



Game Making IS The Game:
Lessons Learned From PlayCrafter

Introduction

The screenshot shows the PlayCrafter website homepage with a parchment-like background. At the top left, the logo 'PLAYCRAFTER ALPHA' is displayed with the tagline 'games you create'. Below it is a navigation menu with 'Home: Welcome' highlighted, and other options like 'Create', 'Home', 'Play', 'Me', and 'Forums'. A central banner titled 'FEATURED GAMES' features a game titled 'Onward...March!' with a description: 'Action/Puzzle game. Guide the tribesmen through dangerous traps and challenging puzzles.' To the right of this banner is a user login section with fields for 'username/email' and 'password', and buttons for 'Sign In' and 'Create Account'. Below the featured game is a 'How To Make Games' section with a video player and a 'Watch the Video' link. Further down is 'The Contest' section, which states that the best original game made between February 7th and February 20th will become a featured game, with links for 'More Info' and 'Previous Winners'. The 'MAKE A GAME' section offers three templates: 'Golf Game', 'Jumping Game', and 'Matching Game', each with a brief description. To the right of this is a 'Fresh New Games' section featuring 'Moonboy Miniga...' and 'war and peace 2', with a link for 'All New Games'. At the bottom, there is a copyright notice for ZipZapPlay Inc. and a footer with links for 'about', 'blog', 'terms', 'privacy', 'feedback', 'press kit', 'behavior guidelines', 'jobs', and 'merchandise'.

PLAYCRAFTER ALPHA
games you create

Home: Welcome

Create Home Play Me Forums

FEATURED GAMES

Onward...March!

Action/Puzzle game. Guide the tribesmen through dangerous traps and challenging puzzles.

How To Make Games

Watch the Video

The Contest

The best original game made between February 7th and February 20th will become a featured game.

More Info Previous Winners

MAKE A GAME

Choose a template to get started:

Golf Game
Get the golf ball to the flag in as few strokes as possible.

Jumping Game
Avoid the traps and collect the most treasure in the shortest time.

Matching Game
Connect three or more gems of the same color to win!

11,915 Games
All Games

Fresh New Games

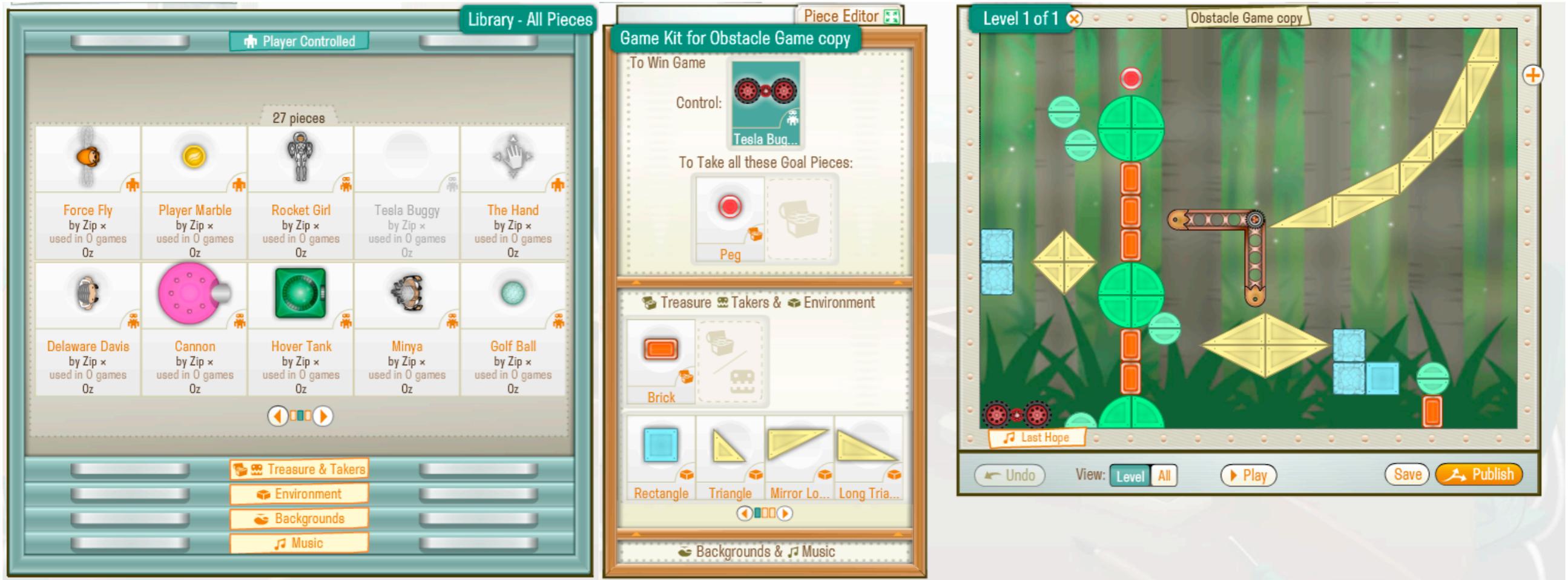
Moonboy Miniga...

war and peace 2

All New Games

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Lesson 1: People Love Making Games



The Workshop: PlayCrafter's Editor

Numbers

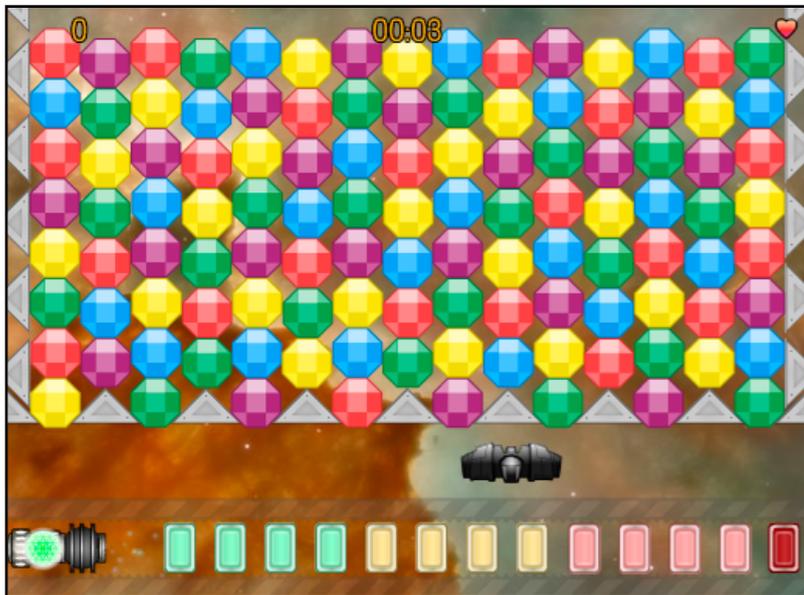
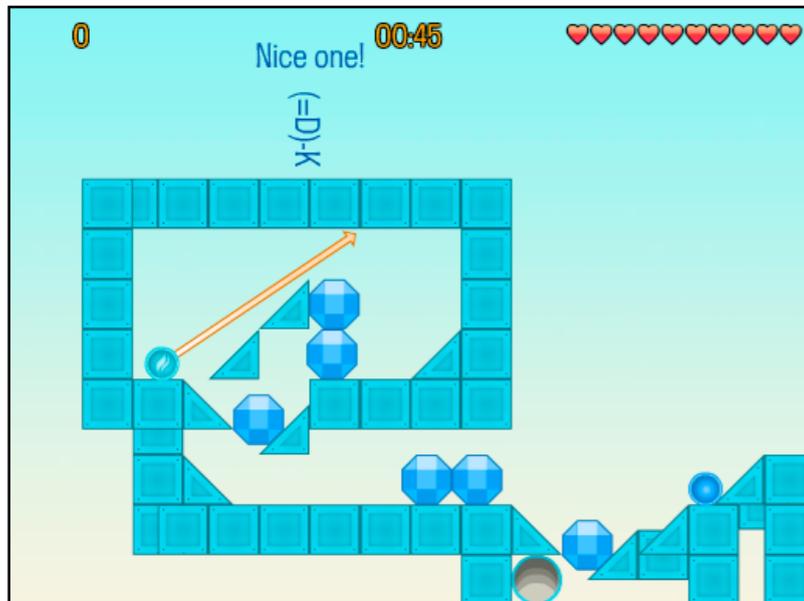
- Over 11,000 games since July 2008
- Our most prolific creator has made over 250 games

Motivation

- Younger generation EXPECTS to create content
- Showing off & getting feedback
- Ability to be creative in a medium they love

Lesson 2: Users are Incredibly Innovative

New Game Mechanics



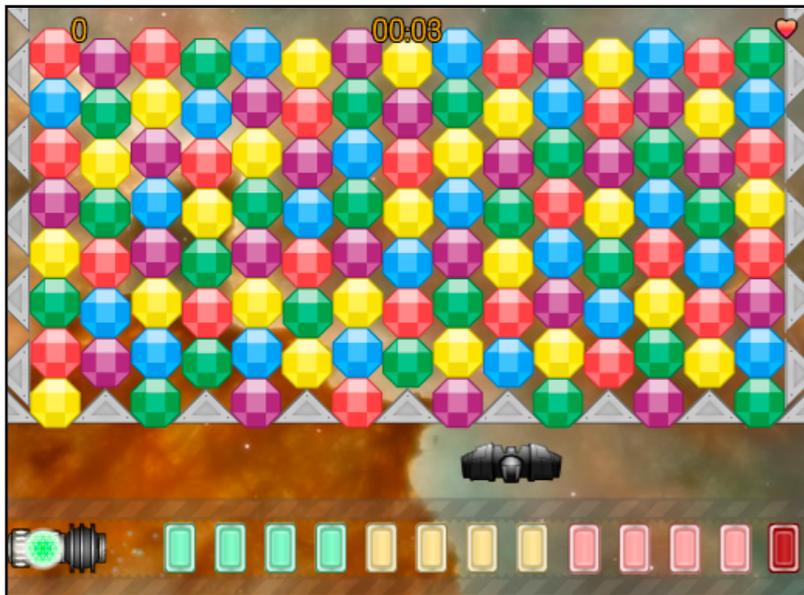
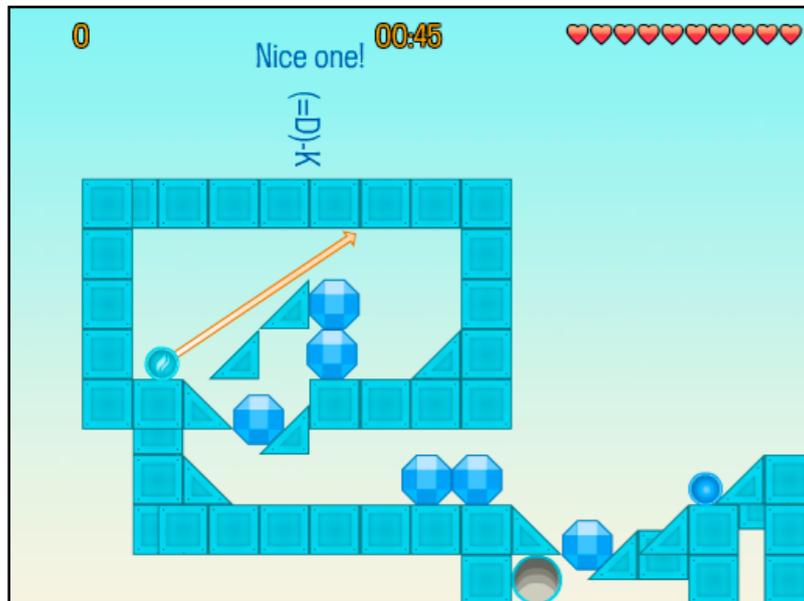
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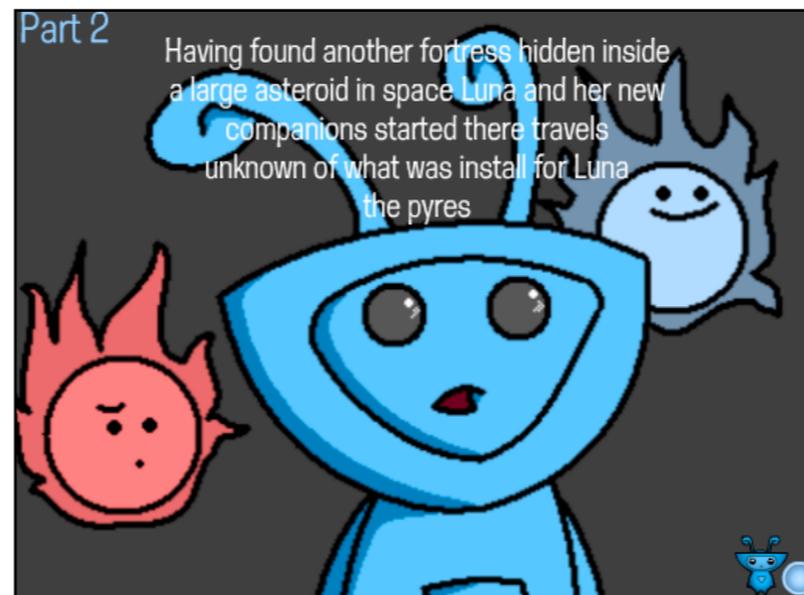


Lesson 2: Users are Incredibly Innovative

New Game Mechanics



Story Telling





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Go away. Please, just...go. ▶



Elder's House

Elder's House

Elder's House

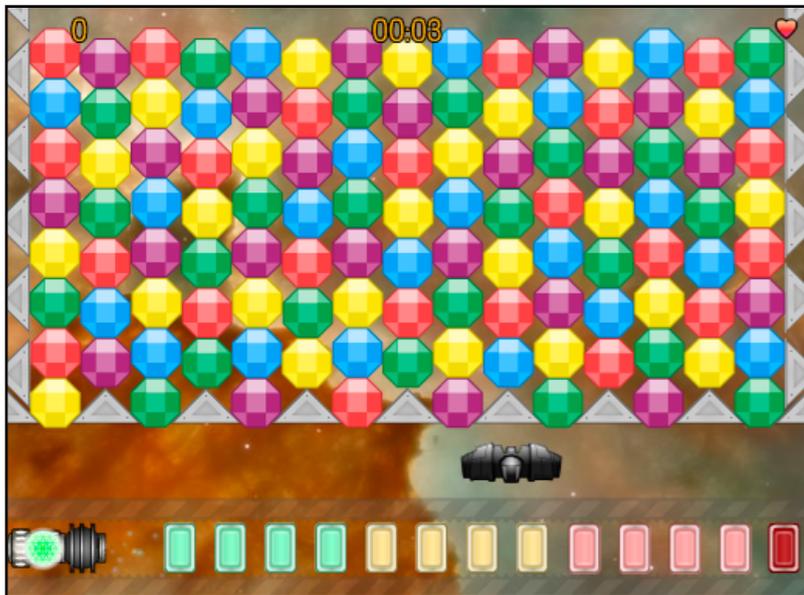
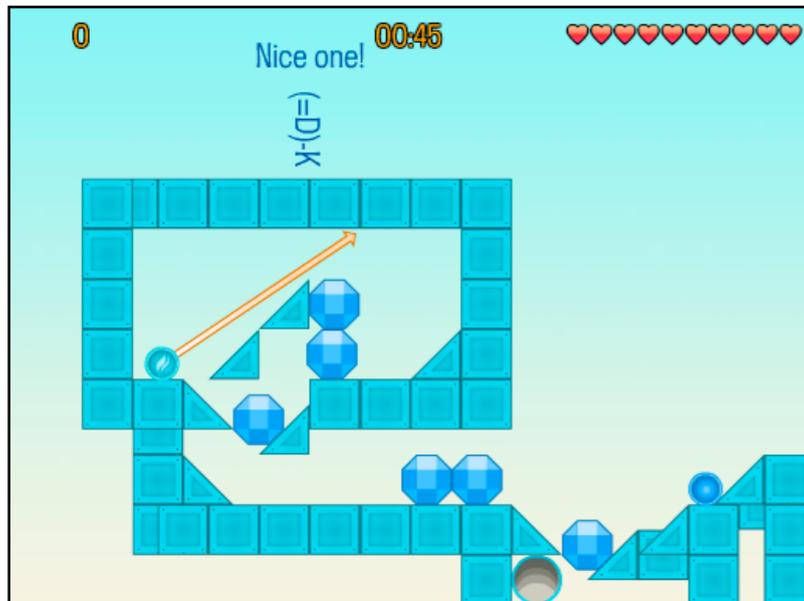


Elder's House

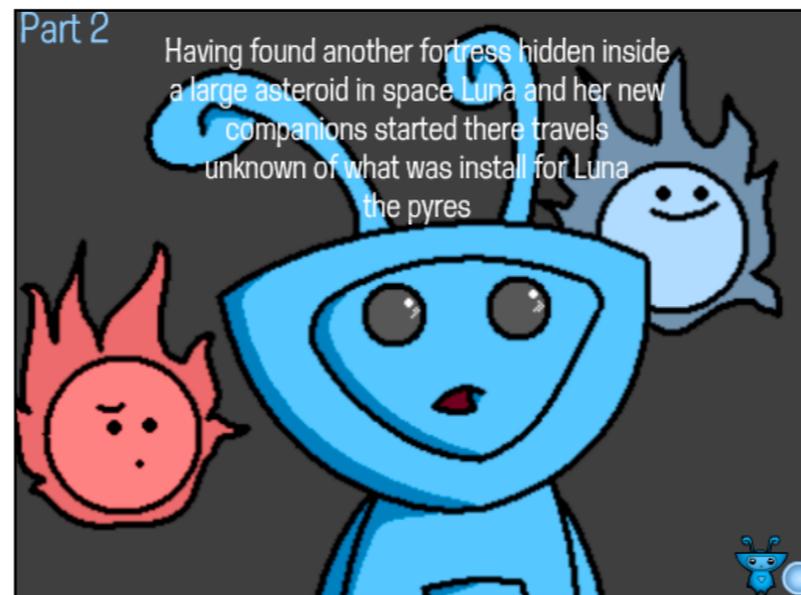
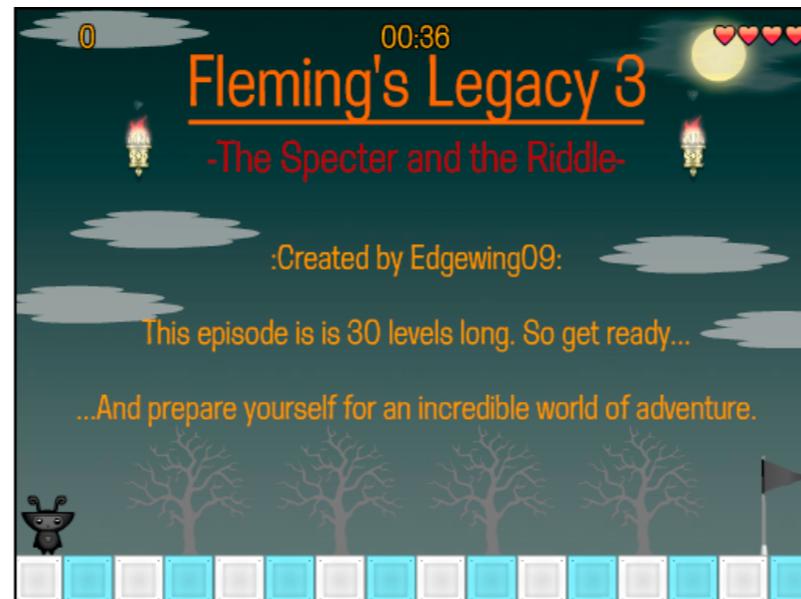


Lesson 2: Users are Incredibly Innovative

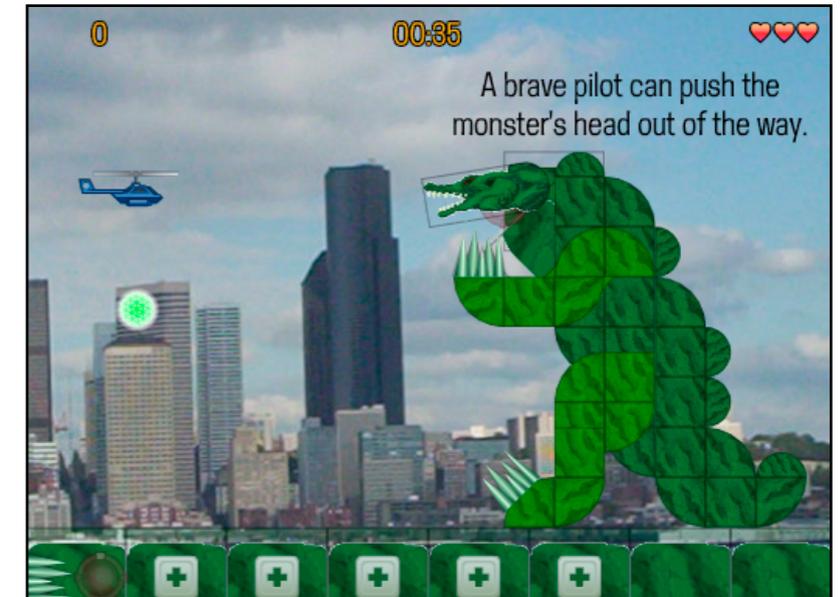
New Game Mechanics



Story Telling

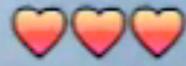


Boss Battles



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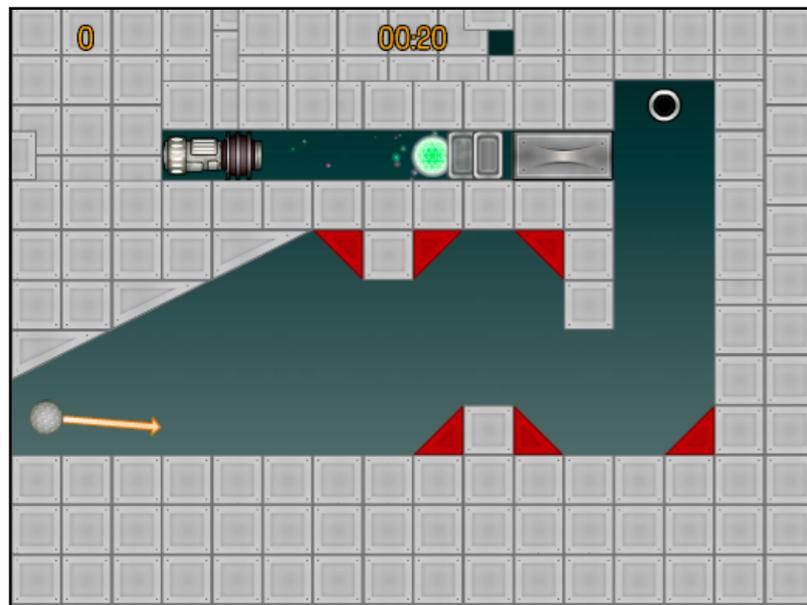
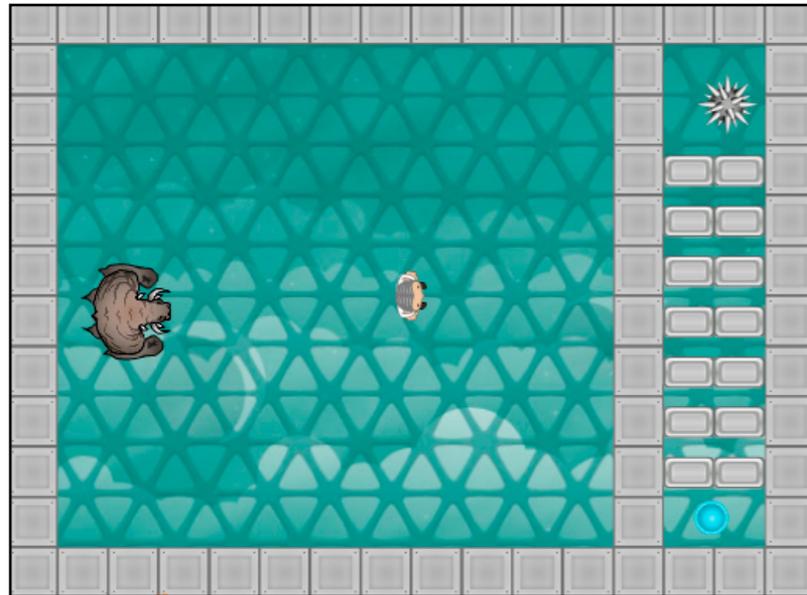
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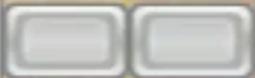
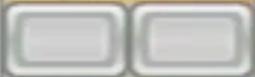
Lesson 3: Community Engenders Memes

Timers



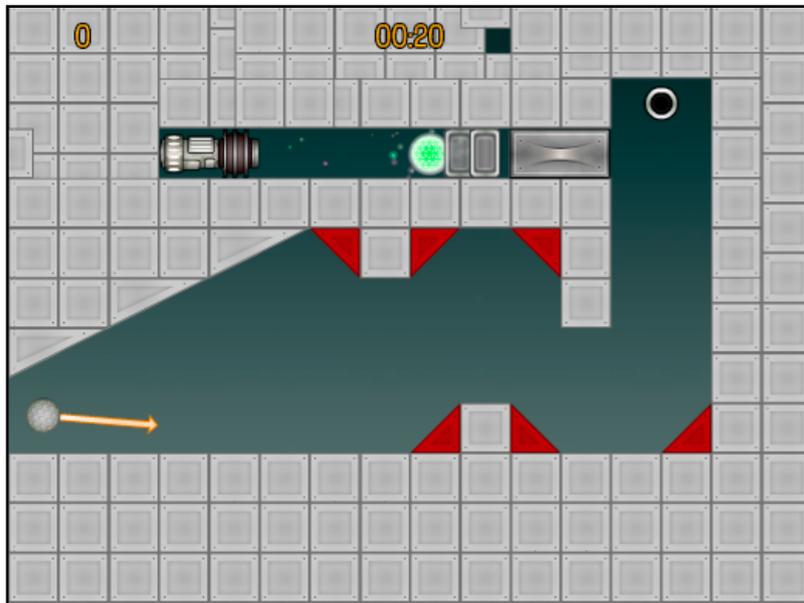
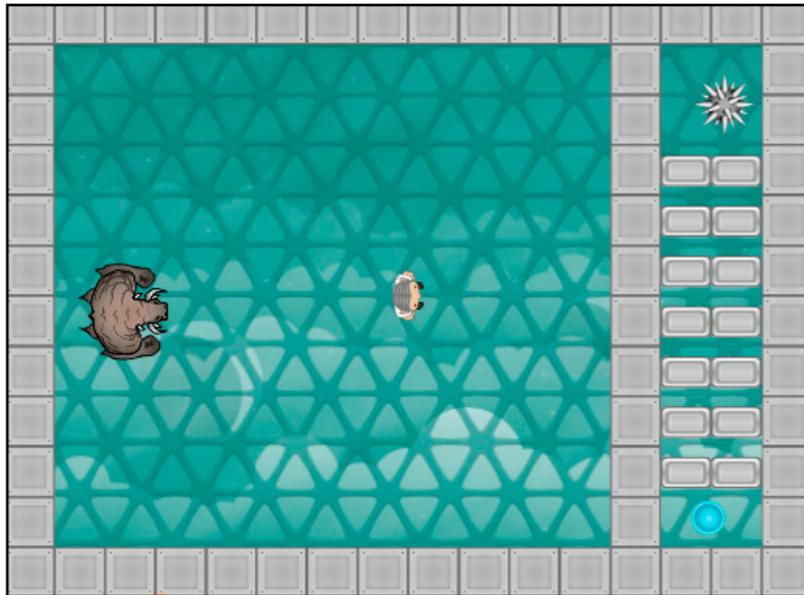
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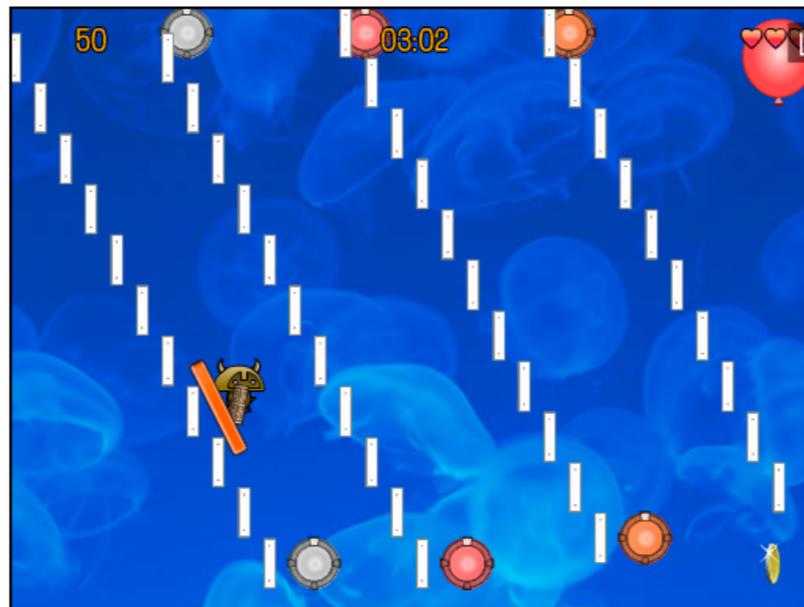
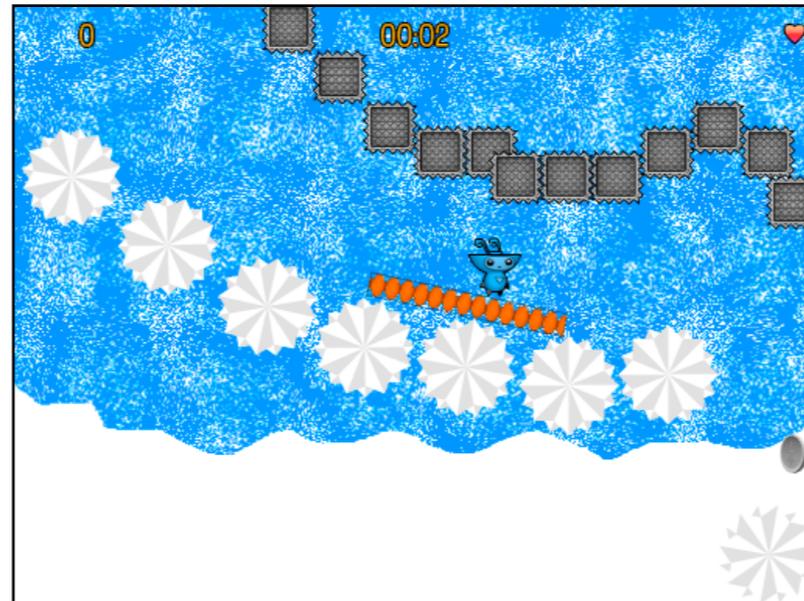


Lesson 3: Community Engenders Memes

Timers



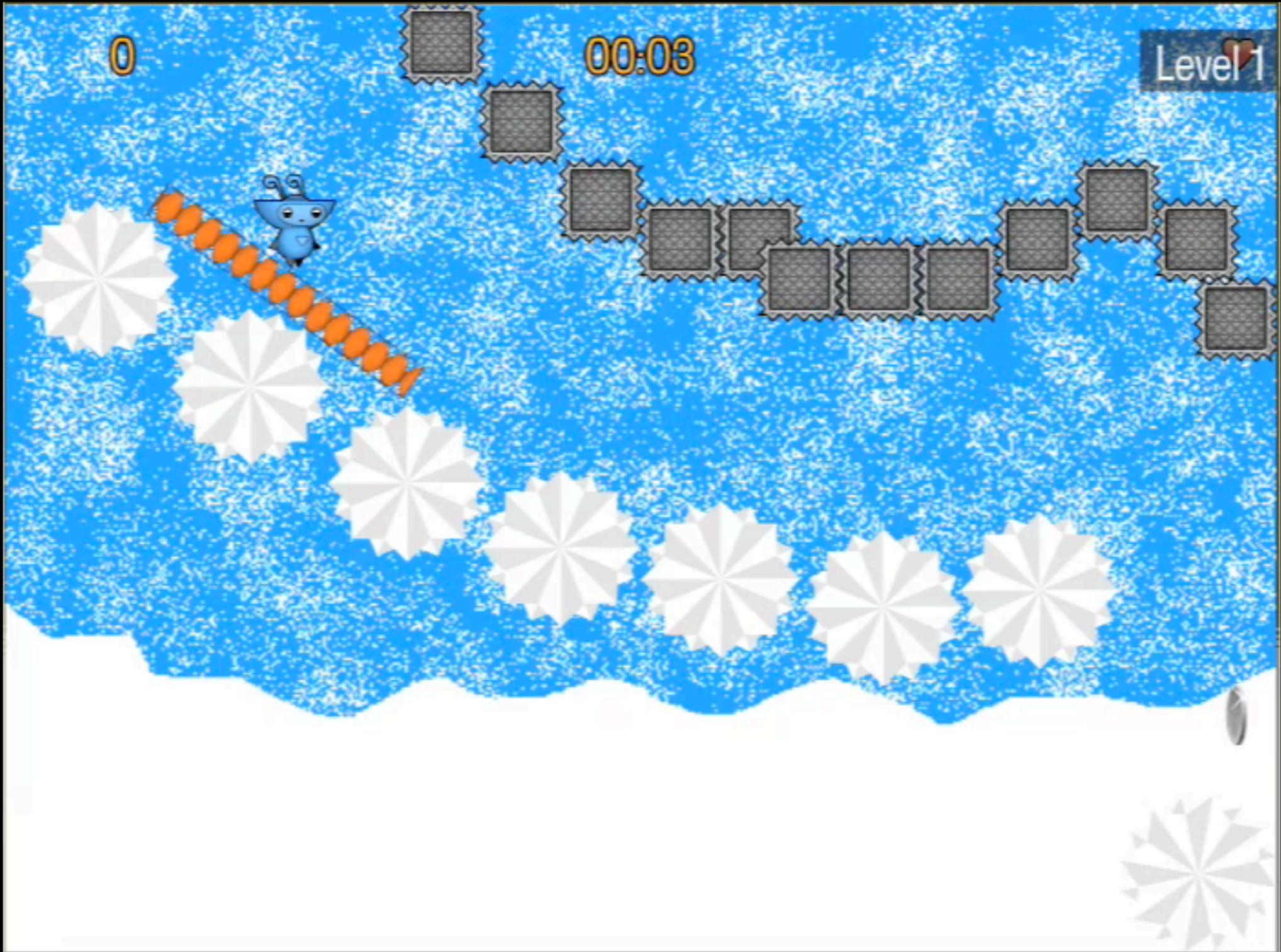
Surfing



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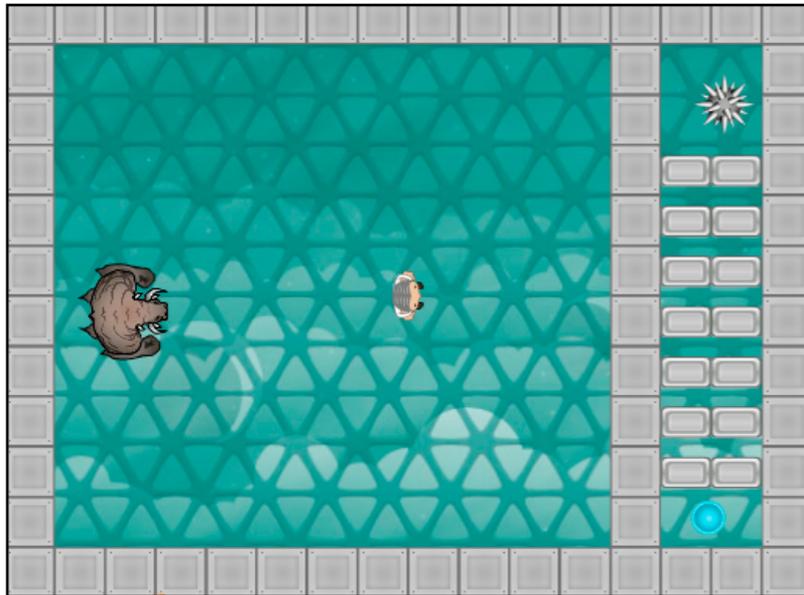
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Level 1 

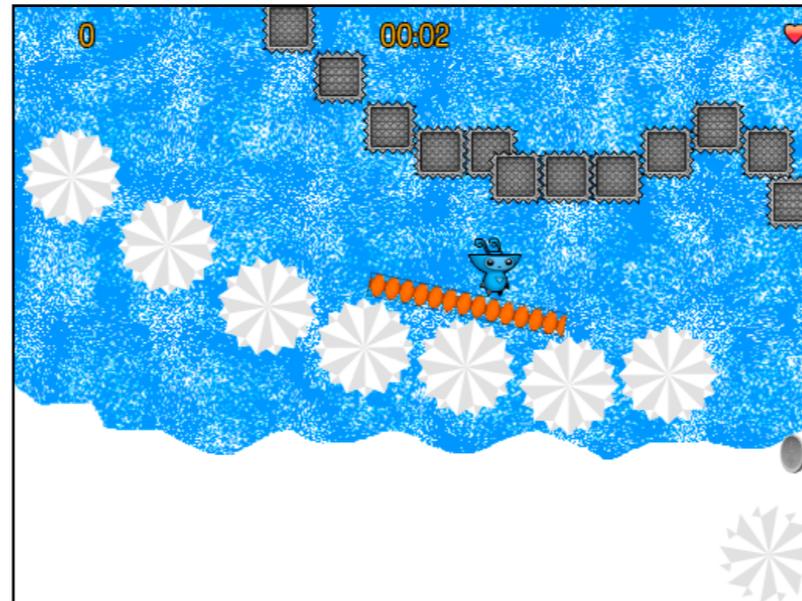


Lesson 3: Community Engenders Memes

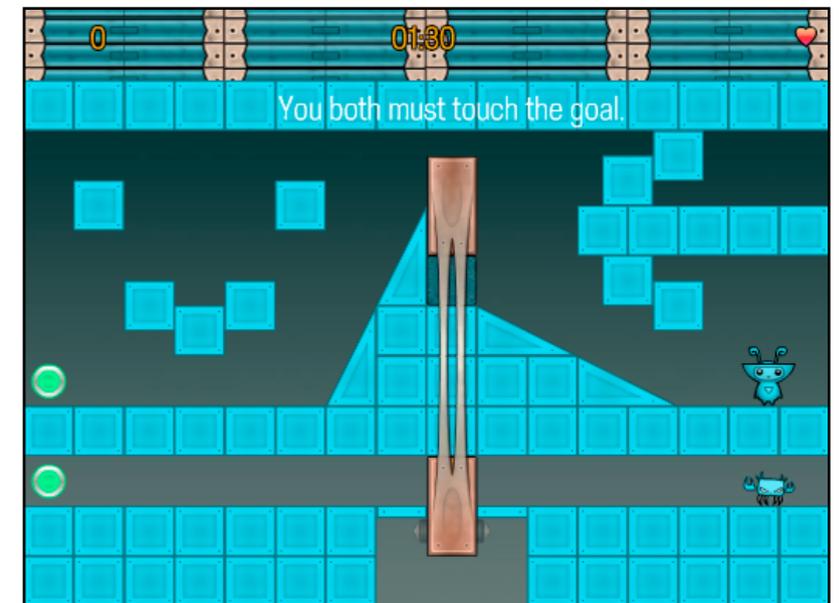
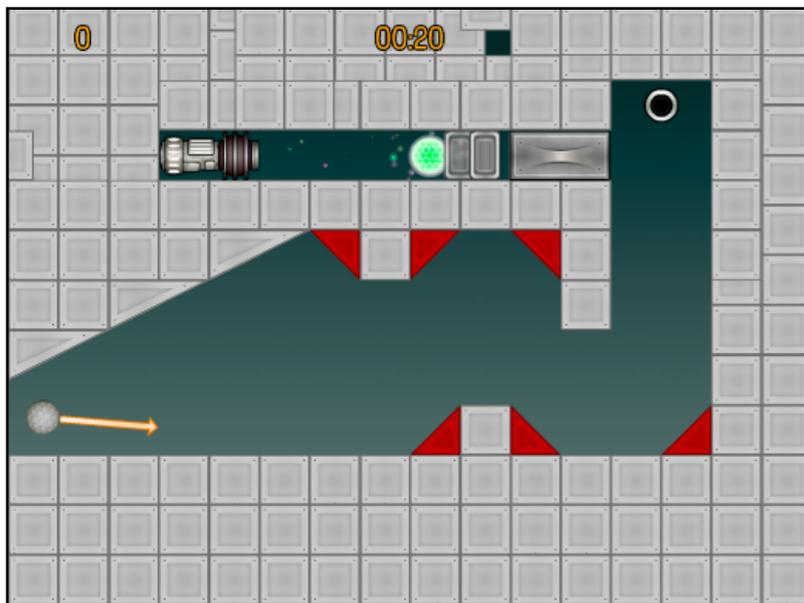
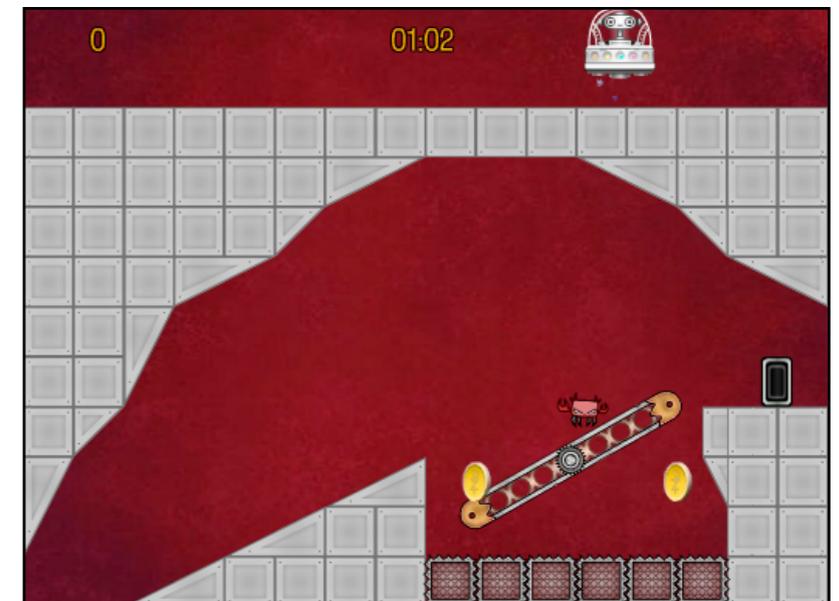
Timers

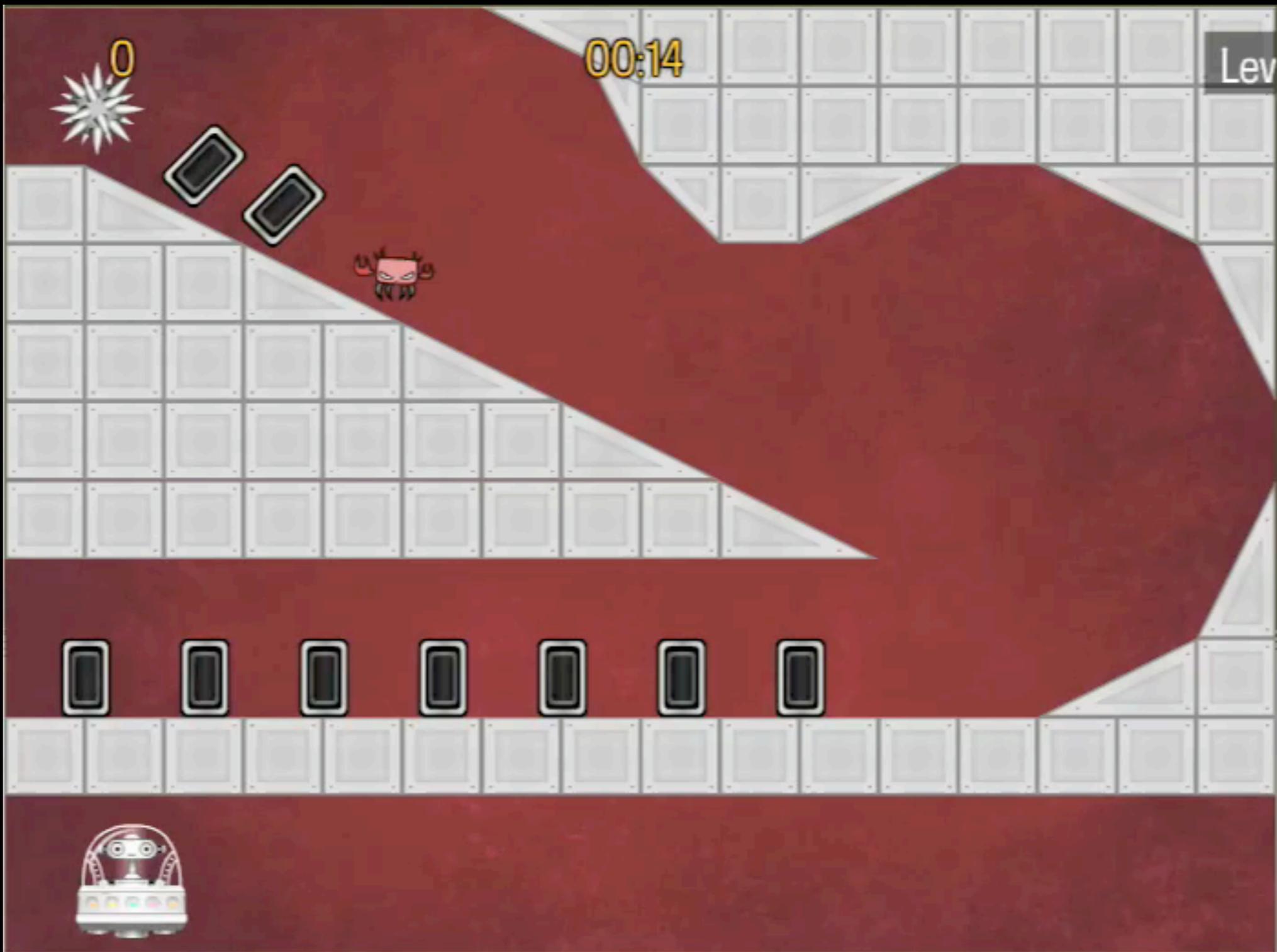


Surfing



"Crab Whispering"



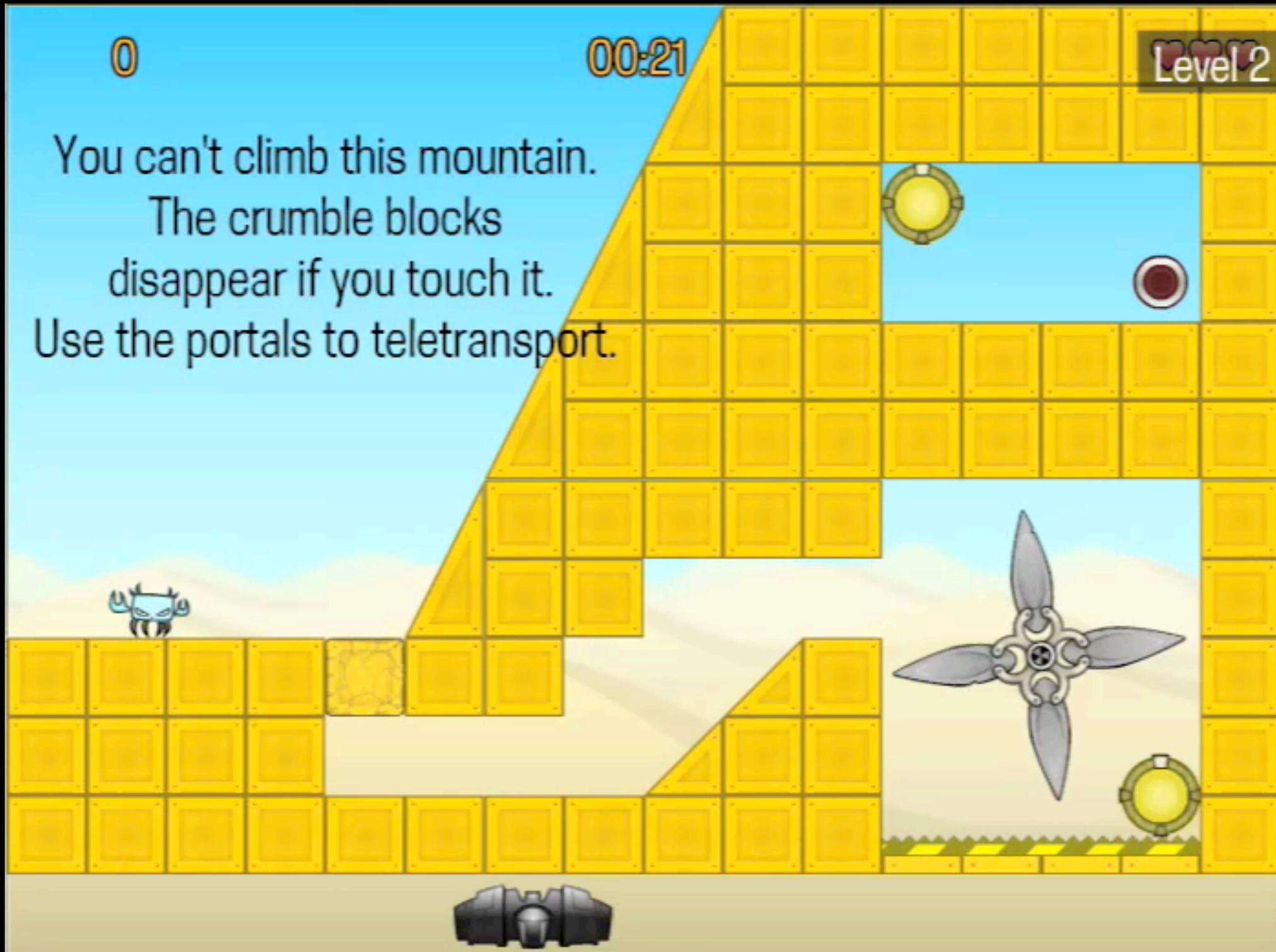


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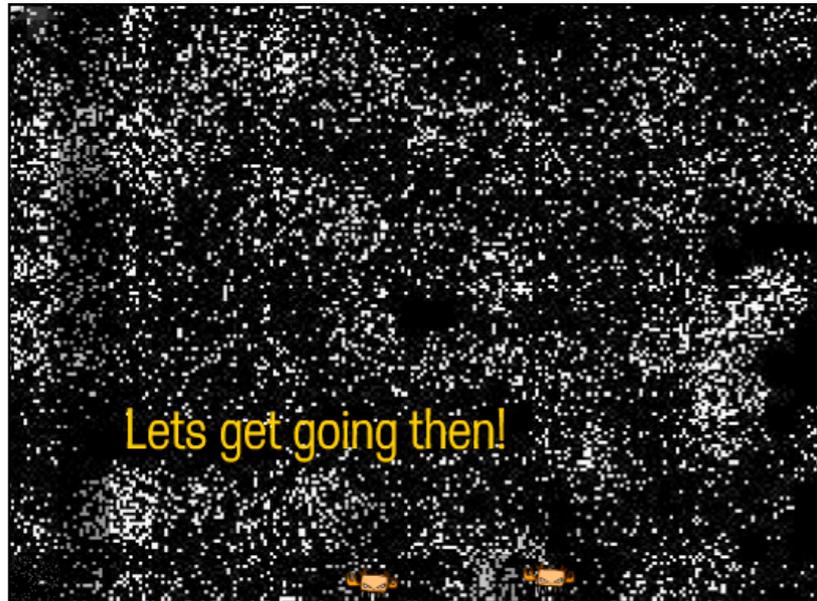
Level 2

You can't climb this mountain.
The crumble blocks
disappear if you touch it.
Use the portals to teletransport.



Lesson 4: It's More Than Just About Games

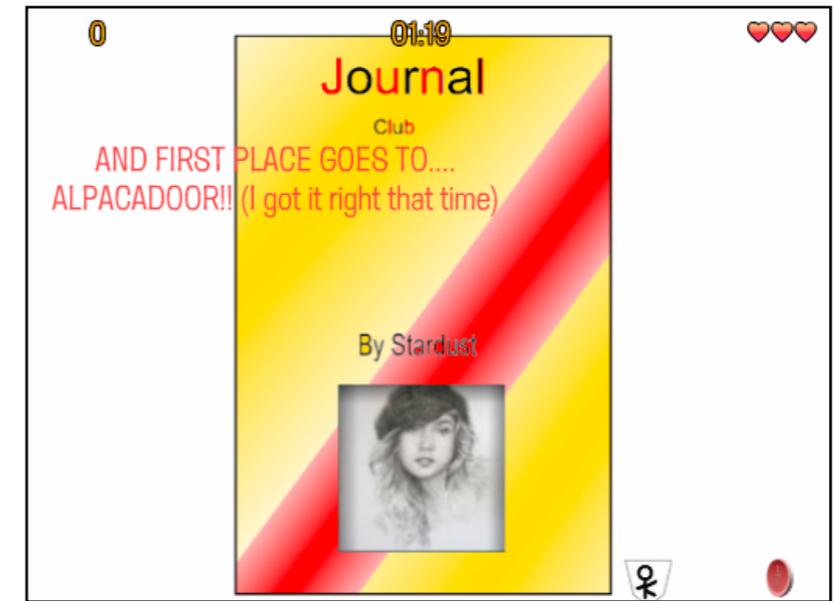
Animations



Rube Goldberg Machines



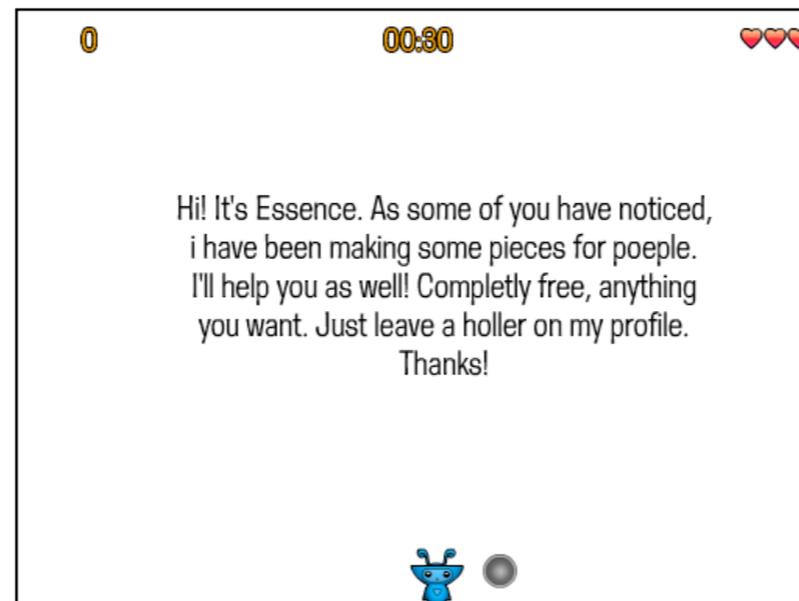
Contests



Newspaper



Announcements

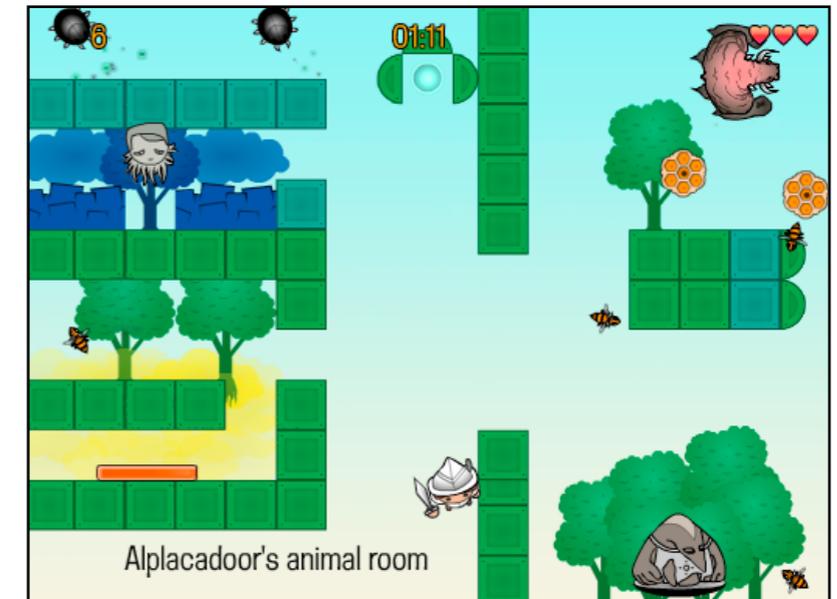
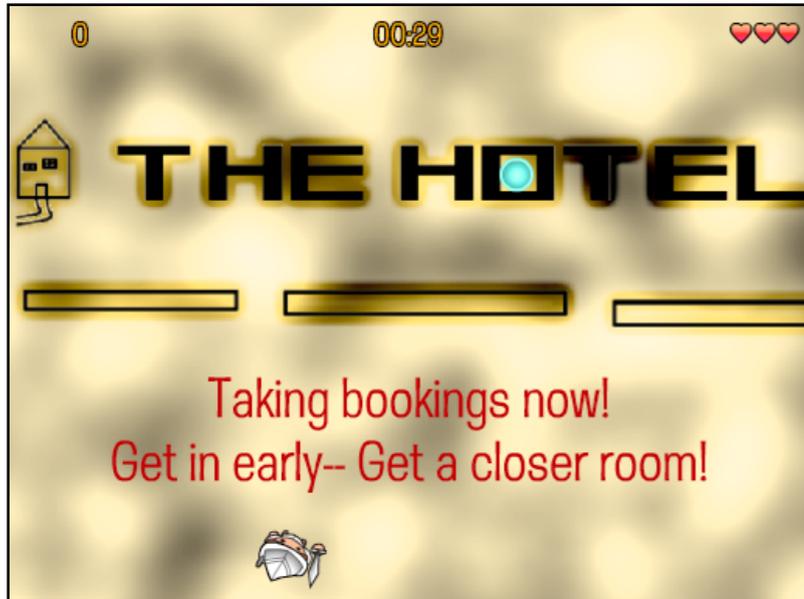


Requests

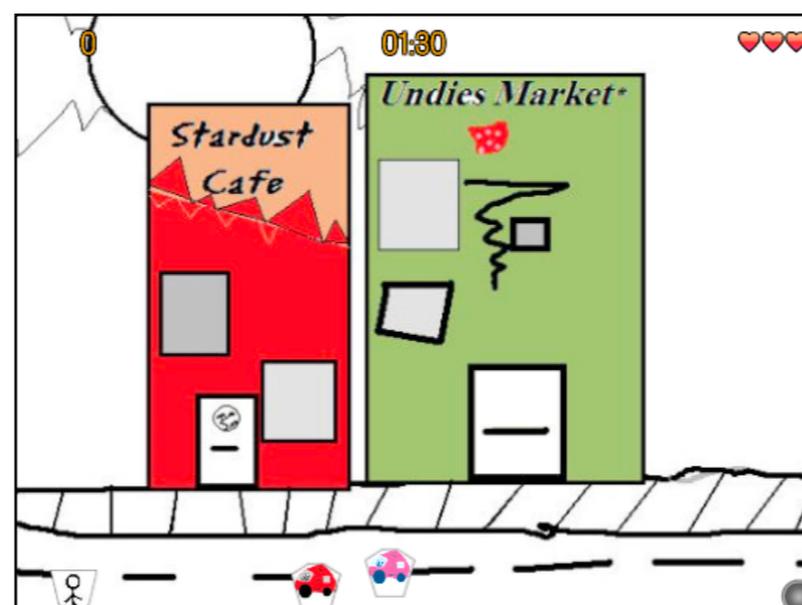
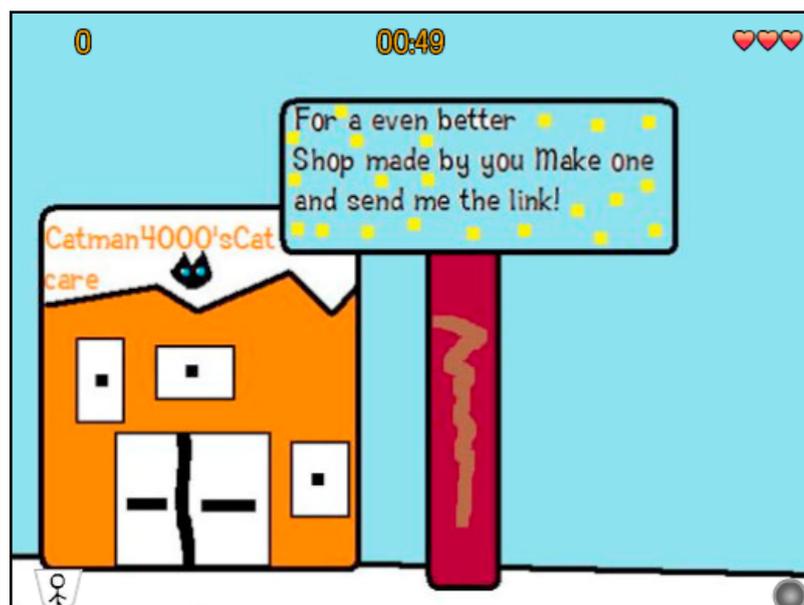


Lesson 5: Users Engage in Spontaneous Collaboration

The Hotel Game: Get your own room by making a level to be added to the game by the author.



Scribble Town: Draw your own shop to be added to this "virtual world".



Lessons Learned from PlayCrafter

1. People love making games
2. Users are incredibly innovative
3. Community engenders memes
4. It's more than just about games
5. Users engage in spontaneous collaboration

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