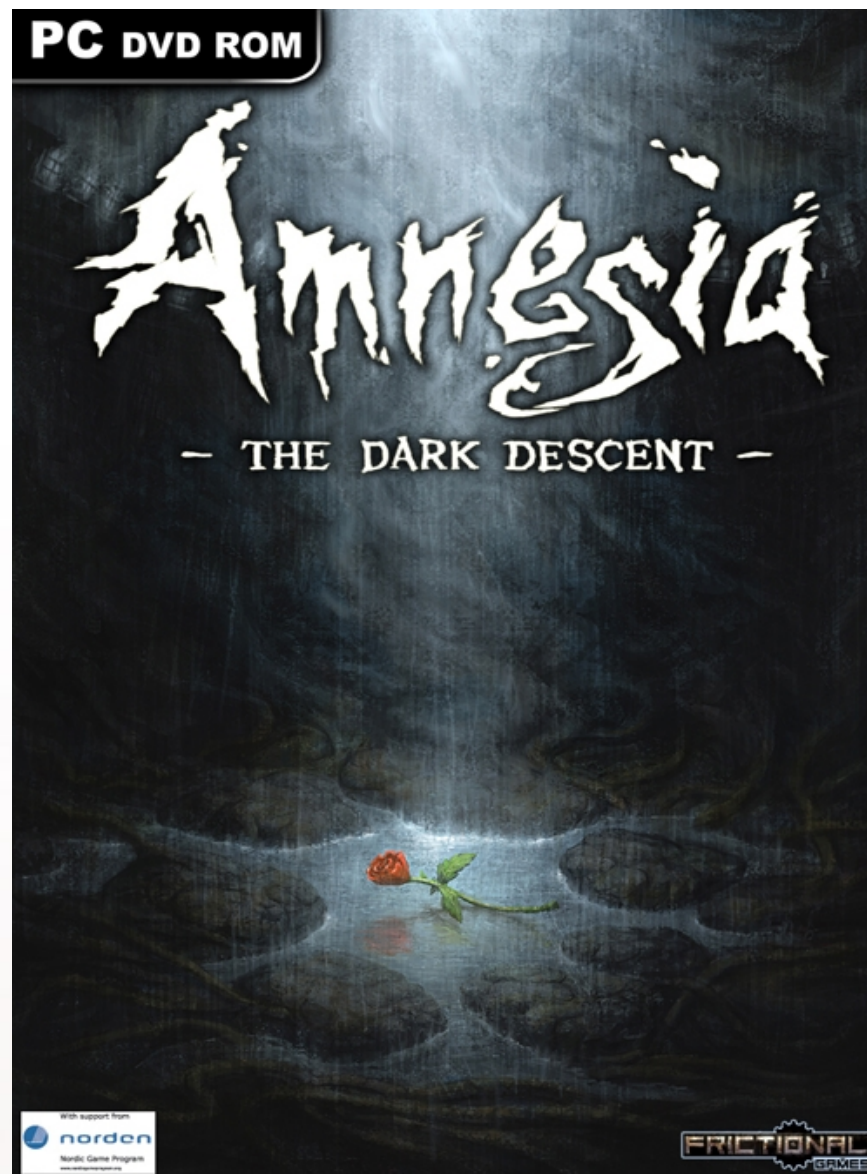
*- Rock Paper Shotgun*





*“If Resident Evil is Aliens,  
Amnesia is Alien.”*

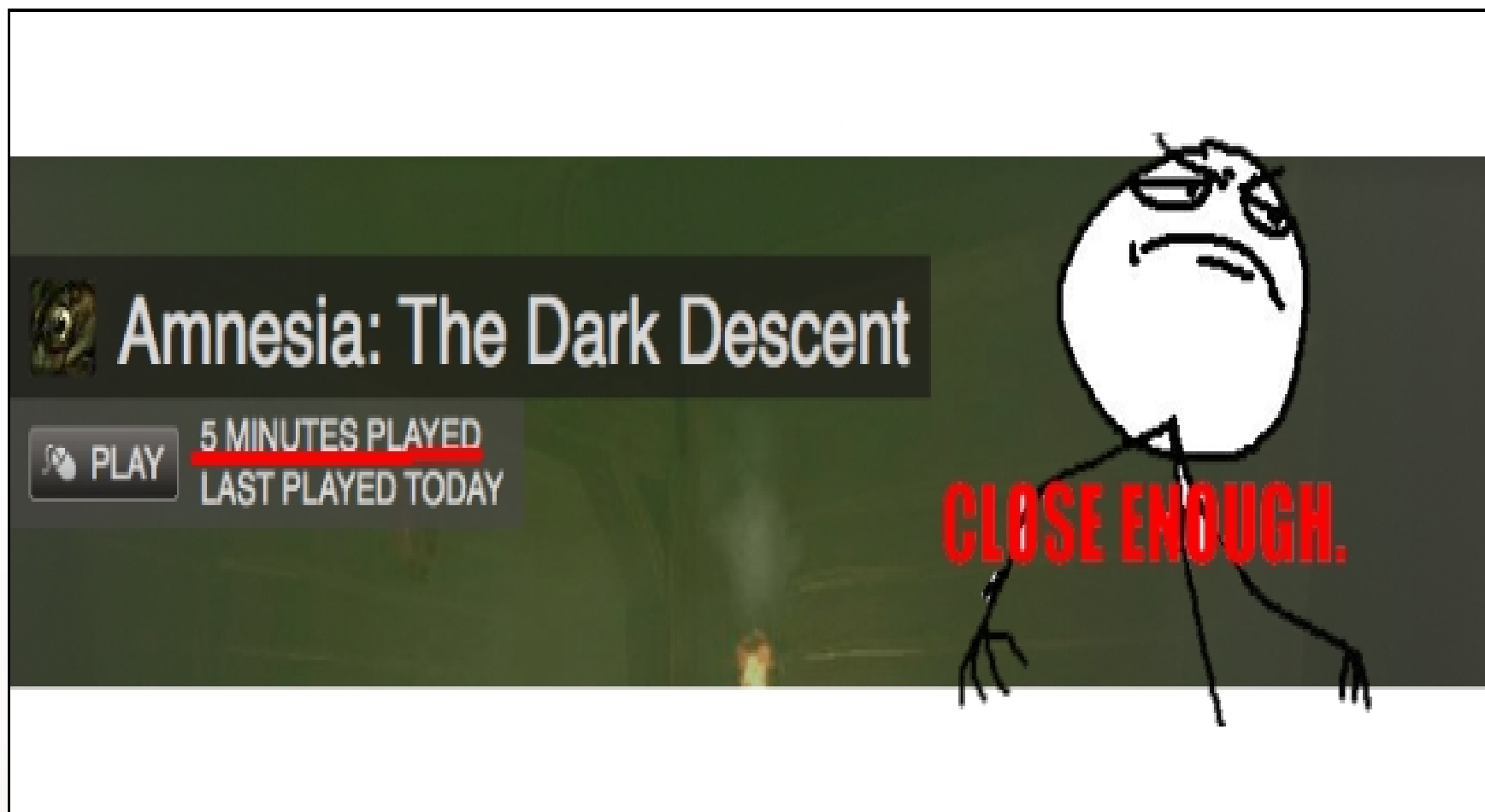
*- Game Informer*







by vegetarianlyfe @ tumblr

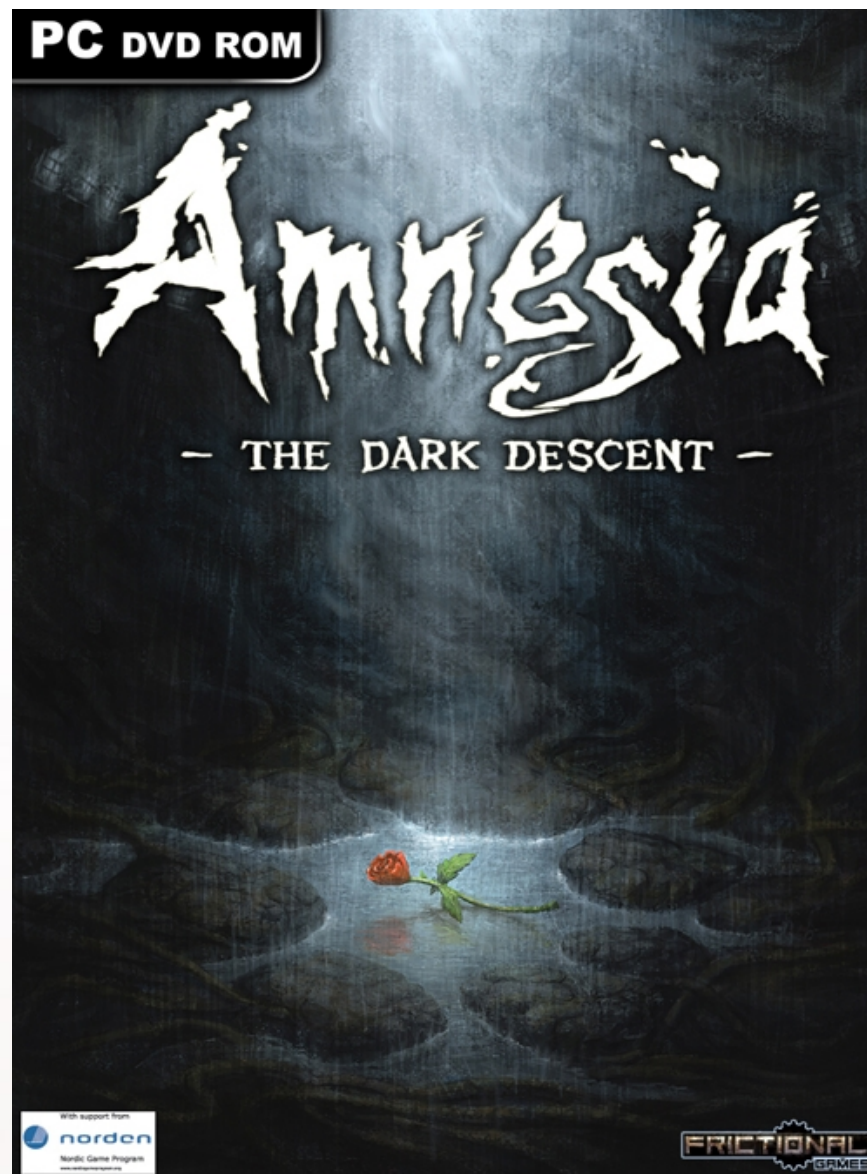


by casualdome @ reddit





by beffjaxter @ reddit





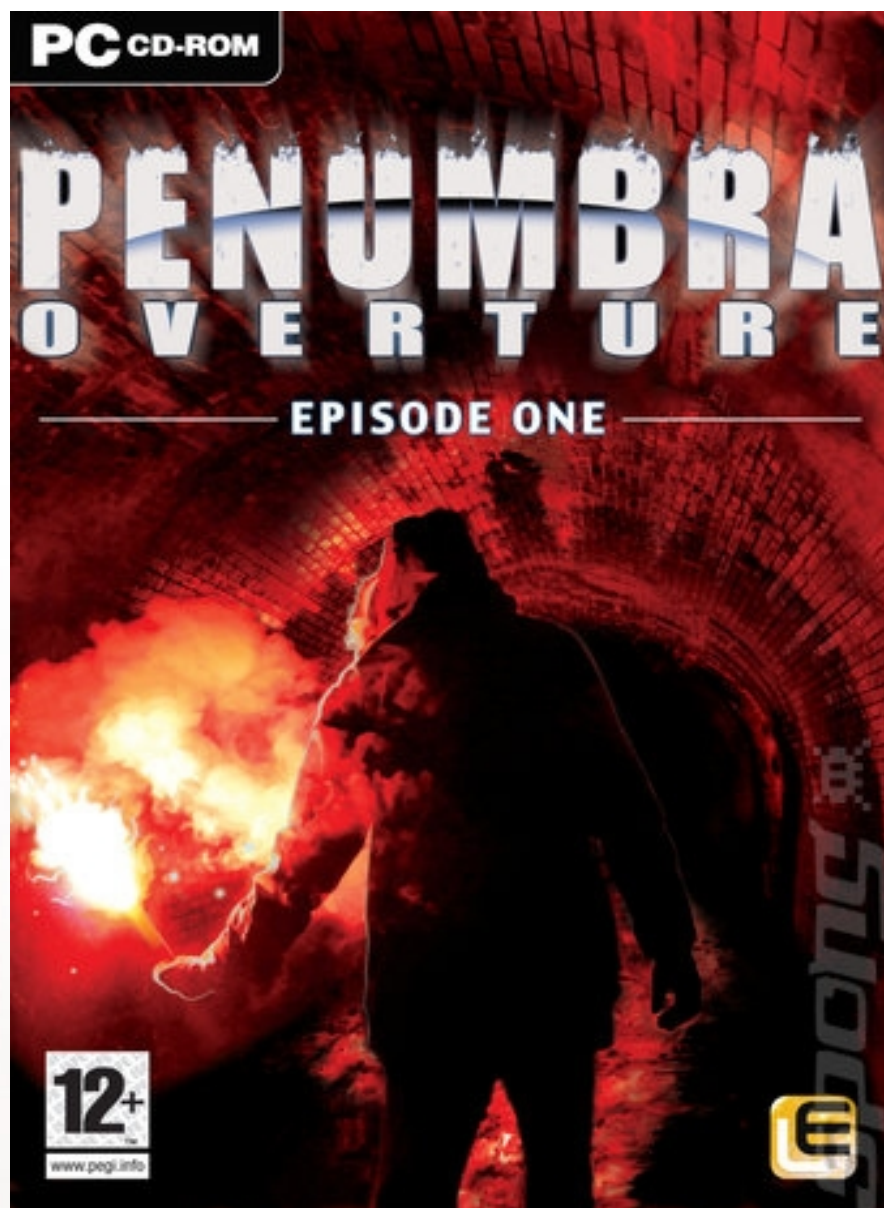
# PART 1: THREE DESIGN DECISIONS



# #1: No Weapons





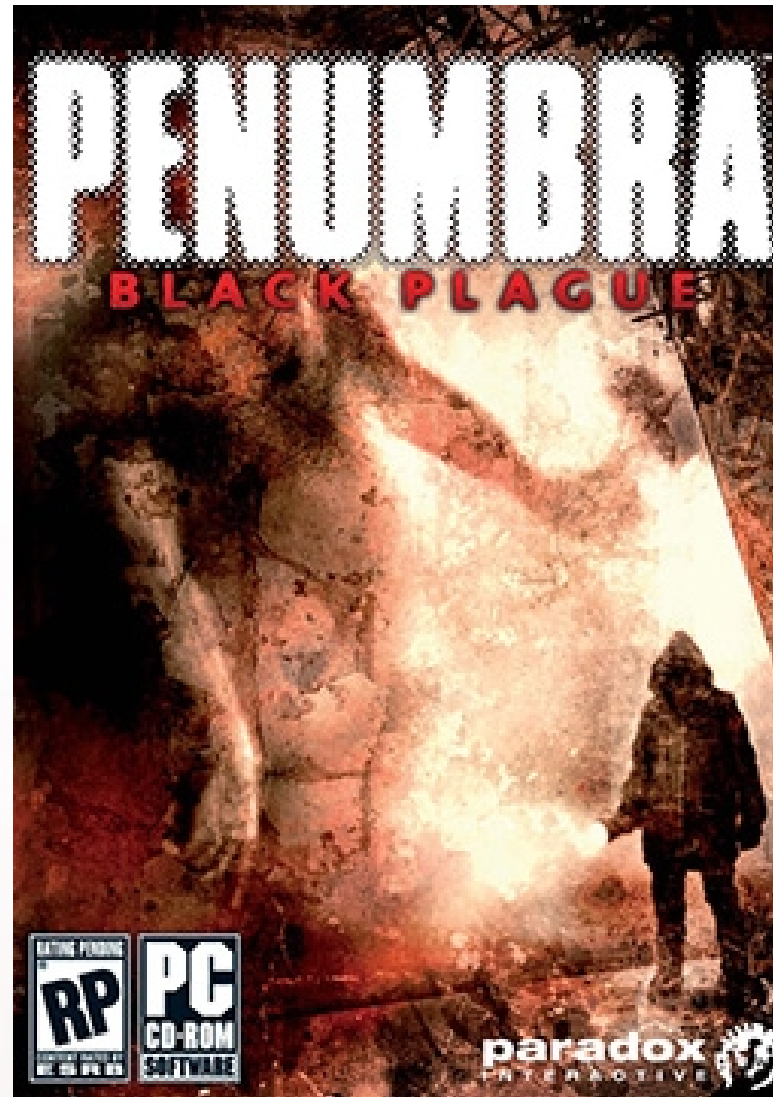


















# #2: No Death

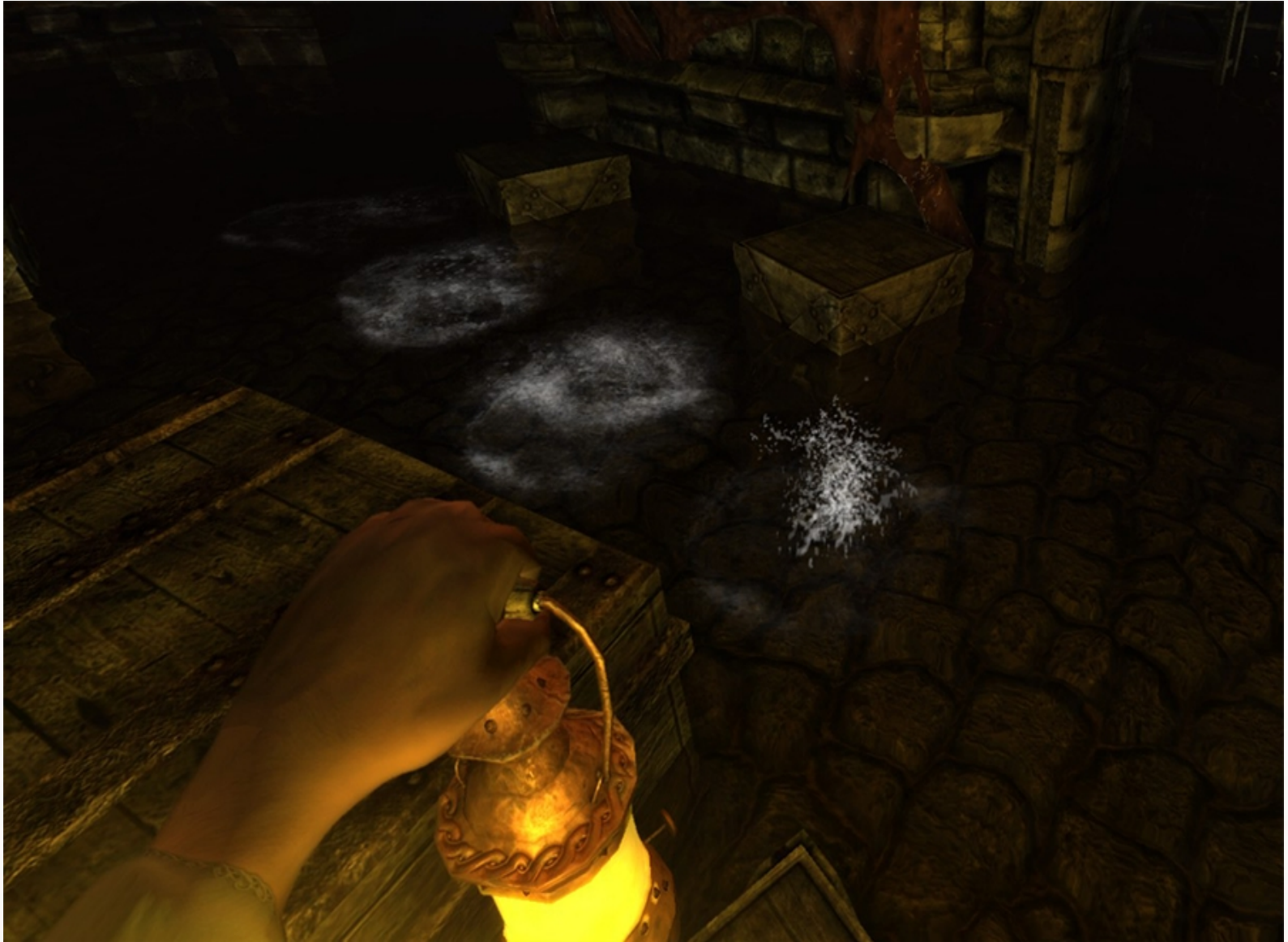
















## #3: No Competitive Mechanics















1: No Weapons

2: No Death

3: No Competitive Mechanics



# PART 2:

# THREE GENERAL PRINCIPLES





# No Combat?



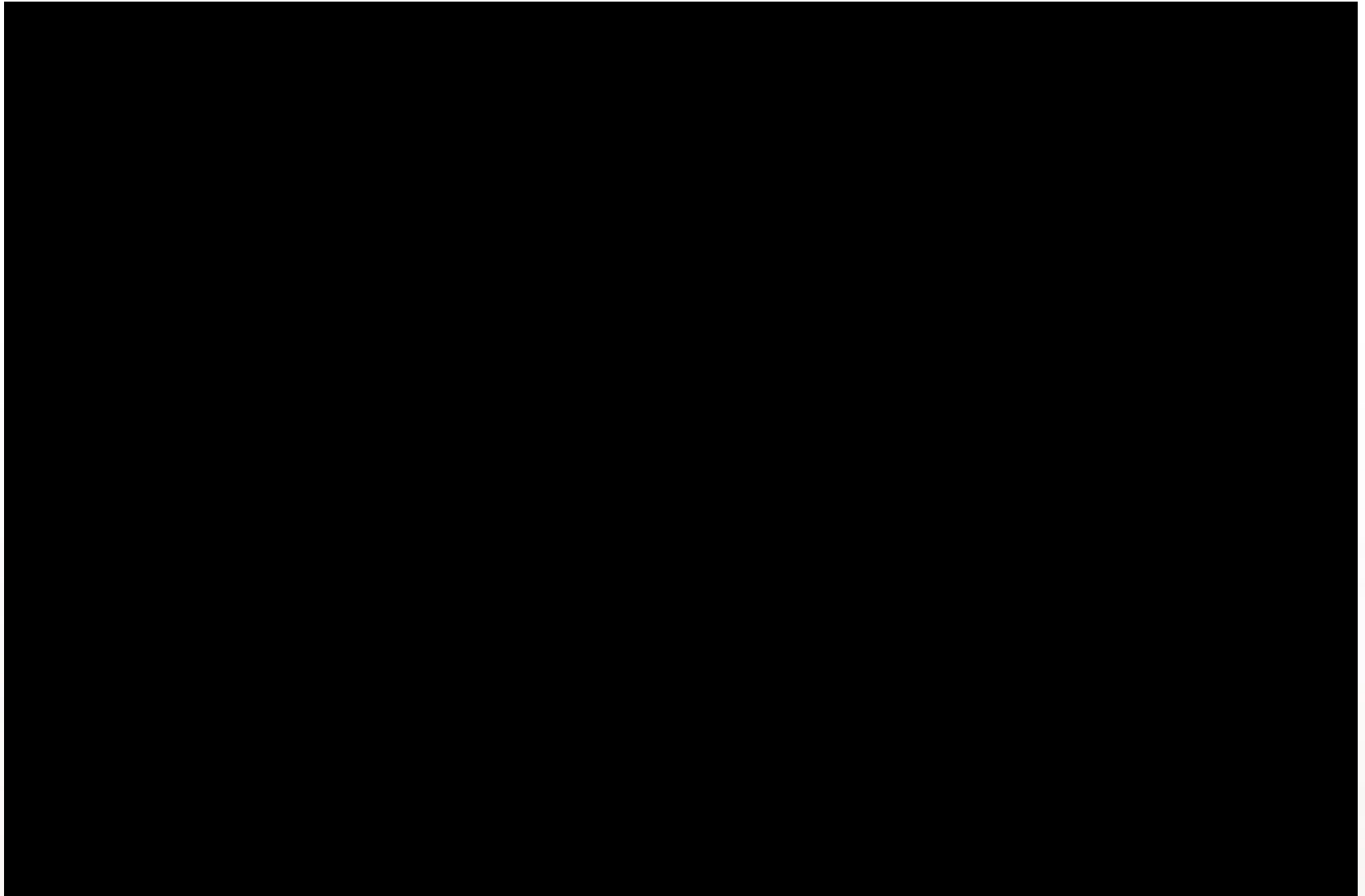




## No Combat?

Reason 1: The Myth of Multitasking













VS



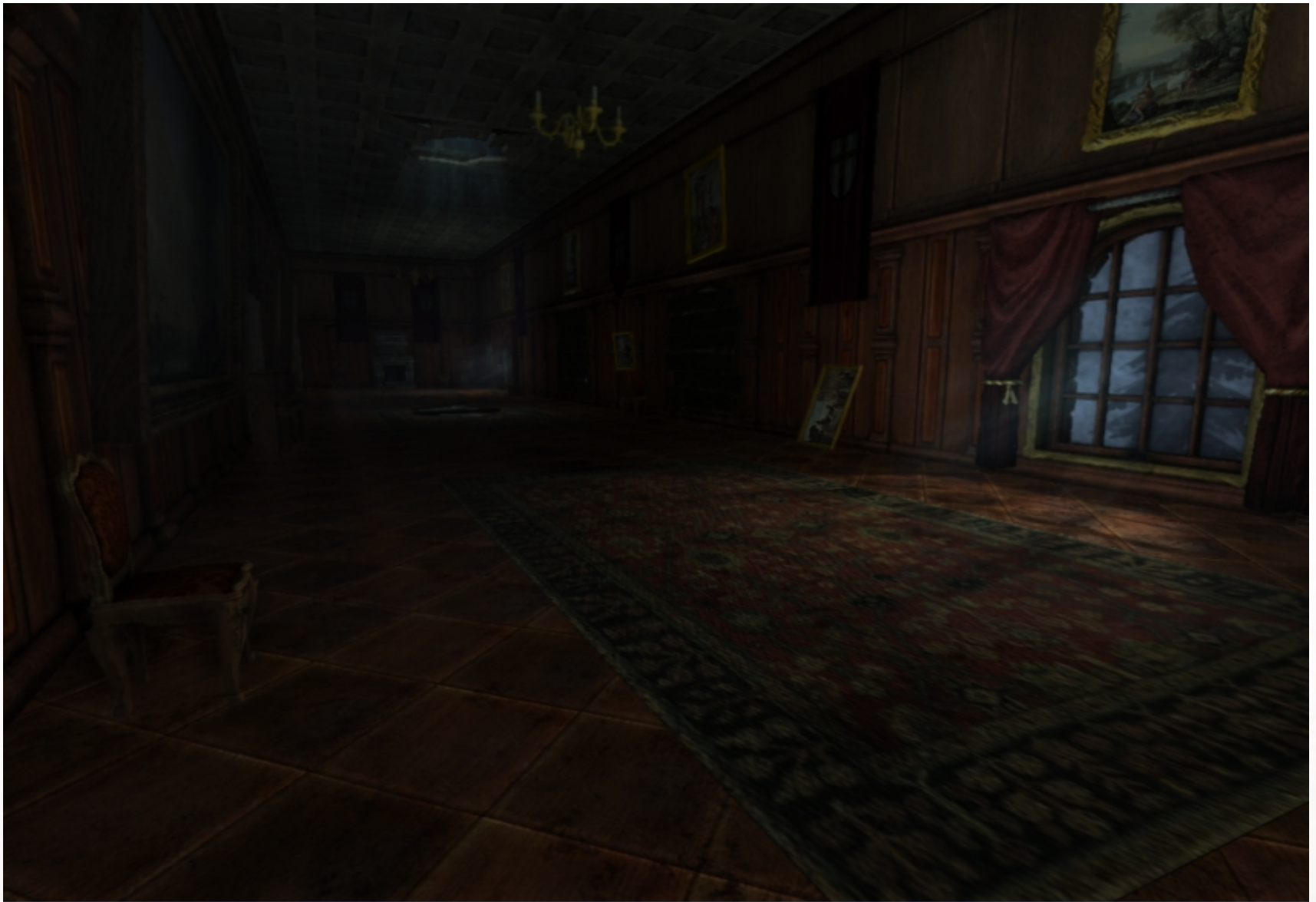
**No Combat?**  
Reason 2: Right tools for the job





# No Combat?

## Reason 3: Information Density







*“Walking the streets, I heard near hours of conversation, insults, and quips from the civilians walking the streets that I’d never heard. Things I certainly would have missed careening down streets at top speed and shooting back at cops in pursuit behind me.”*



*“I saw billboards I never knew existed, buildings I had no idea I could enter. I watched a man on a bench flip through the fully rendered pages of an actual book, a store owner meticulously clean a sidewalk, and watched a police officer place someone in the back of his cruiser after an elaborate foot pursuit. ”*



*“Rather than par-for-the-course, every infraction, no matter how slight, becomes a thrilling crescendo moment.*

*This made the missions themselves nerve-wracking experiences.”*



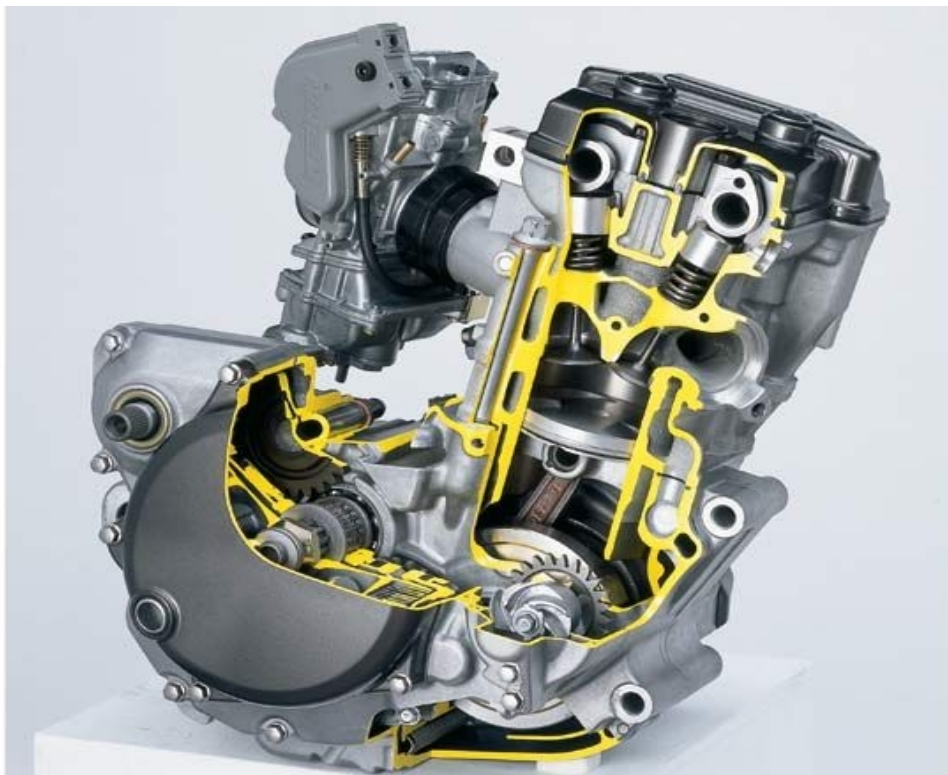


# No Trial-and-Error?



# No Trial-and-Error?

## Reason 1: Hard-to-watch Moments



# No Trial-and-Error?

## Reason 2: Keeps Machinery Opaque





# No Trial-and-Error?

## Reason 3: Flow



# No competitive mechanics?











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THANKS FOR LISTENING!