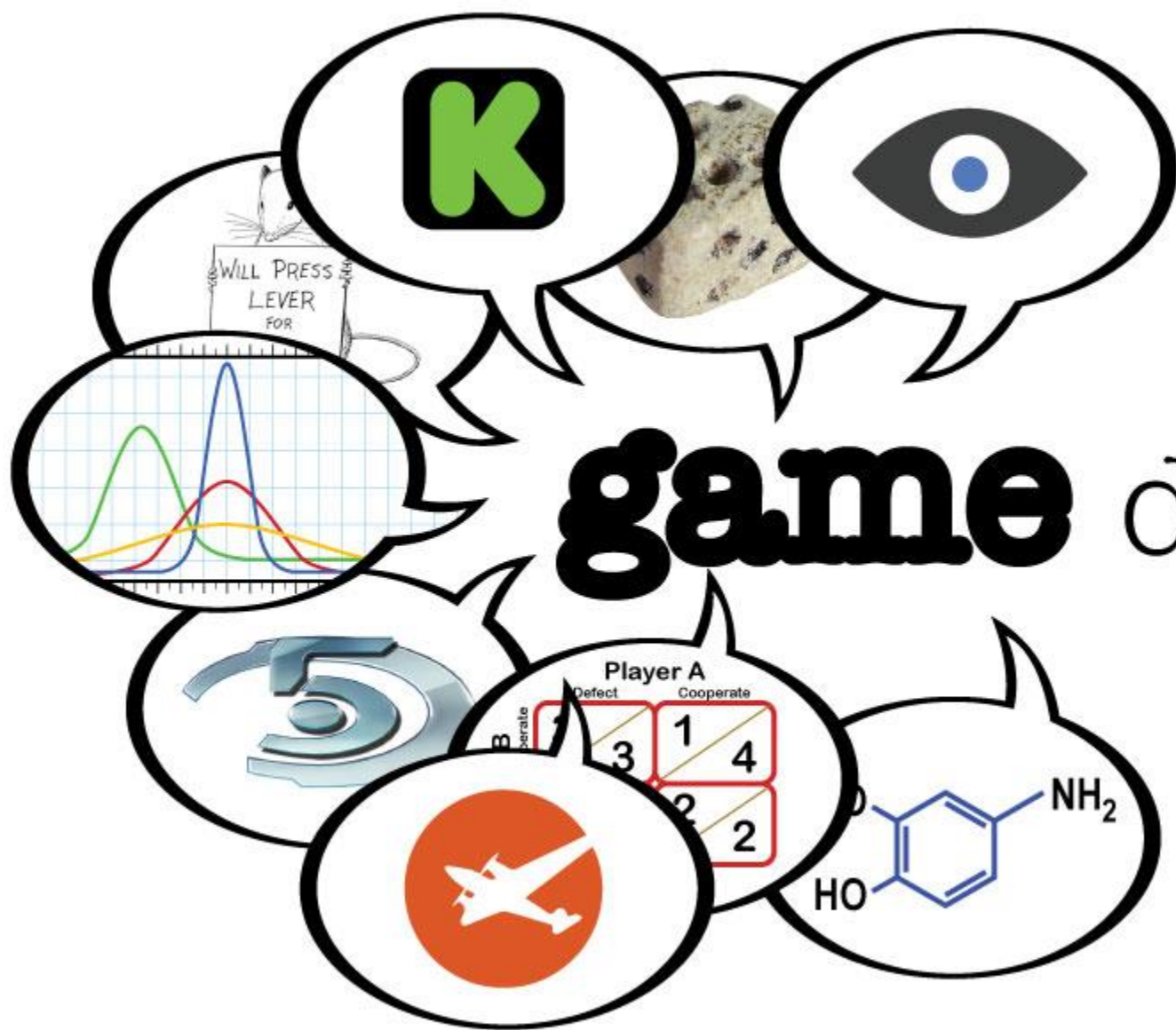


The PowerPoint version of this presentation, with notes, can be found at:
www.stonetrnix.com/gdc-2015

game<design

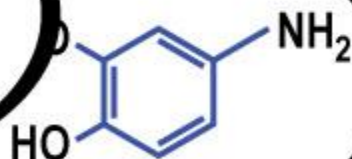
Stone Librande
Lead Designer, Riot Games

@StoneLibrande



game design

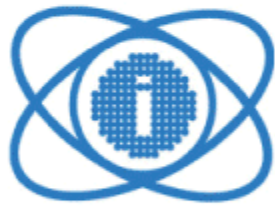
Player A			
	Defect	Cooperate	
	1	2	3
Player B	Cooperate	3 / 1	4 / 2
	Defect	1 / 4	2 / 3





game designer

budget



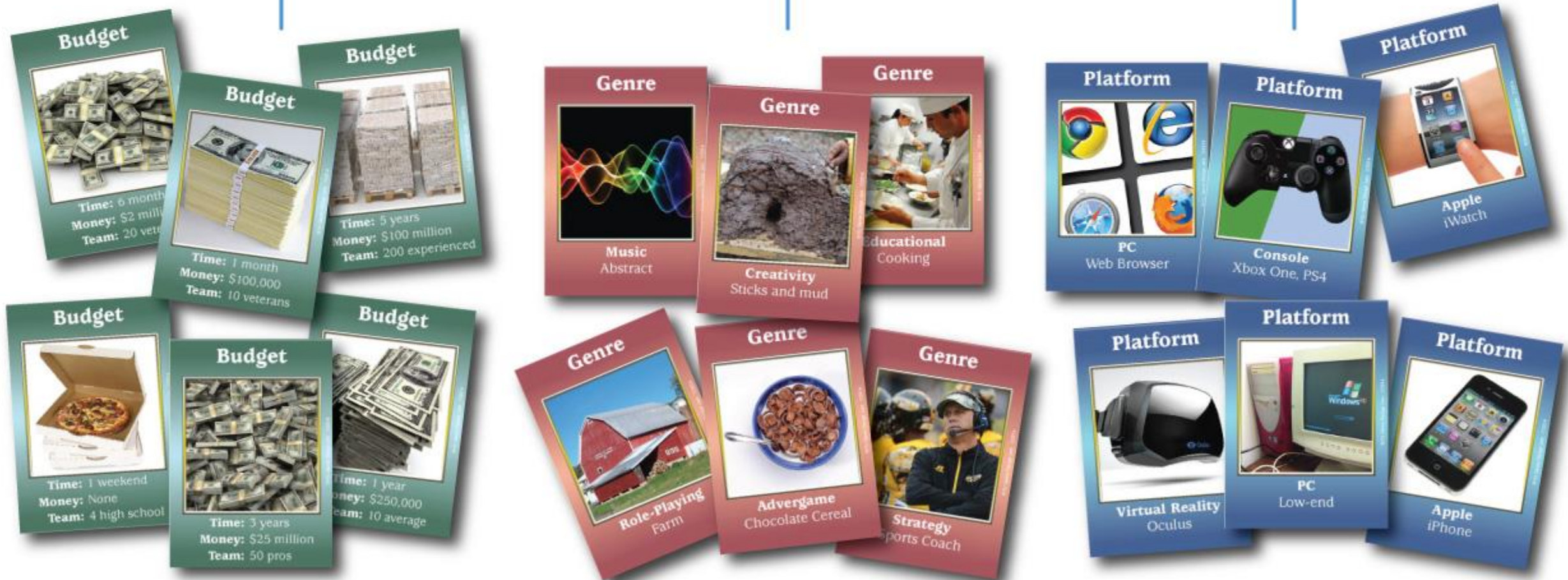
genre



platform

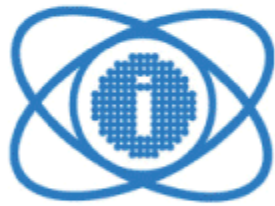


game designer



game designer

budget



genre



platform



designer

game designer

budget



genre



platform



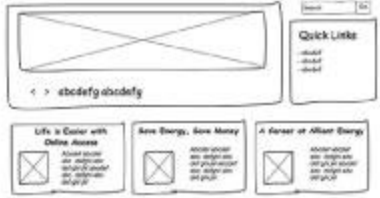
designer

interaction

website

product

mobile



architect

commercial

residential

industrial



game designer

budget

genre

platform

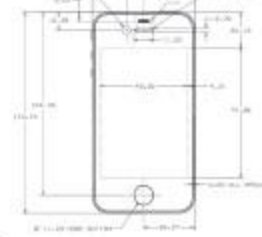


industrial

packaging

furniture

assembly lines



fashion

fabrics

manufacturing

clothing



landscape

park

domestic

garden



automotive

engine

interior

bodies



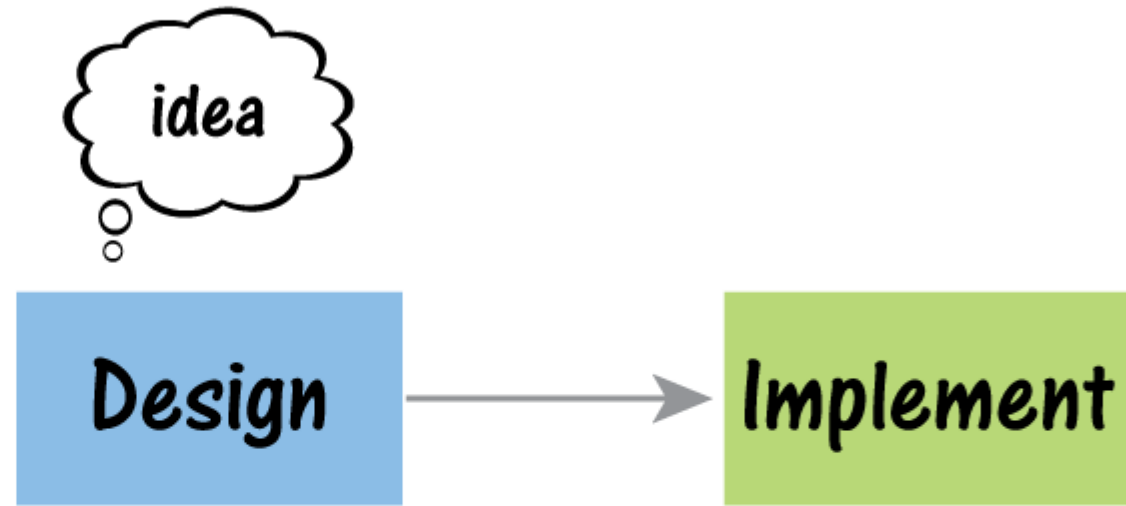
advertising

branding

television

print



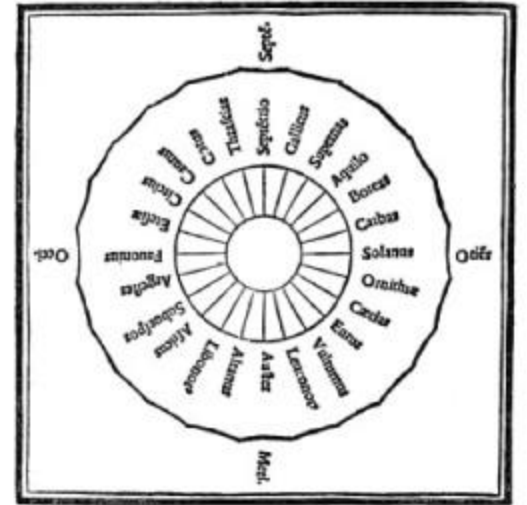
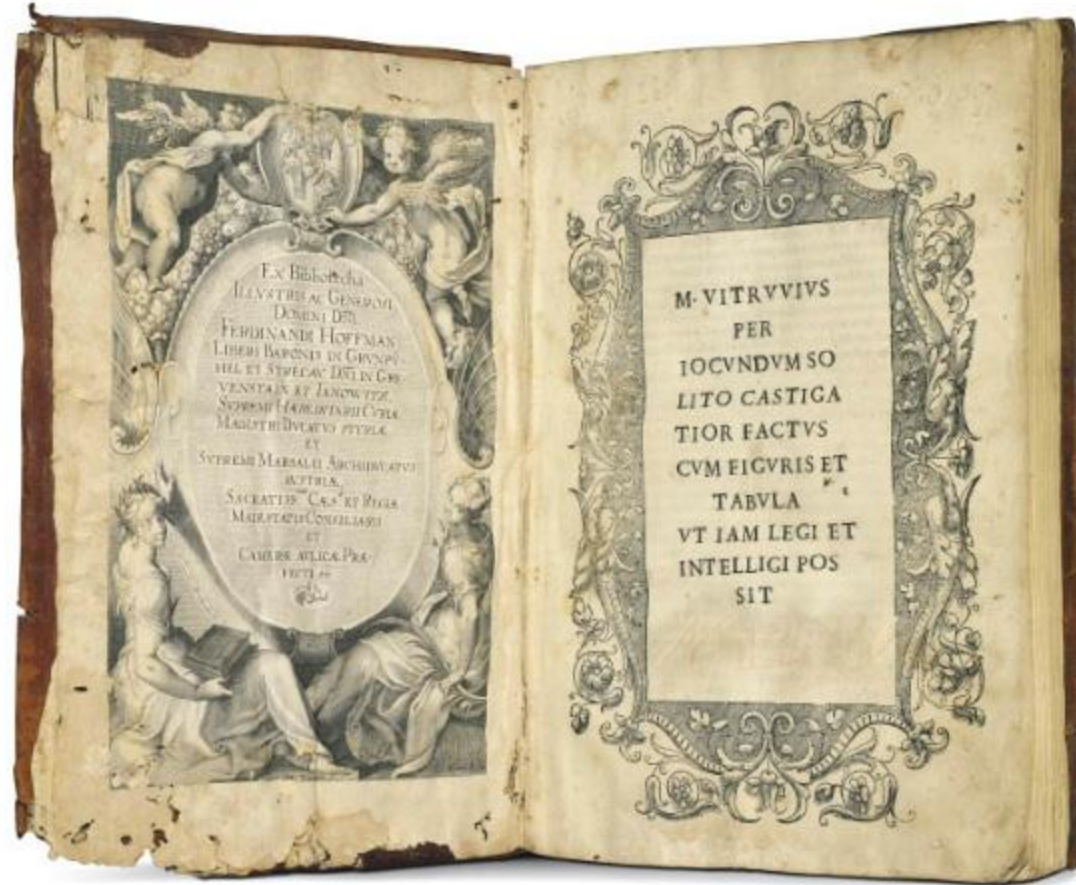
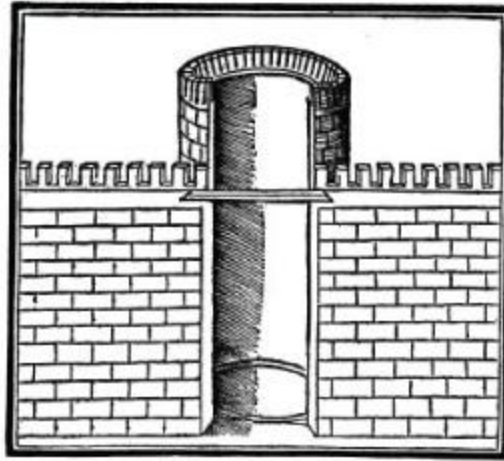
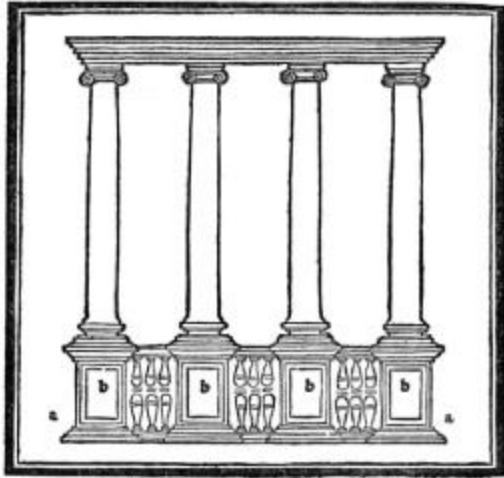


Naive design model



Standard design model

De architectura -Vitruvius (80-15 BC)



strength, utility, beauty

Q



W











E



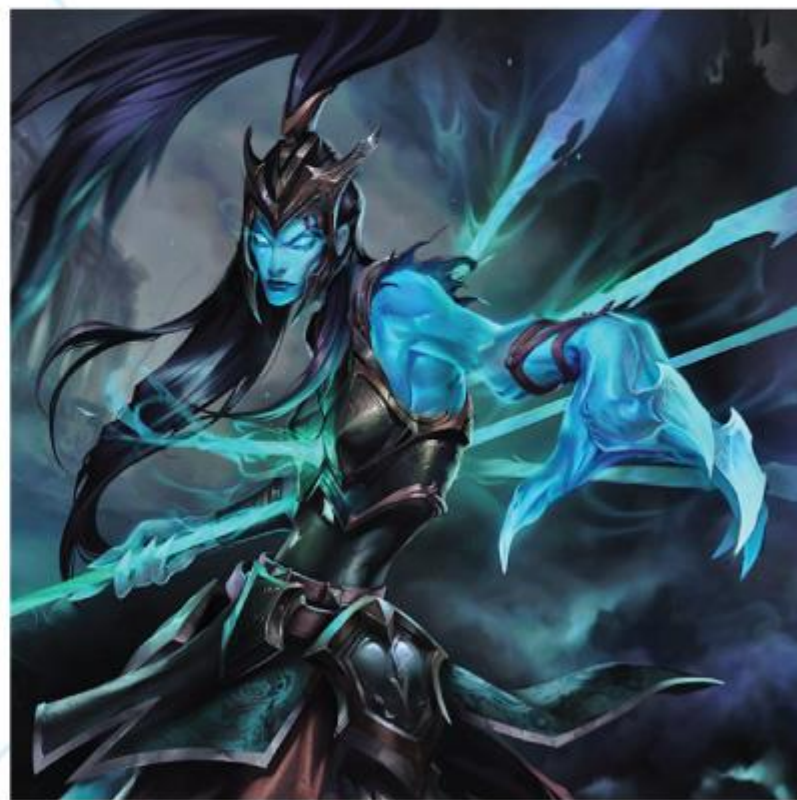
R



strength

PRIMARY ROLE	SECONDARY ROLE
Marksman	N/A
 	
 	
 	
 	

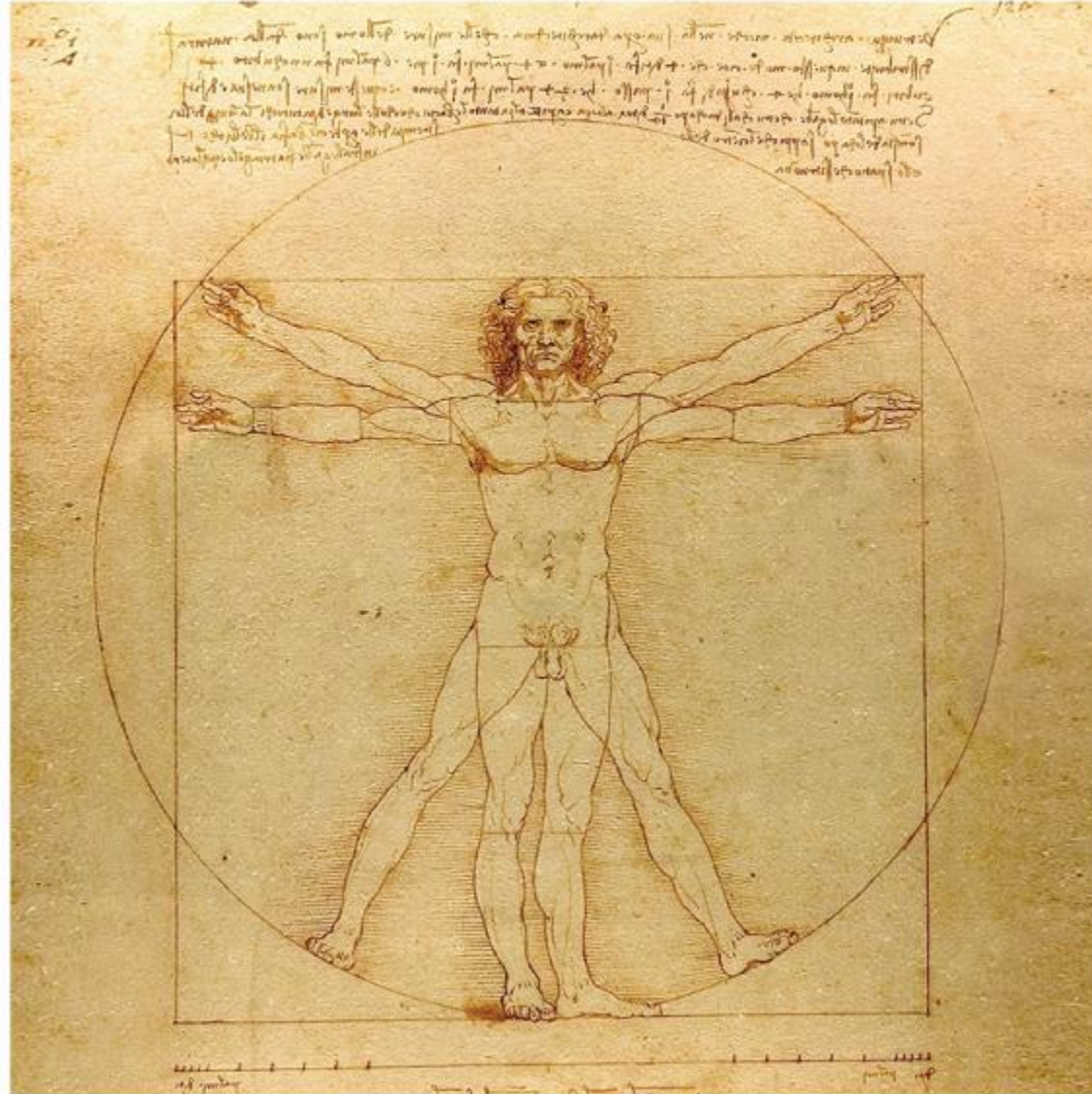
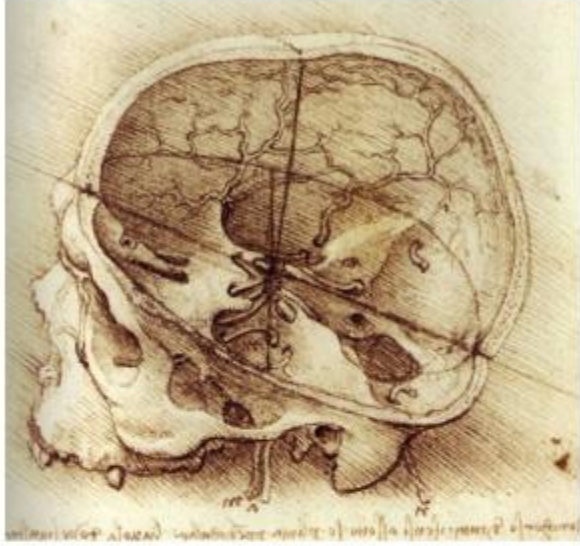
utility

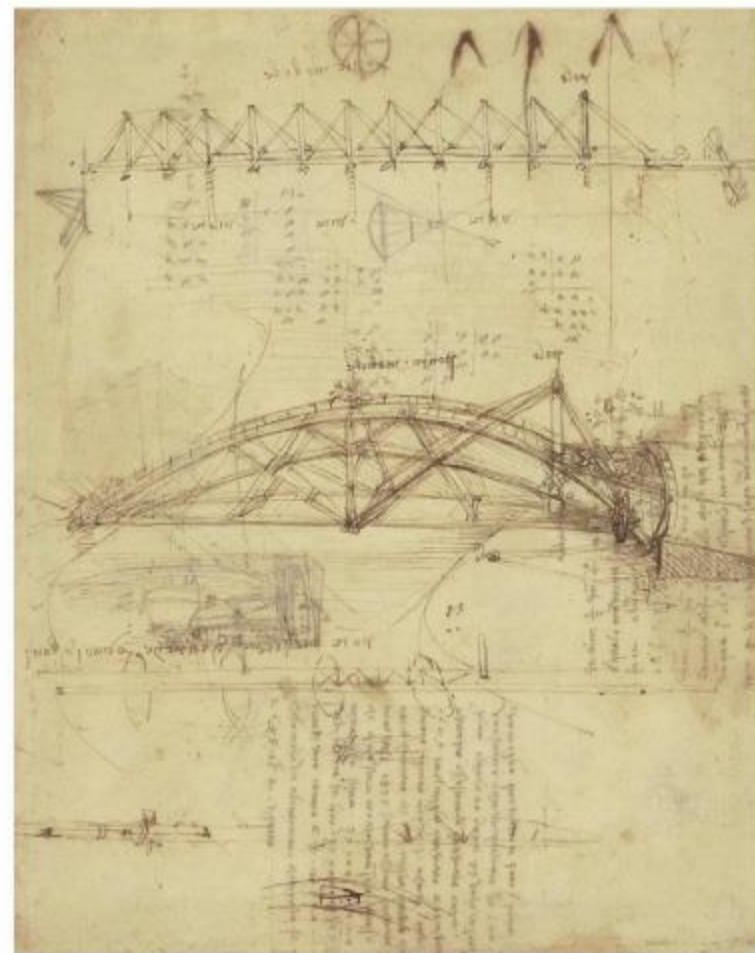
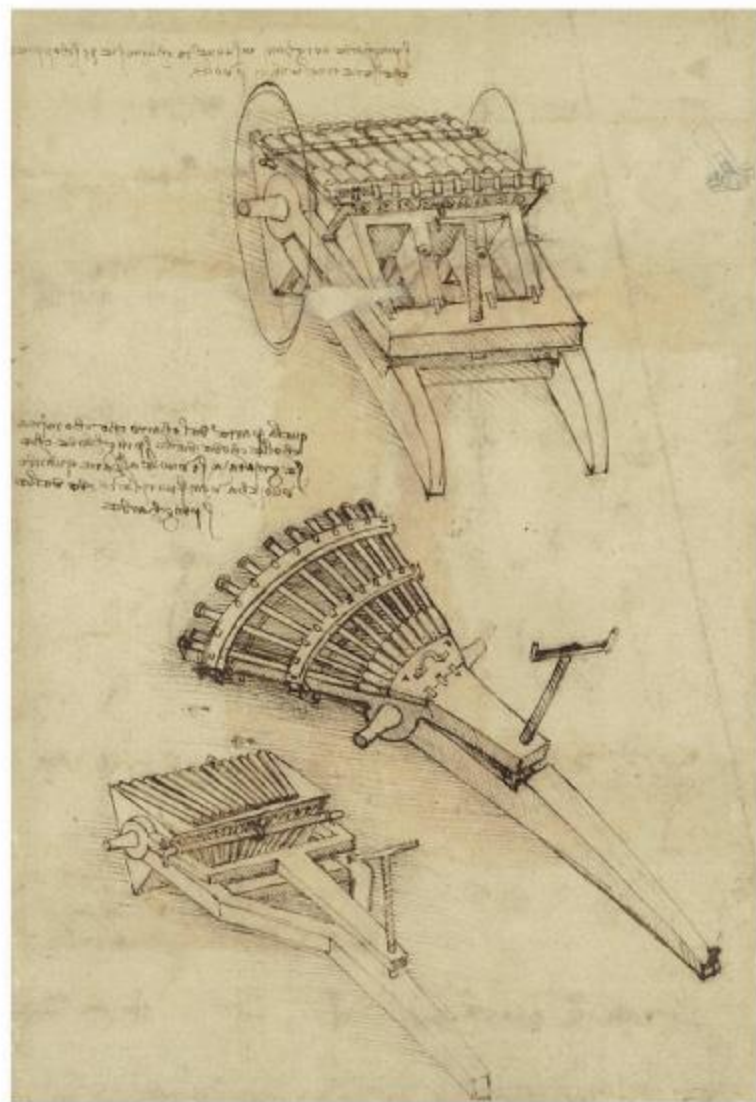
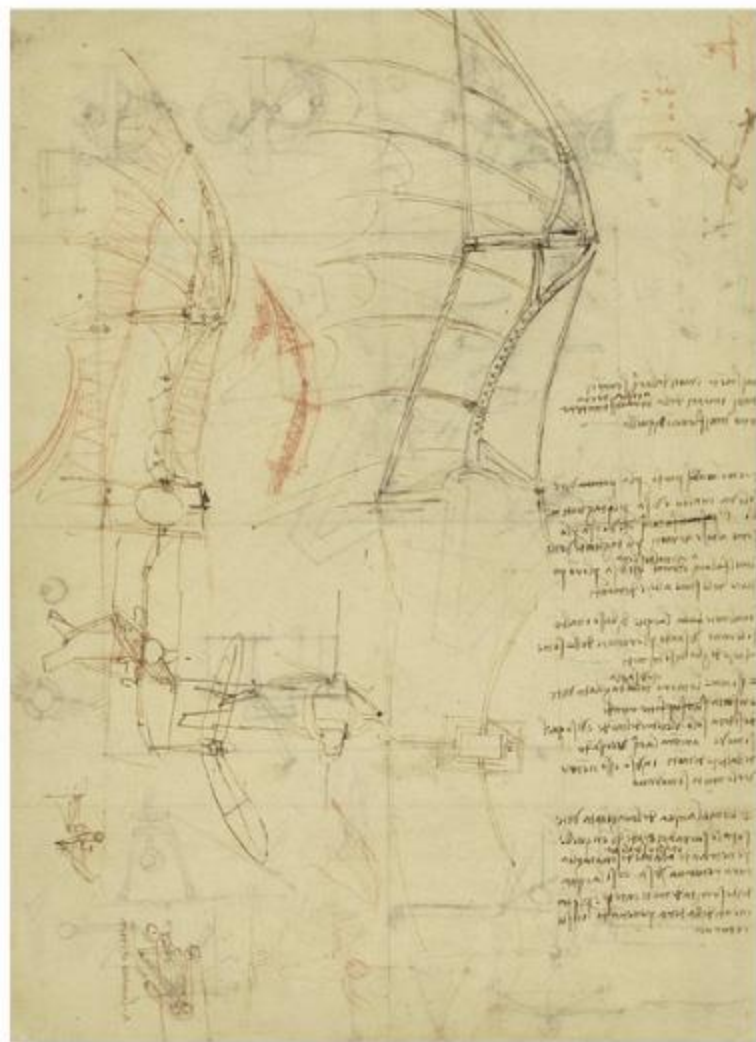


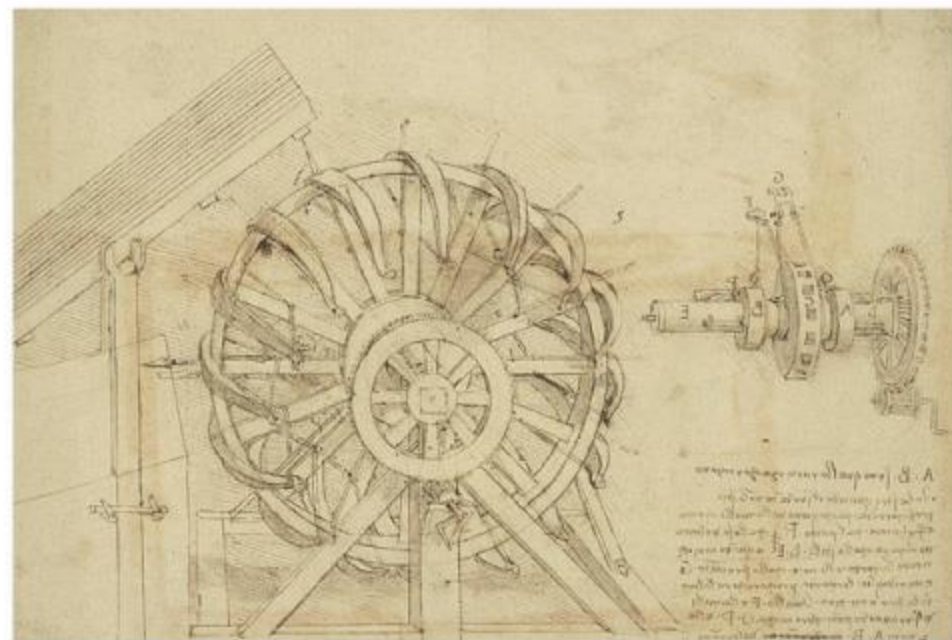
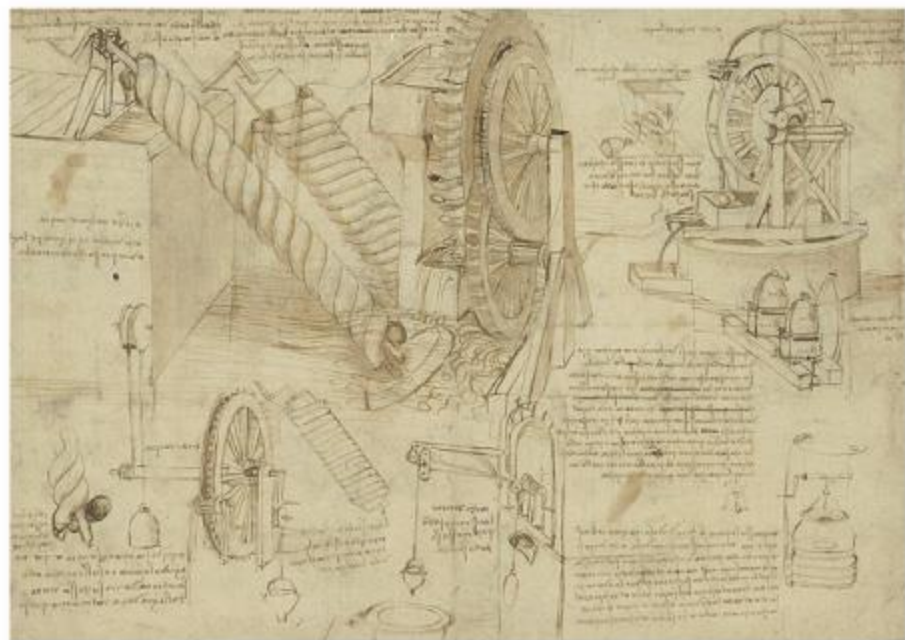
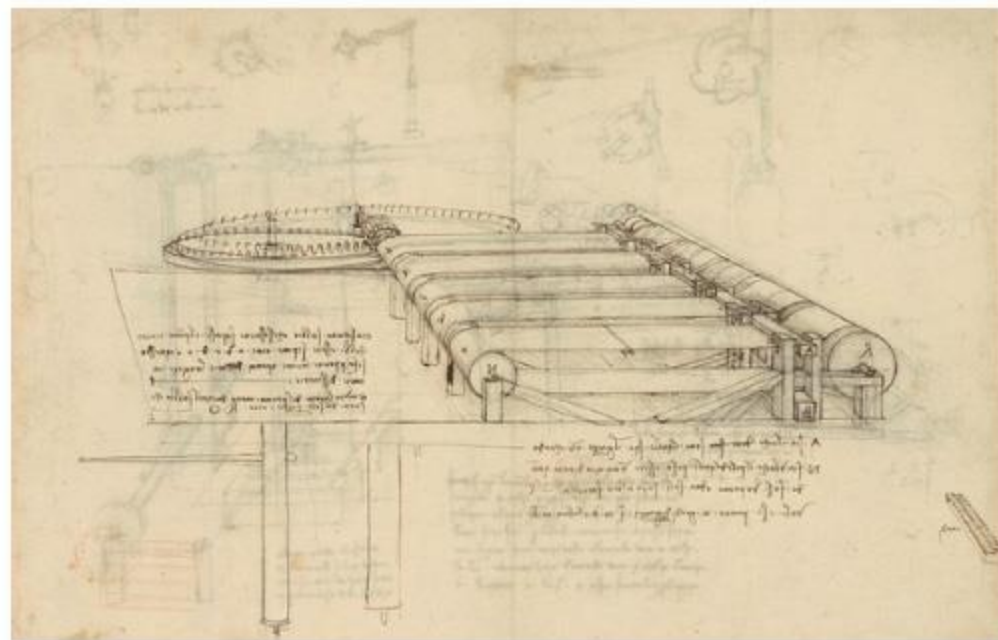
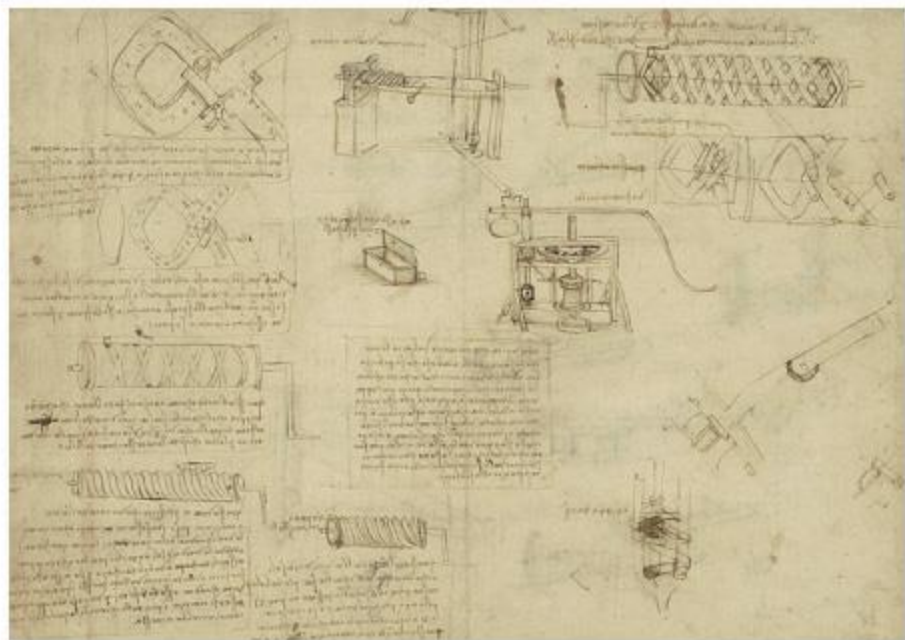
beauty

Vitruvian Man

-Leonardo da Vinci (1452-1519)









da Vinci design model

Design



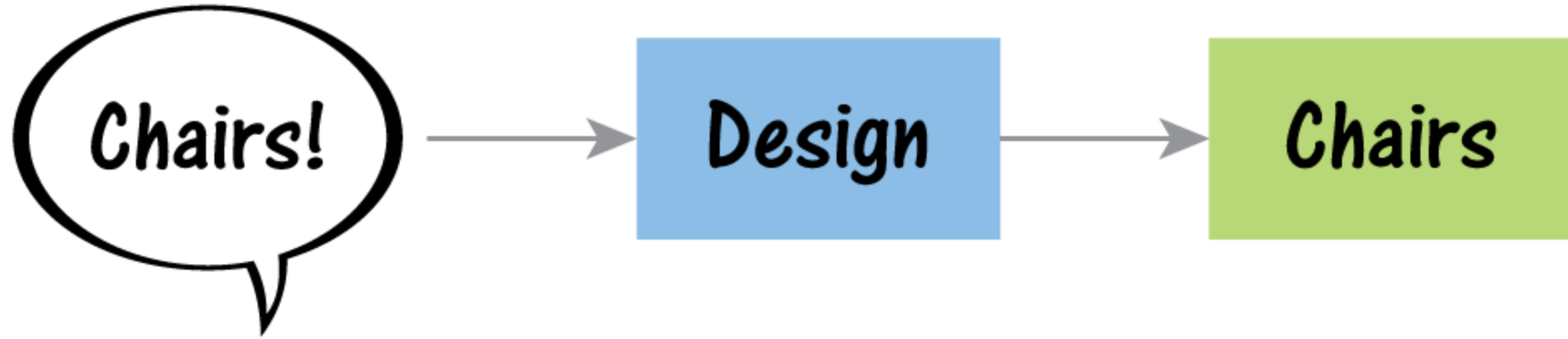
da Vinci design model



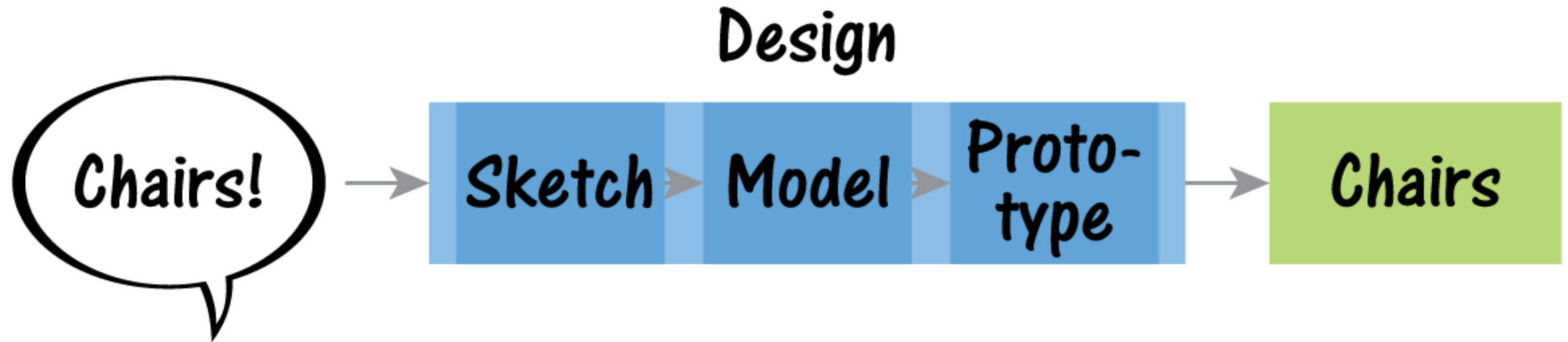
Hans Wegner (1914-2007)



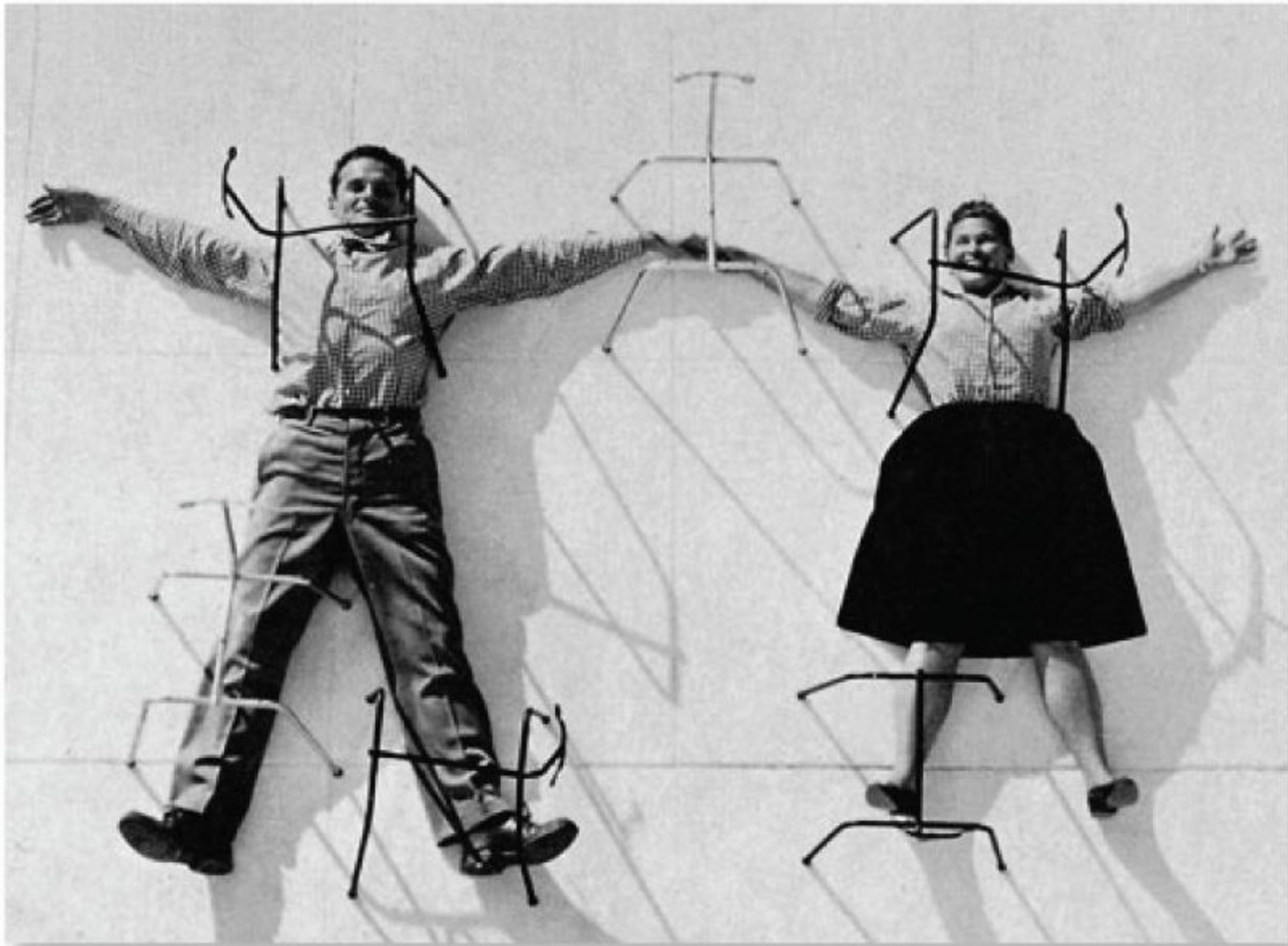




Wegner design model



Wegner design model



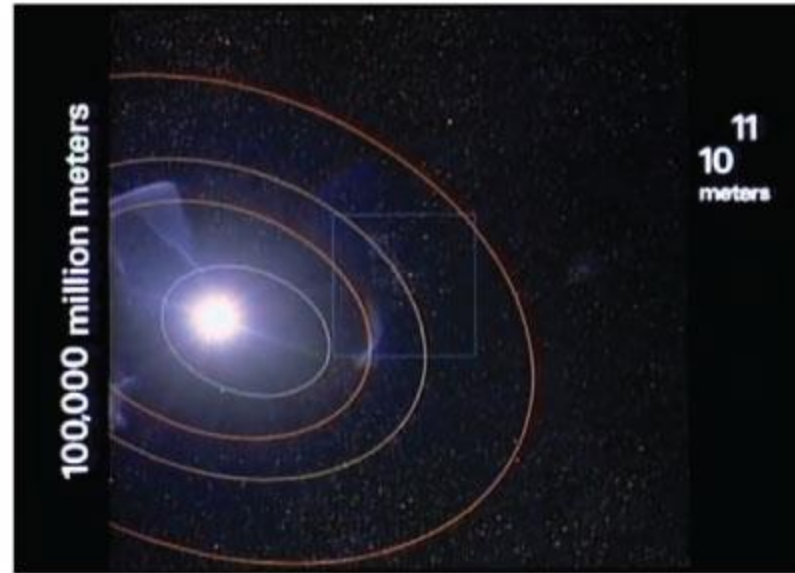
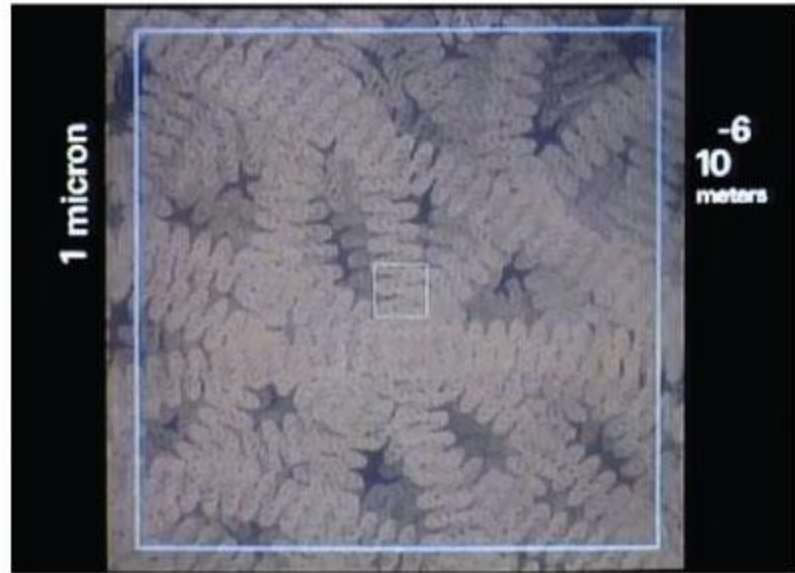
Charles Eames (1907-1978)

Ray Eames (1912-1988)

“What works is better than what looks good. The *looks good* can change, but what works, works.”

-Ray Eames

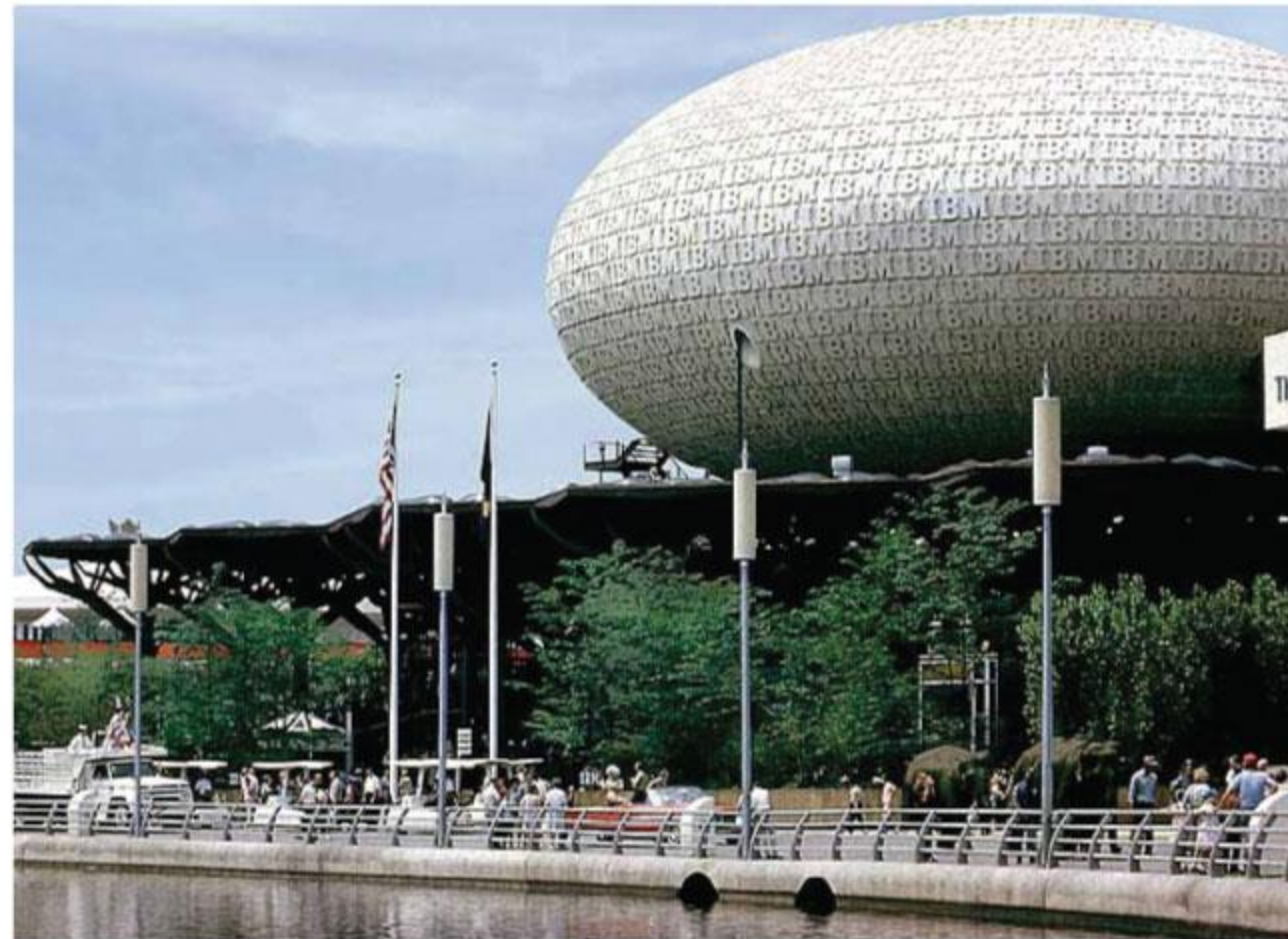
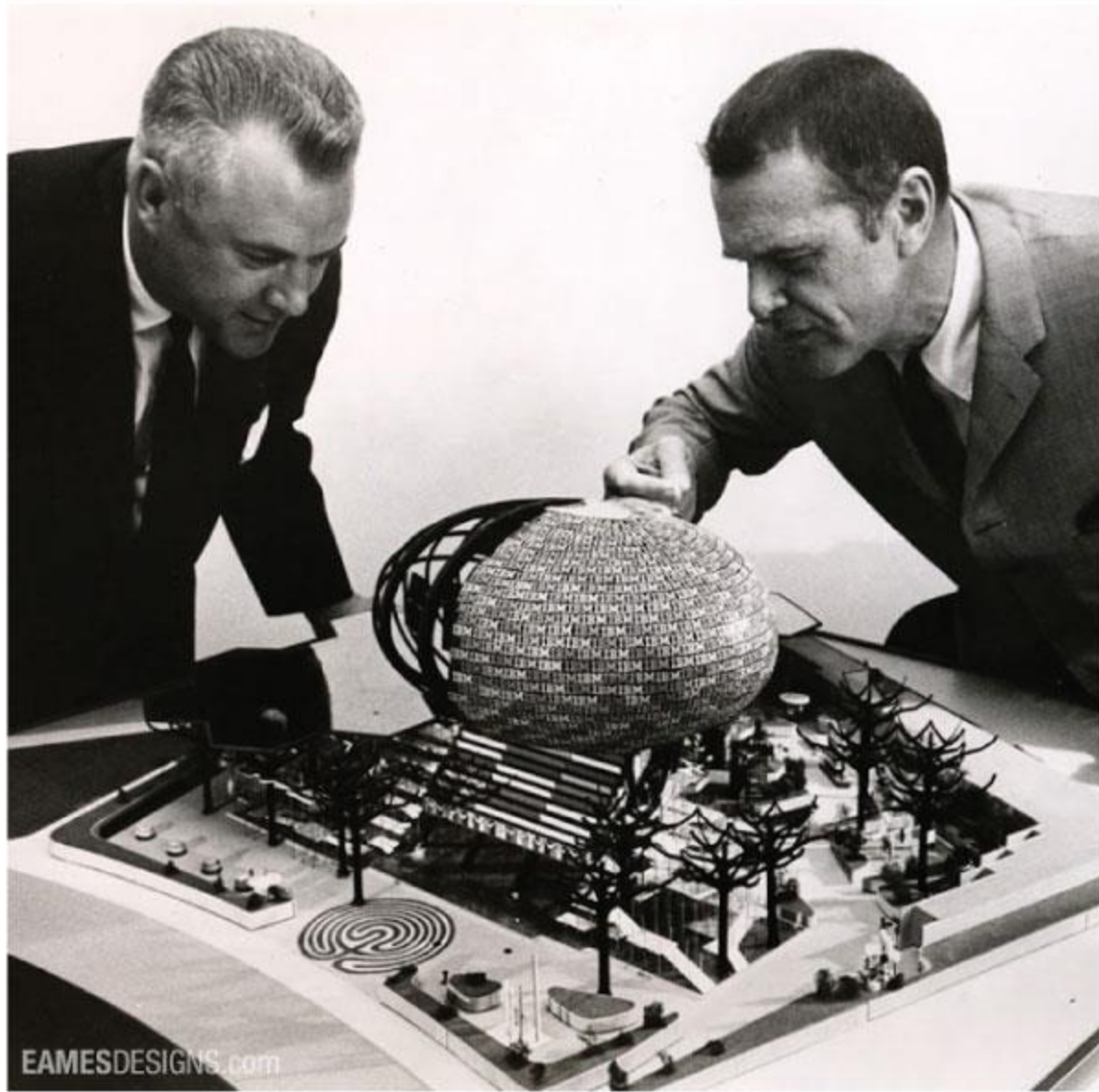


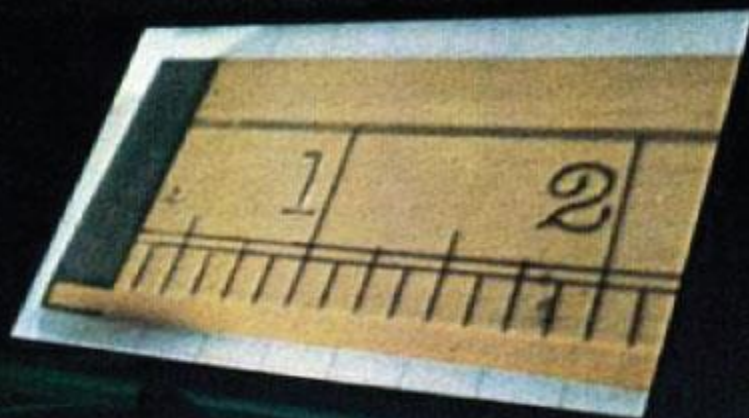


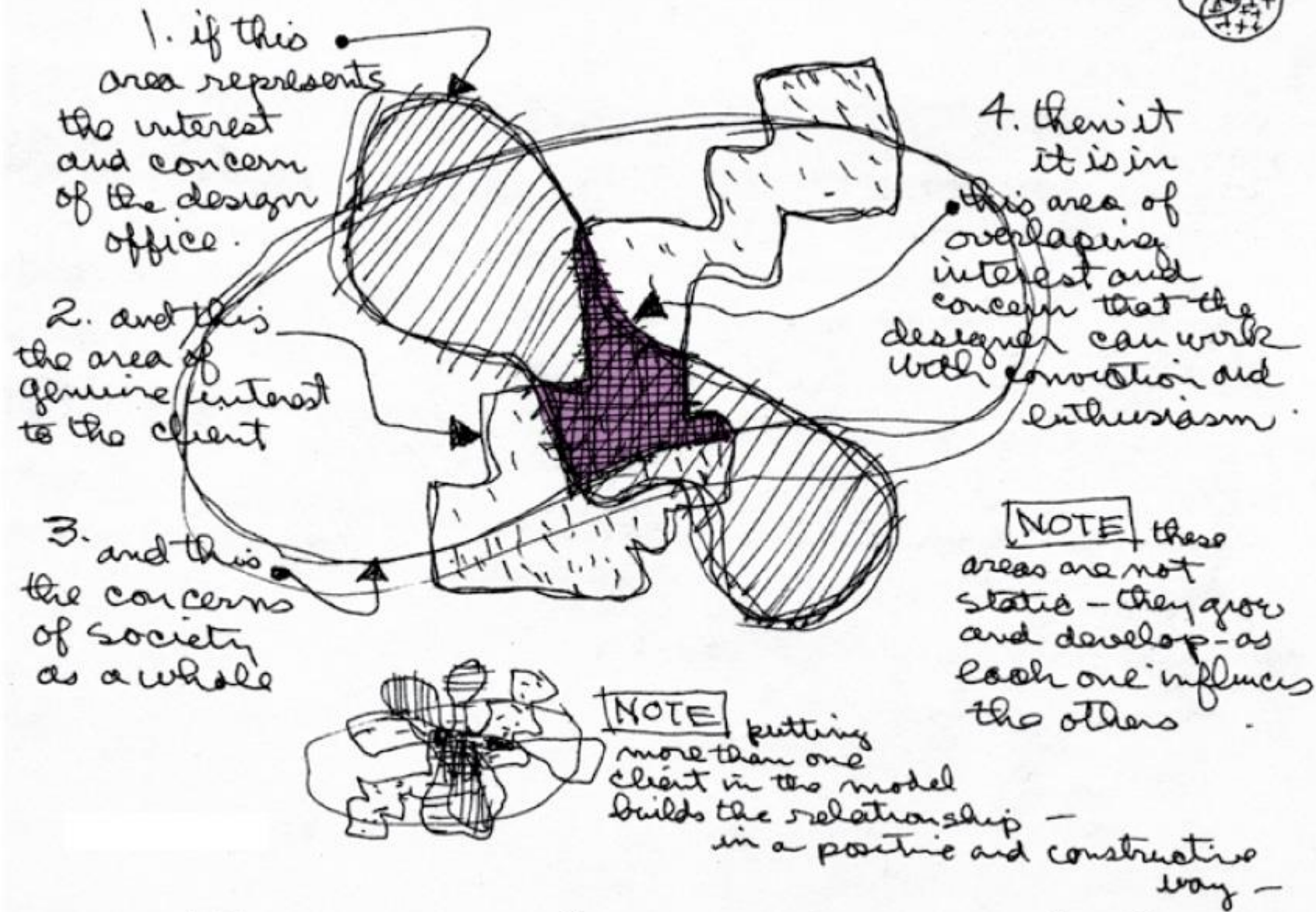


“The extent to which you have a design style is the extent to which you haven’t solved the design problem.”

-Charles Eames







Eames design model



“We don’t
make art; we
solve
problems.”
-Charles Eames





David Kelley (1951 -)









Defer
judgment



Encourage
wild ideas



One
conversation
at a time



Build on
the ideas
of others



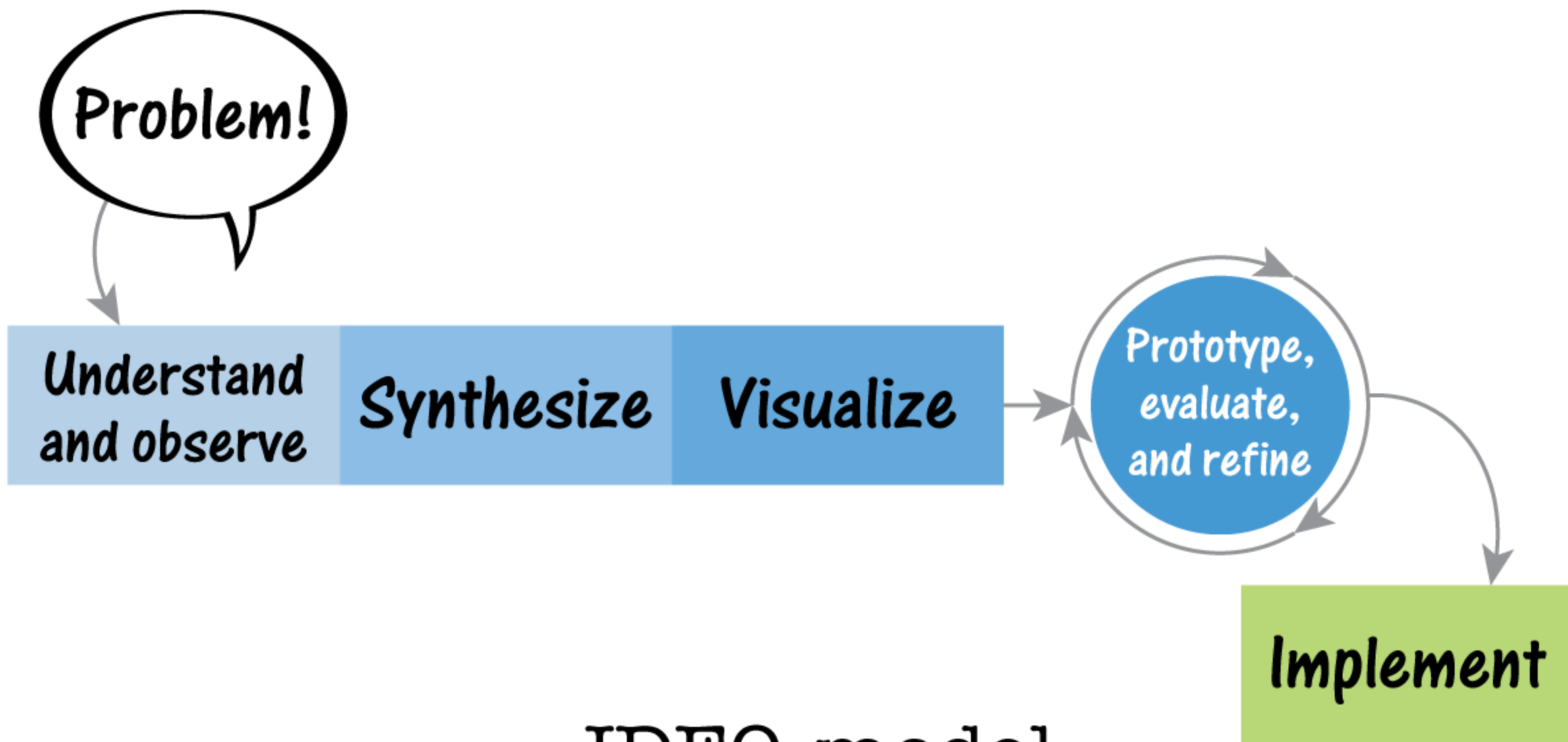
Stay
focused
on topic



Be visual



Go for
quantity



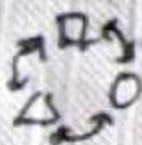
IDEO model



OUR INTENT: CREATE THE BEST
DESIGN SCHOOL. PERIOD.



prepare FUTURE INNOVATORS to be
breakthrough thinkers & doers



use DESIGN THINKING to
inspire multidisciplinary teams



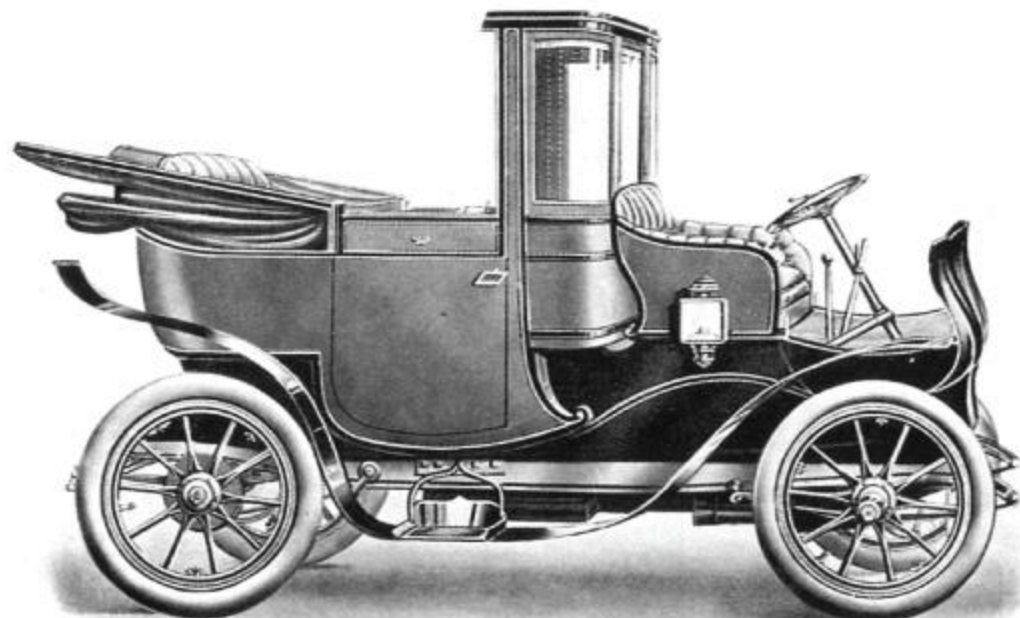
foster RADICAL COLLABORATION
between students, faculty & industry



tackle BIG PROJECTS and use
prototyping to discover new solutions

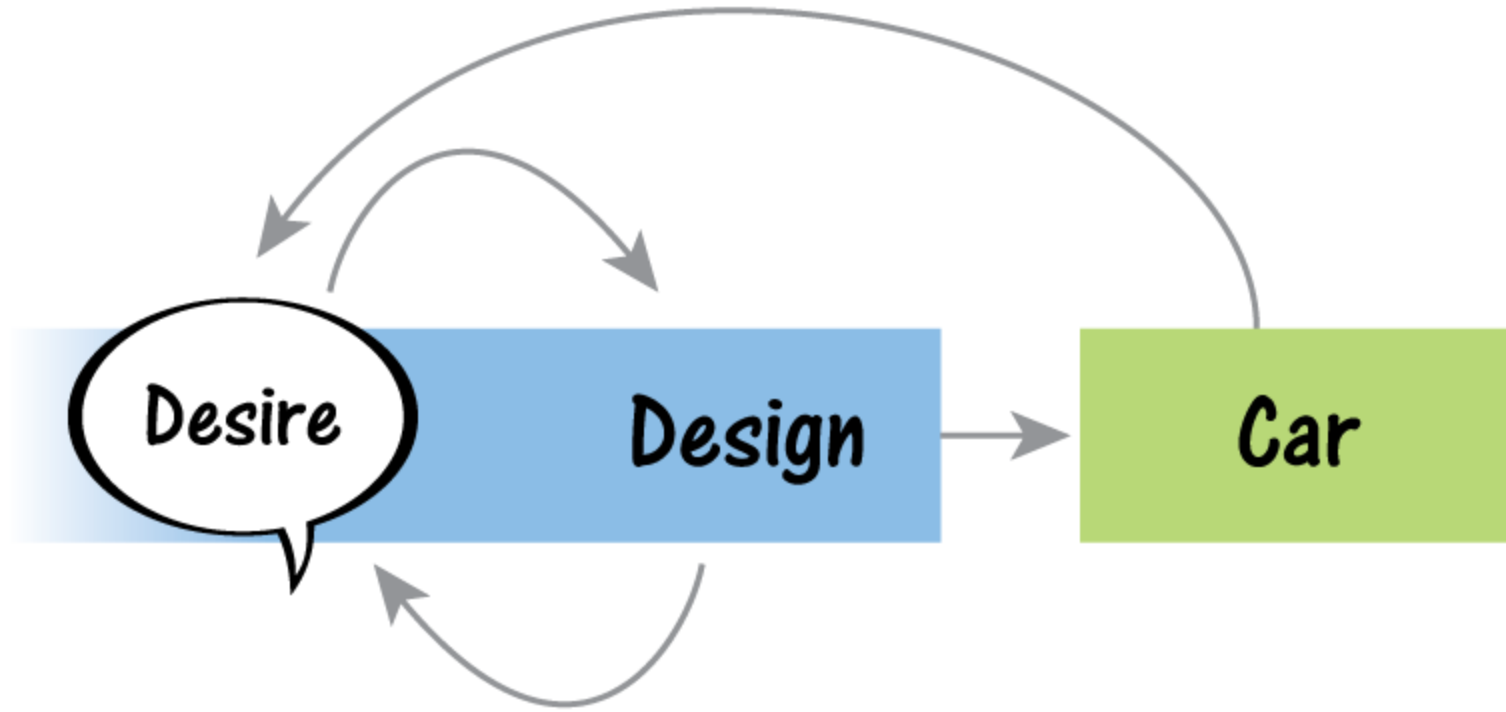
STANFORD d SCHOOL





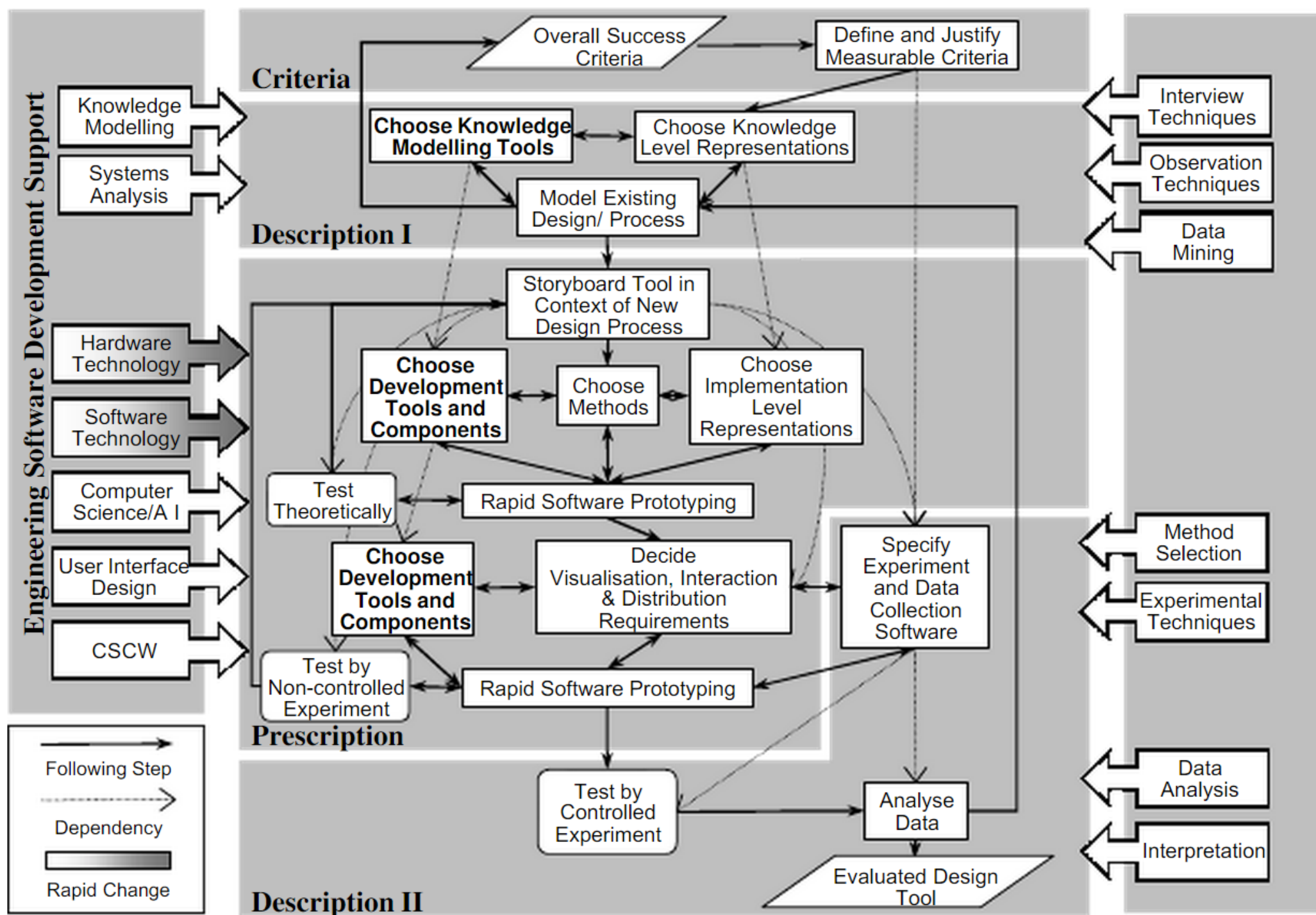


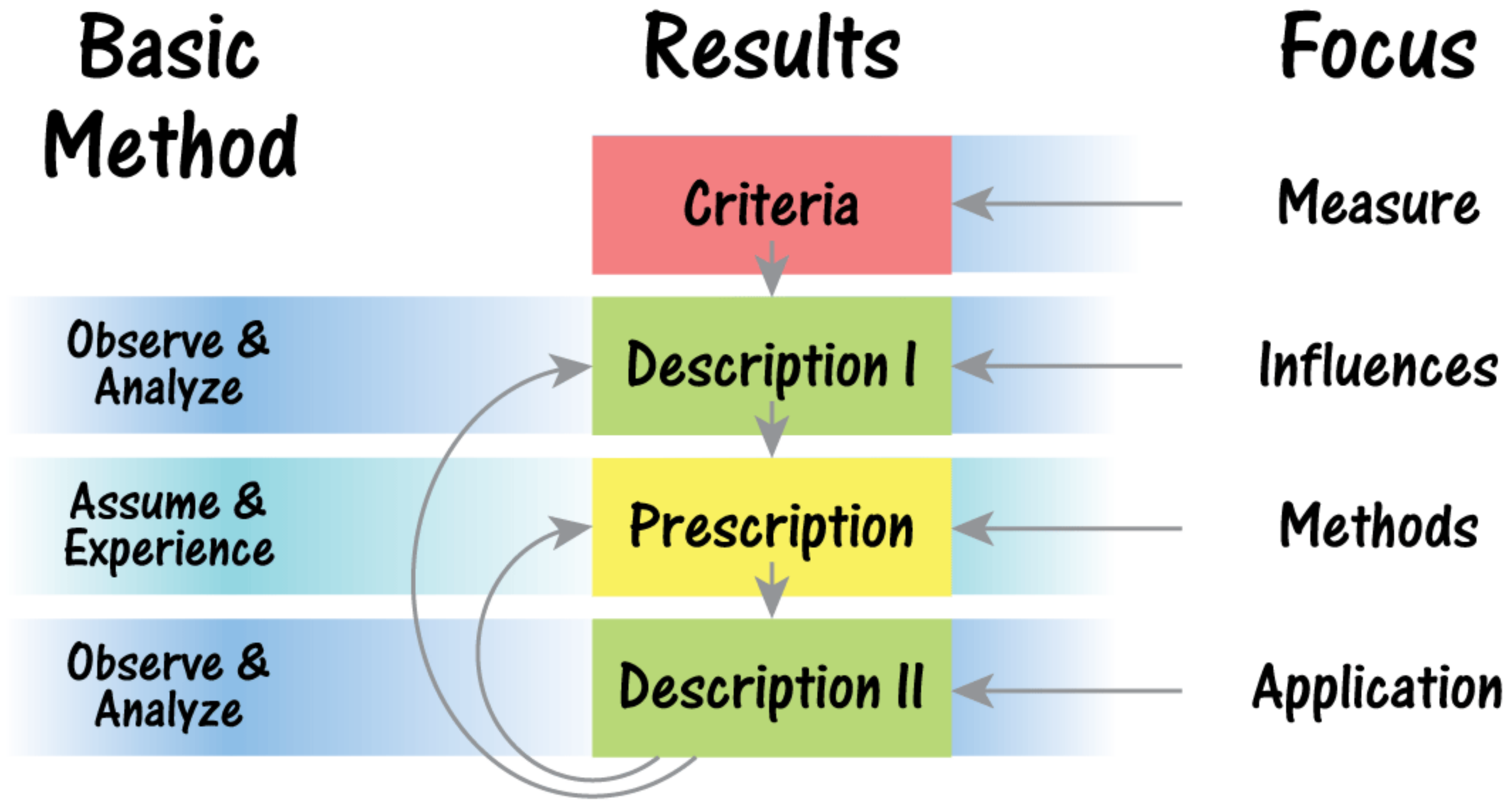




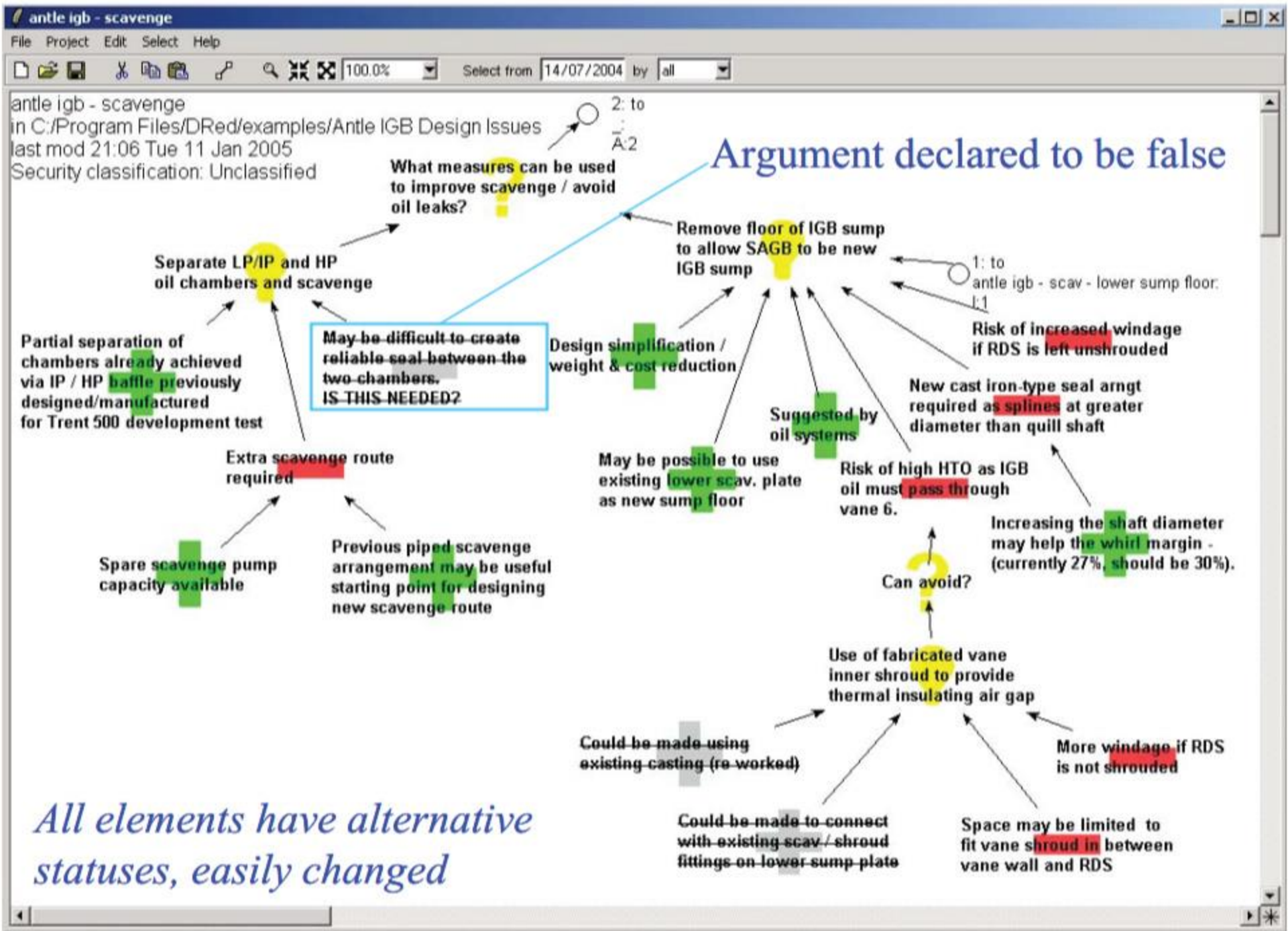
Rolls-Royce “Bespoke” model

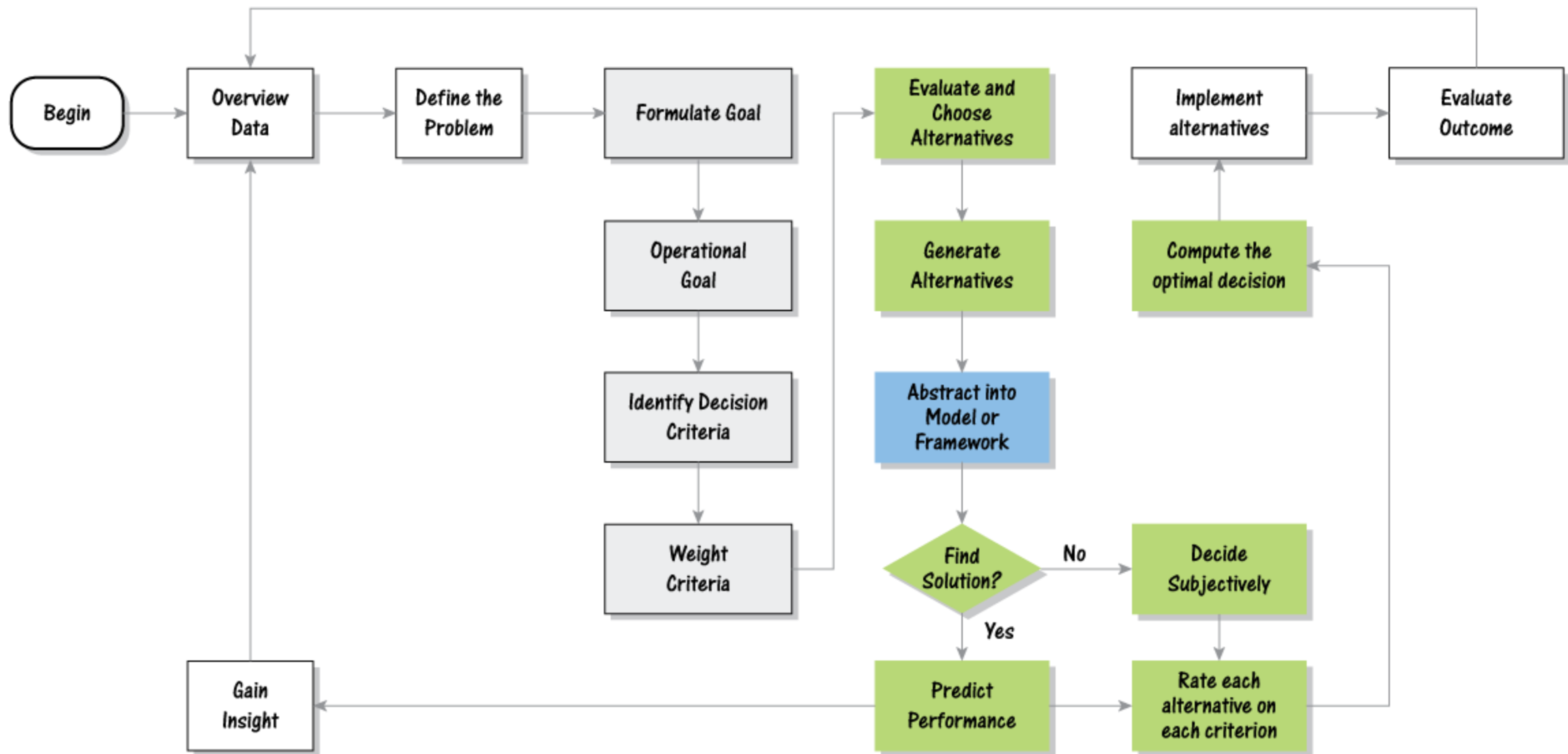




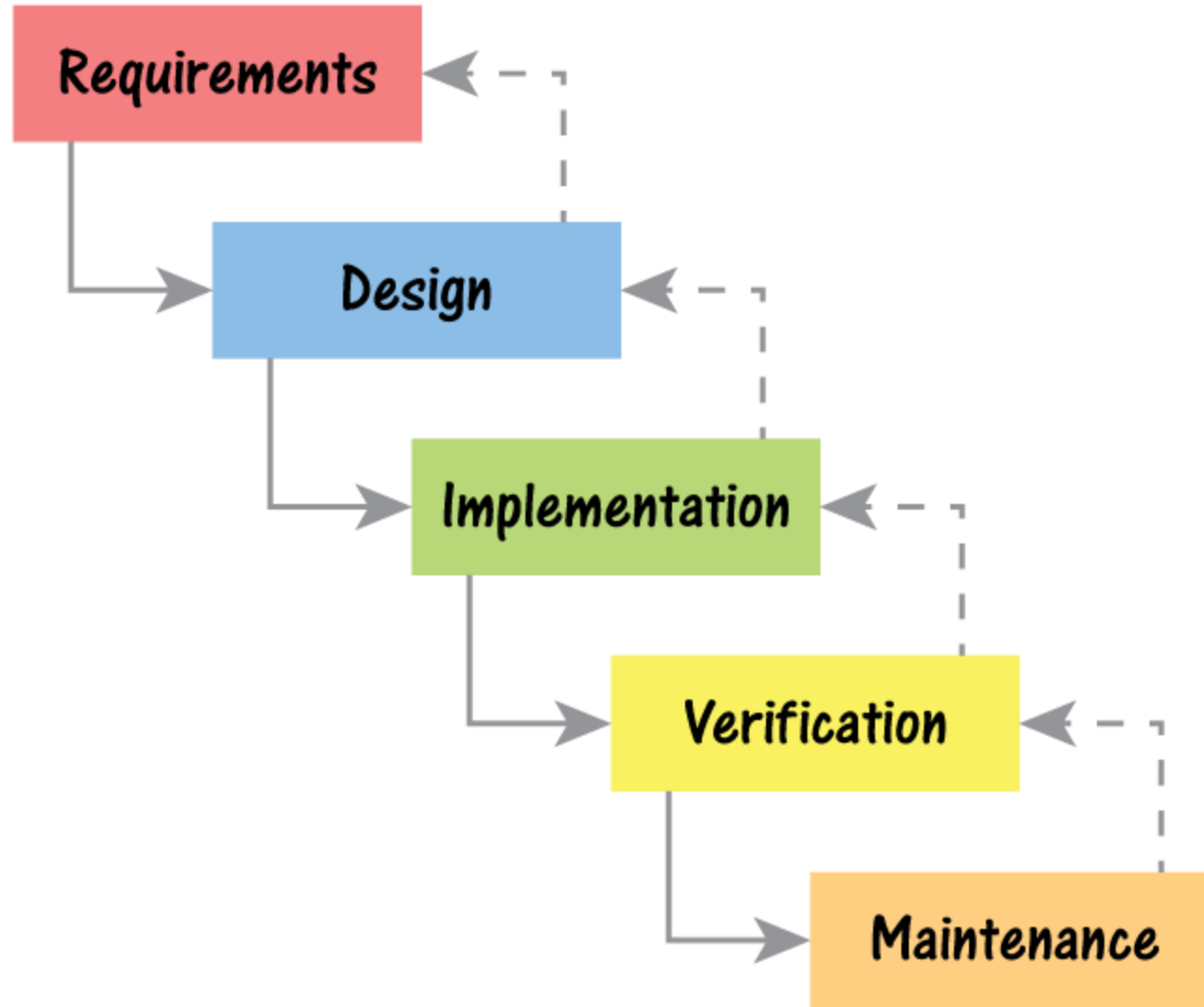


Rolls-Royce Holdings model

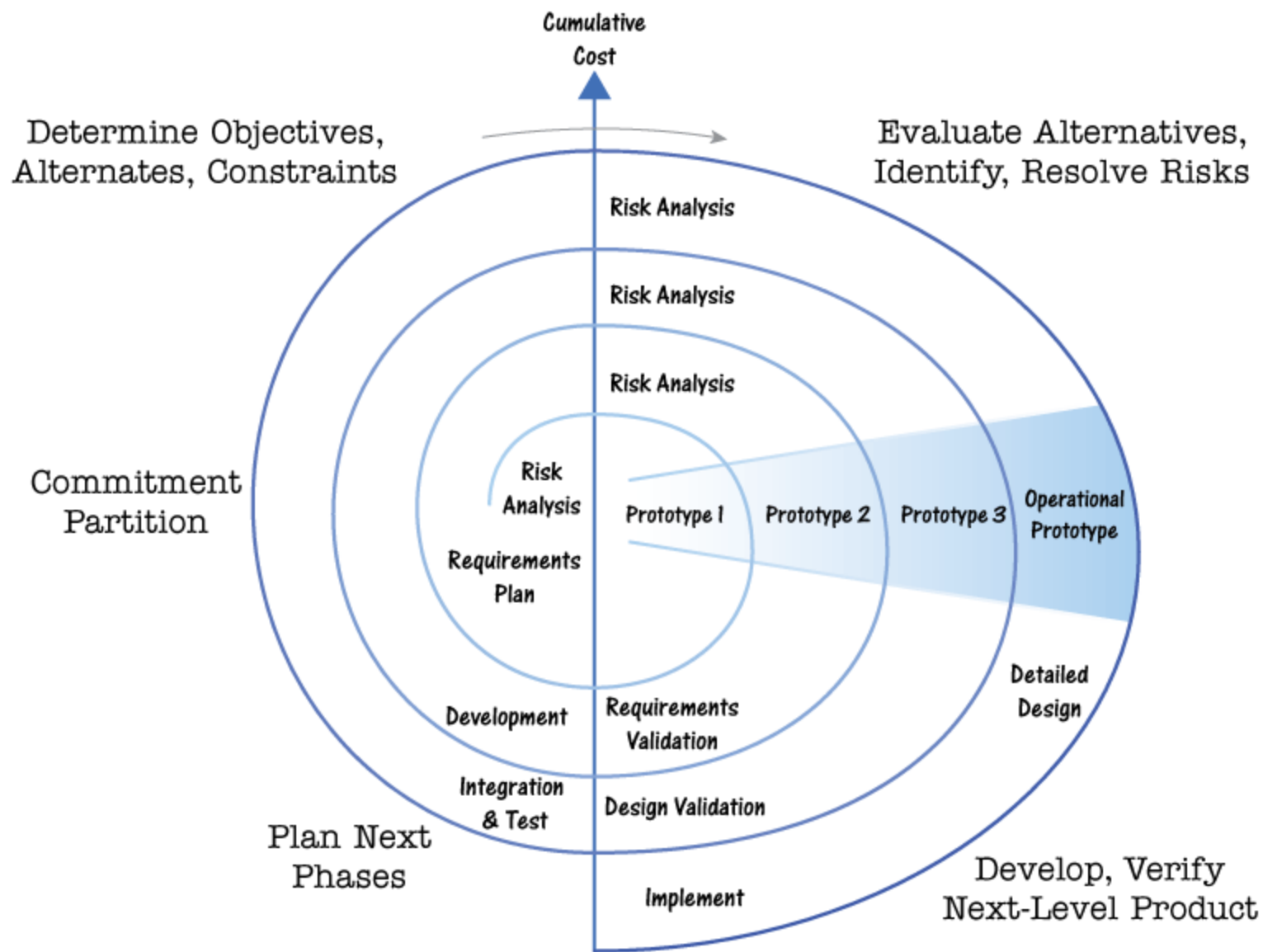




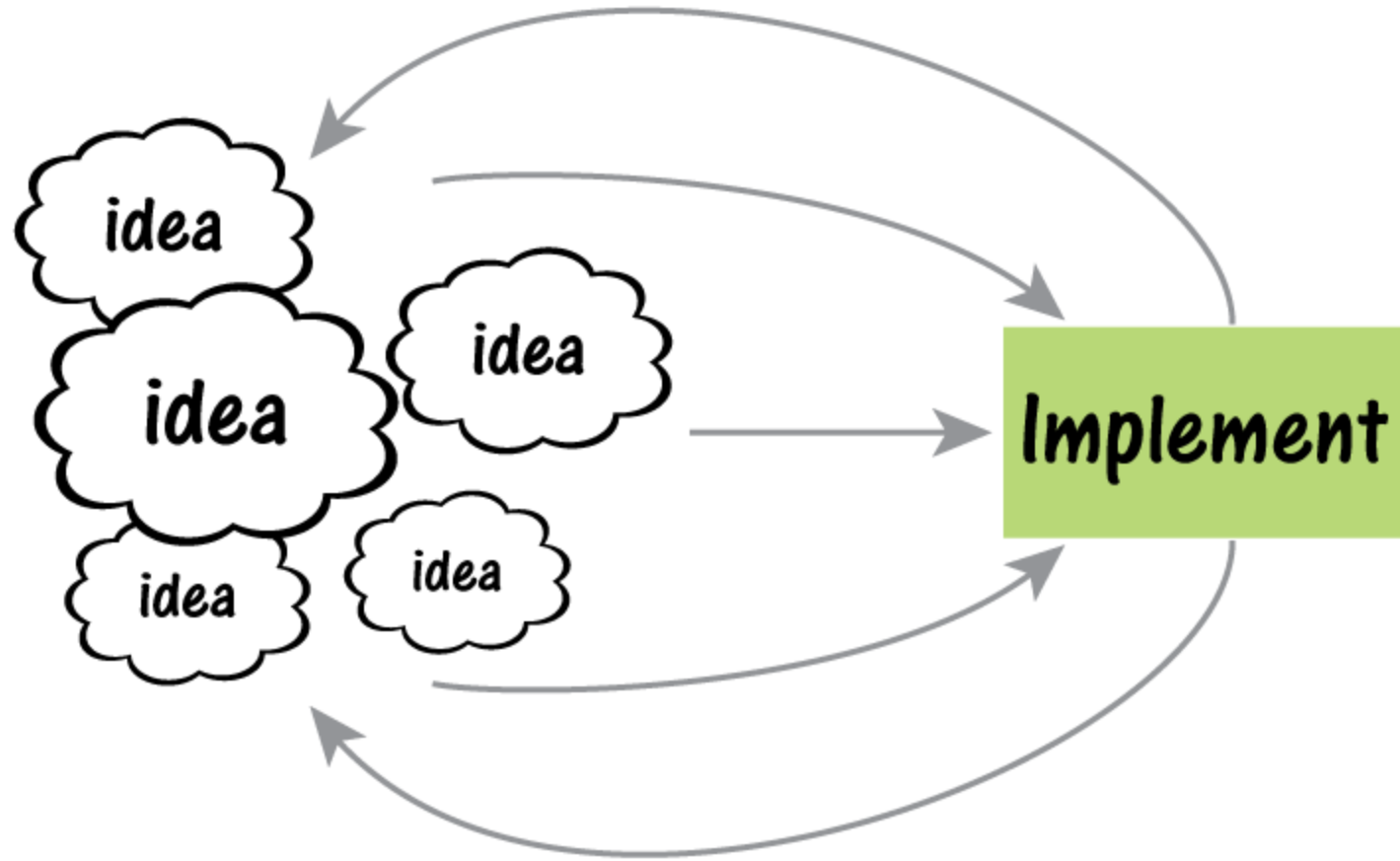
Rational model



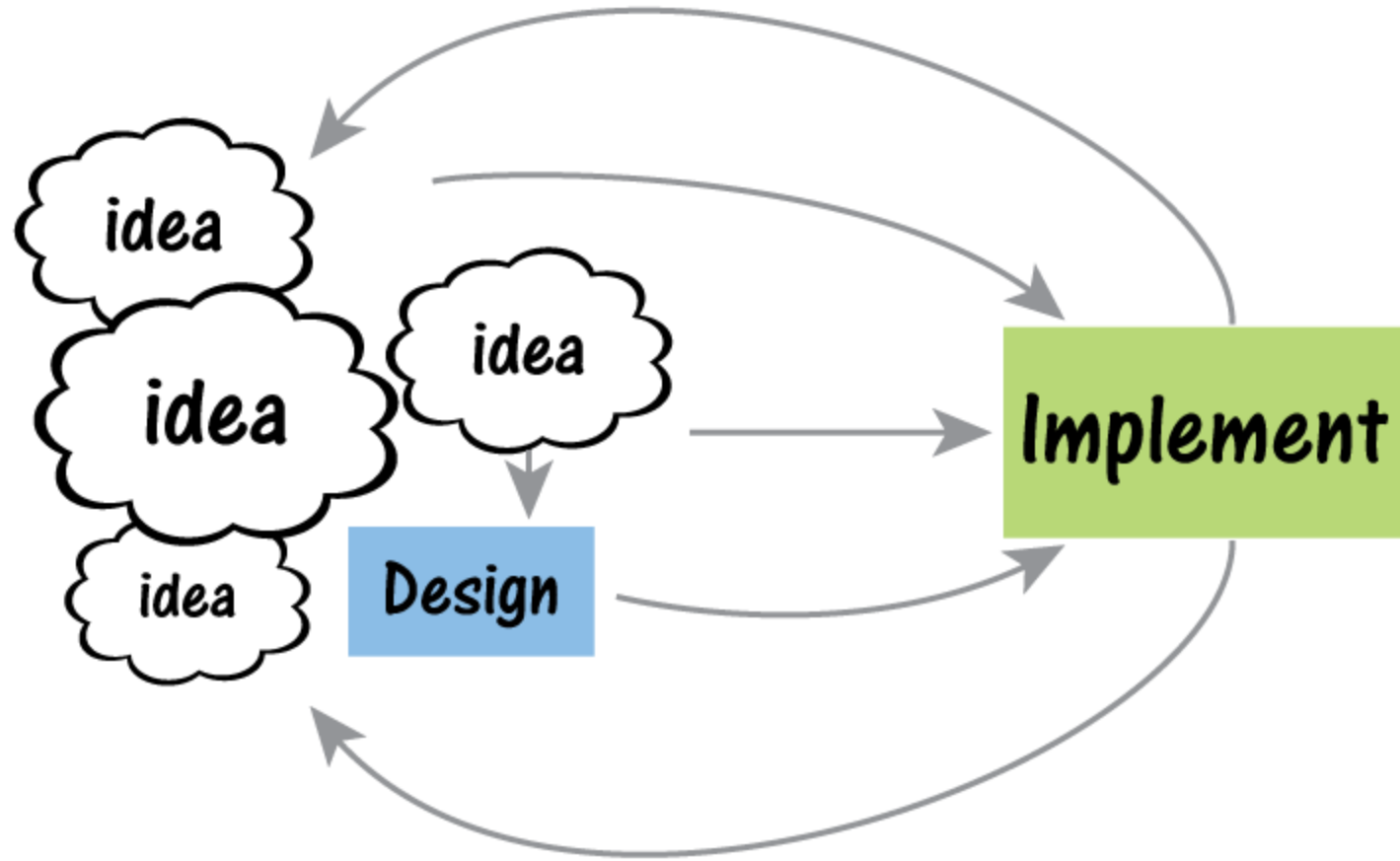
Waterfall model



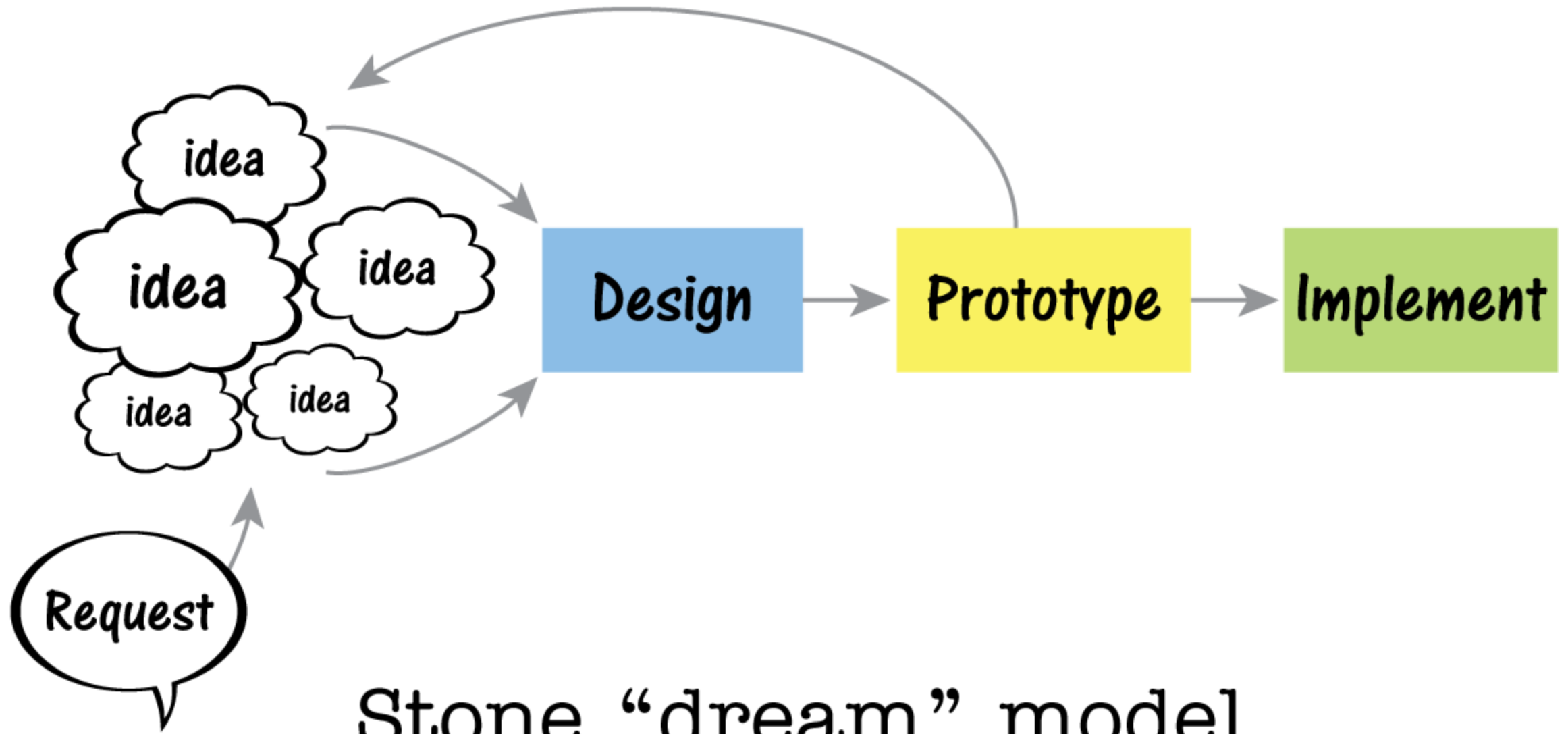
Boehm's Spiral model



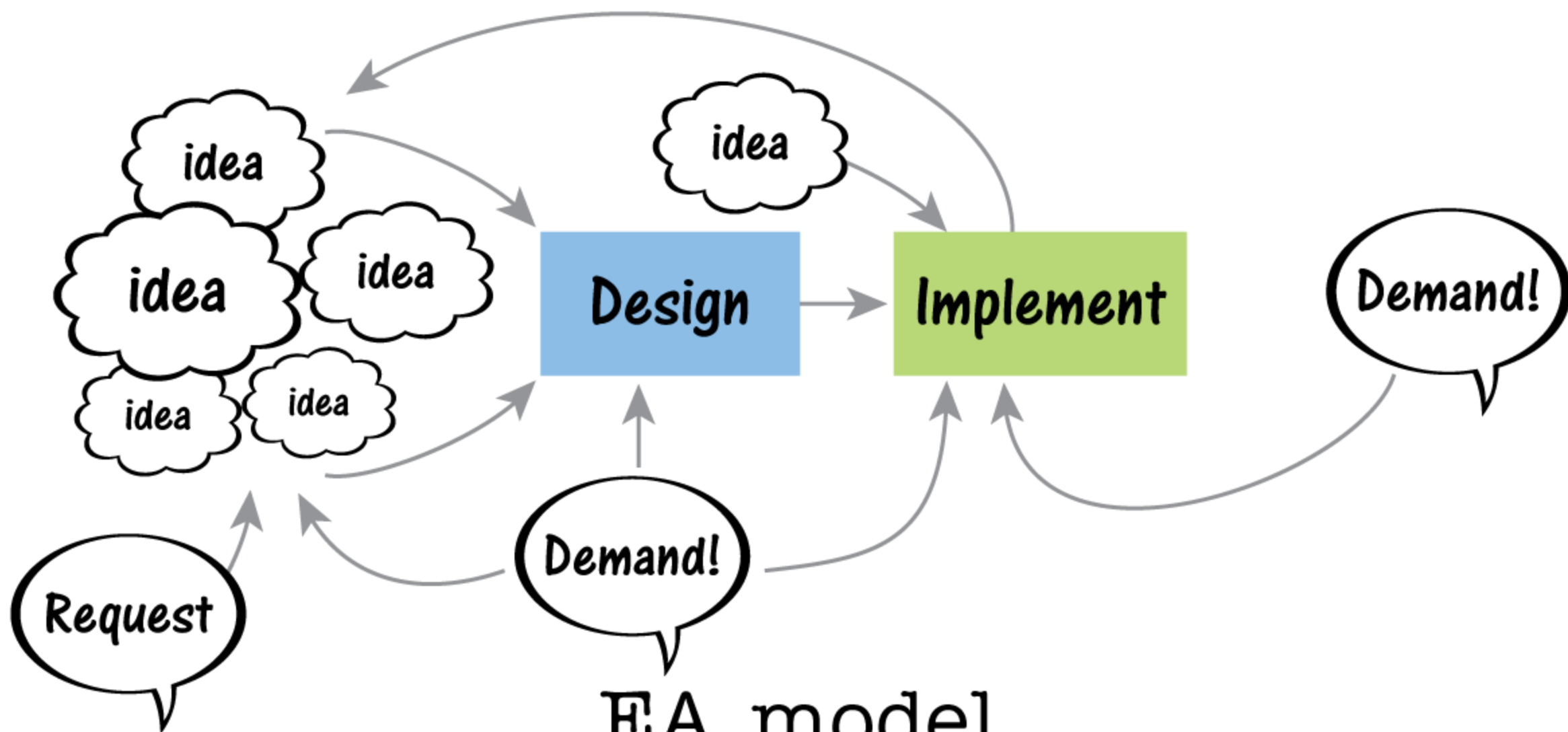
Blizzard North model



Blizzard North model



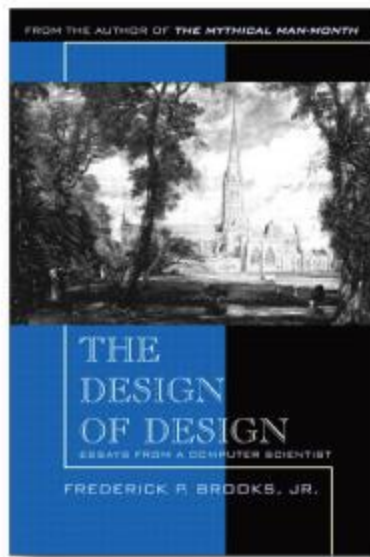
Stone "dream" model



EA model



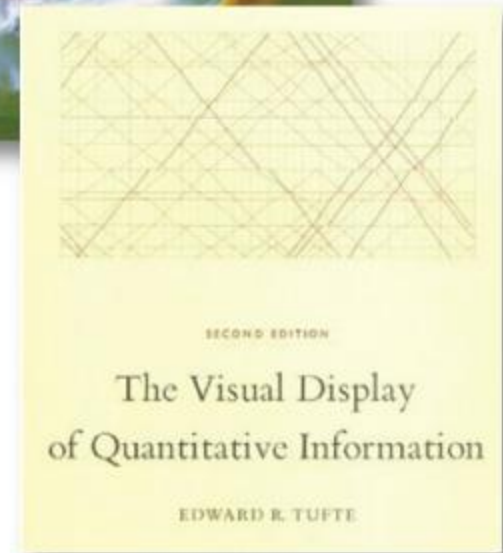
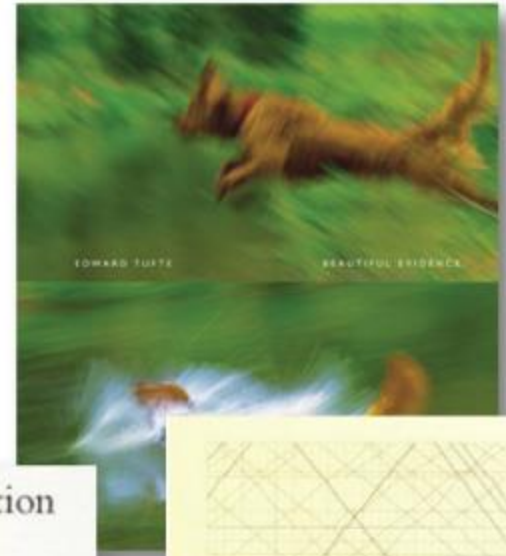
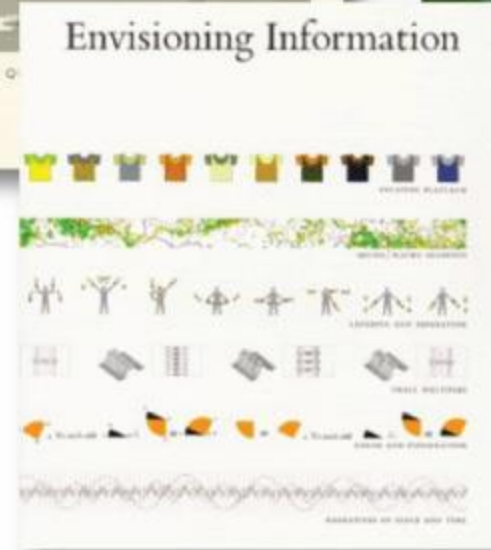
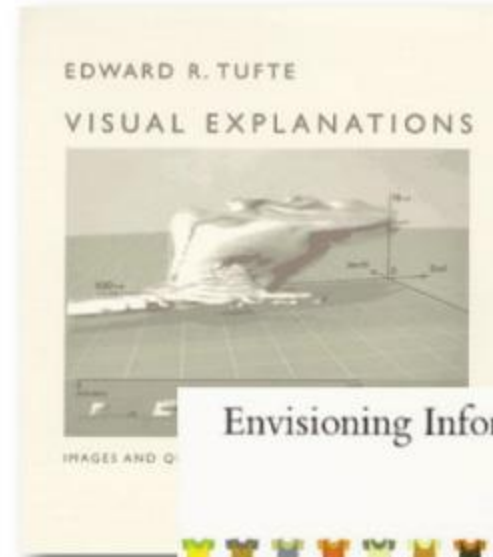
[Your Name Here] model



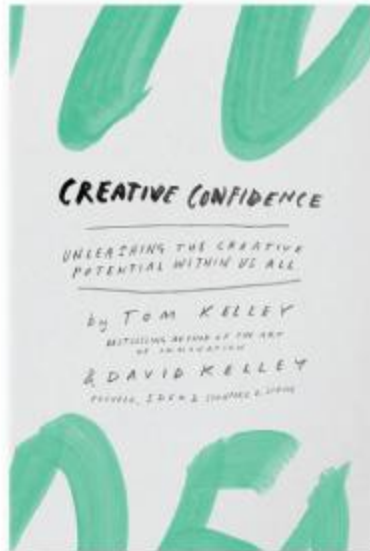
The Design of Design
Frederick Brooks Jr.



Universal Principles of Design
Lidwell, Holden, Butler



Visual Explanations
Envisioning Information
Beautiful Evidence
The Visual Display of Quantitative Information
Edward R. Tufte



Creative Confidence
Tom & David Kelley



The Art of Things
Dominique Forest (Ed.)

thank you

`stone@stonetronix.com`

`www.stonetronix.com`