

CREATIVE DESIGNER IN CREATIVE INDUSTRY

!RESPONSIBILITIES !

!COMPARISON !

!IMMERSIVE STORYTELLING !

!STORY, PLOT AND LAYOUT !

!CASUAL STORY!

!TOOL FOR EMOTION!

RESPONSIBILITIES

CREATIVE DESIGNER COMMON TITLES:

- **CREATIVE DIRECTOR**
- **GAME WRITER**
- **GAME DESIGNER**

WORKS CLOSELY WITH:

- **TECHNICAL DESIGNERS**
- **ANIMATORS**
- **ARTISTS**
- **PROGRAMMERS**
- **SOUND DESIGNERS**

WHAT DOES HE DO?

Overall Creative Designer is behind the creative aspects of video game creation. Position is similar to Film Director/Screenwriter: shaping visions and defining the game

Video game writers often have educational backgrounds in writing and advanced level of knowledge of technical design/ which is very welcomed.

GAME STORY DESIGN

Video games aren't literature BUT video games are an entirely new mean of telling stories!

THEN

Video games have been a linear experience based on skill and entertainment rather than storytelling.

NOW

More sophisticated, with complex characters. Games are an active experience. Since a video game is almost entirely an active experience, the player is always the protagonist and constantly interacts with the other characters. Video games have levels rather than act breaks. The goal changes with each level along with the degree of difficulty.

IMMERSIVE STORYTELLING

Immersive storytelling techniques could be divided into narrative, strategic and tactical.

- **Narrative immersion occurs when players become invested in a story.**
- **Strategic immersion is associated with a mental challenge, often choosing a solution among a broad array of challenges, player is managing their avatar statistics and balancing their skills.**
- **Tactical immersion is experienced when playing games involves skills and where player is absorbed in the moment.**

Casual players often won't have the skills to succeed at tactical games.
Narrative is perfect for casual gamers.
Casual games use narrative as a means to immerse and retain players.
Yet narrative is the easiest way to immerse and engage.

PLOT & SETTING

Not every developer is bothered with the depth of the plot, and not every game needs a plot, to be honest.

The **SETTING** is important, games go further from other forms of art- they allow us to fully feel a part of new worlds, allow us to be in them, and interact with them.

LANGUAGE of video games as a medium is GAMEPLAY. What is gameplay?

It's the way in which you interact with the game space. Gameplay is the decisions you make, the actions you take, and how these things play out. No other artistic medium speaks this language. The language of interactive narrative is in the same way that cinema uses camera angles and edits and adds more to its storytelling.

CASUAL CREATIVITY

General perception of casual, mobile or social games seems to be that they do not have a deep narrative structure, their stories are not as engaging, their worlds not as captivating.

Casual games tend to be enjoyed in SHORT BURSTS, experiences that can be enjoyed by a wide audience in their spare time.

Ensuring your game has an EMOTIONAL IMPACT on a player can be a great way to encourage this, and it is not always the rule that shorter, more casual games need be any less engaging.

CAPTIVATE THE AUDIENCE

☺One of the strongest arguments for the use of storytelling in games is that they can be used to captivate audiences. This is a goal for all game designers, not just designers of casual or social games.

☺The creation of deeper story which could be told by the characters and narrators is an important part in keeping the game casual or hardcore progressive and the player engaged and immersed. Video game writing has become its own discipline within game design, it's already seen as an important role in the industry, as well as one of the most creative.

☺Some of the most highly rated apps out there have a great combination of STORY & GAMEPLAY- but a large percentage of the content on these stores still focus on a predominantly puzzle format with a simple set of gameplay mechanics.

THE OLDER THE PLAYER, THE MORE COMPLEX AND ENGAGING THE STORYLINES NEED TO BE.