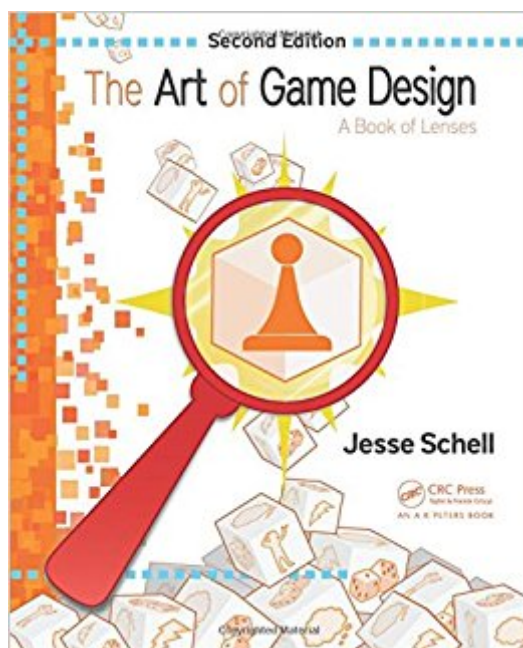


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# The Art Of Game Design: A Book Of Lenses, Second Edition



## Synopsis

Good game design happens when you view your game from as many perspectives as possible. Written by one of the world's top game designers, *The Art of Game Design* presents 100+ sets of questions, or different lenses, for viewing a game's design, encompassing diverse fields such as psychology, architecture, music, visual design, film, software engineering, theme park design, mathematics, puzzle design, and anthropology. This Second Edition of a Game Developer Front Line Award winner: Describes the deepest and most fundamental principles of game design Demonstrates how tactics used in board, card, and athletic games also work in top-quality video games Contains valuable insight from Jesse Schell, the former chair of the International Game Developers Association and award-winning designer of Disney online games *The Art of Game Design, Second Edition* gives readers useful perspectives on how to make better game designs faster. It provides practical instruction on creating world-class games that will be played again and again.

## Book Information

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## Customer Reviews

"a solid pick and a must for any collection looking for an in-depth, fundamental textbook on how to design and work with games." •Midwest Book Review, March 2015 Game Nite's Editors' Choice" | this book is considered by many to be the bible of game design. | Much of the material has been updated | the introduction to probability | is a must read for aspiring game designers | engaging and thought provoking | a substantial book for someone

looking to get serious about game design. | the cards are brilliant and a joy to keep on your desk and pull one or more out and see how they relate to your current design. | Highly recommended." •Game Nite, Issue 2, 2015 "I could not think of a better name for this work because game design isn't a skillset, it's a Tao: a way of looking at the world. This was perhaps the most important thing that Jesse ever taught me. It is the principle lesson of this book. | The things you will learn here are universally applicable. | Each section individually is a lens and tool in your designer's tool belt but, taken as a whole, they form a system of thinking that will allow you to tackle problems well beyond their scope. | this book trains you to think as a designer |" •James Portnow, Game Designer, CEO of Rainmaker Games, and Writer of Extra Credits Praise for the First Edition: Winner of a 2008 Game Developer Front Line Award "This book was clearly designed, not just written, and is an entire course in how to be a game designer. | The book is also intensely practical, giving some of the best advice on how to harness your own subconscious I've ever read, as well as short and useful descriptions of probability theory for non-mathematicians, how to diagram interest curves, working with a team, and dozens of other topics. It is simply the best text I've seen that really addresses what a designer should know, and then actually gives practical advice about how to gain that knowledge through life experience. It's a marvelous tour de force and an essential part of anyone's game design library." •Noah Falstein, Gamasutra.com from Game Developer Magazine

Jesse Schell is distinguished professor of the practice of entertainment technology for Carnegie Mellon University's Entertainment Technology Center (ETC), a joint master's program between Carnegie Mellon's College of Fine Arts and School of Computer Science, where he teaches game design and leads several research projects. He is also CEO of Schell Games, LLC, an independent game studio in Pittsburgh. Formerly he was creative director of the Walt Disney Imagineering Virtual Reality Studio and chairman of the International Game Developers Association (IGDA). Schell worked as a designer, programmer, and manager on several projects for Disney theme parks and DisneyQuest. He received his undergraduate degree from Rensselaer Polytechnic Institute and master's degree in information networking from Carnegie Mellon. In 2004, he was named as one of the World's 100 Top Young Innovators by MIT's Technology Review.

Approached from a more philosophical and what-makes-people-tick perspective, this book provides outstanding insight into why some games work and others should be banished from the face of the Earth. The book is written in a general enough way that it could apply to any type of game

(computer/video, board, card, playground, etc.) but it is clearly aimed at the interactive, high-tech entertainment experience. The writing is very conversational-- this is not a book on "how to" make games, but more a book on everything to consider before and during the design and making process. It's very practical in giving useful understanding of the development process (the stages a design goes through, iterations of tuning and balancing, etc.) without sinking into technological specifics. If you love video games, in particular, you might enjoy reading this book just for the sheer pleasure of it (without any aim to applying an of it)-- but it's been the most useful education I've had in the magic that leads to some of my favorite games, as well as insight into why I hate certain games that seem like I should love them.

A well-written and engaging book that, while focused on game design, provides insights far beyond the world of game design and is full of useful advice for anyone designing anything. The book guides the reader through the entire design process, starting with discussing the designer's ultimate objective (to create an experience); continuing through understanding the elements that comprise games, addressing the needs of players, exploring the fundamental types of game mechanics, developing game worlds; and concluding with how to deal with clients, how to pitch a game, and how games transform their audiences. Along the way, the author present a series of 100 "lenses" through which designers can focus on specific aspects of their design. Each lens provides a series of questions that help designers stay on track during the course of their design. The author also sells a card set called "A Deck of Lenses" which present these lenses with illustrations [...] The deck of lenses is also available as an smart phone/tablet app [...] As I noted above, many of the concepts in this book can be applied to not only game design, but also provide insights that can be applied to other fields as well. I'm a big fan of Walt Disney Imagineering, and found that many of the design principles in this book are the same principles used by the Imagineers in the design of Disney theme parks. Based on the author's background (Jesse Schell is a former Imagineer), this wasn't too big a surprise, but I still find the parallels worth noting. I highly recommend this book to anyone working in the game industry, as well as anyone interested in design in general. You'll be glad you added this book to your library.

This book is excellent. I'm not even halfway though and I've learned so many interesting things. He is a very good writer, pulling in so many examples from all academic areas and games, plus his writing is highly readable and engaging. I would recommend it to anyone.

This is an excellent book. It is not just about the 'art', but it is more with the philosophy of making great games. A lot of summaries (i.e. the lenses and chapter cover diagram) that help you remember the core points. The flow of the book is great, I feel like reading a story book. It gradually brings you into its point and even exposes your thought! Thank you for writing this great book, Jesse Schell.

I am an independent game developer, and this is one of my favorite books ever. Schell teaches how to develop a game from 0 to end. It is an easy reading and I was amazed at the improvements of my own games. 5 stars review absolutely

Awesome book about the principles of informed design, which can easily be abstracted for anything. If you think about it (and read the book), you'll realize that everything can be thought of as a game in some way or another (fun is not required), so if you understand how to make great games, you'll understand how to make great experiences of all kinds.

I had a notion of designing a game. This book was recommended somewhere, I don't remember where. I read an excerpt and it seemed to offer up some good information, and a good place to start to get an overview of what is involved. Upon reading it, I was blown away. Schell covers everything, quite literally everything. I found that the lenses he reveals are useful regardless of what you're doing. I am an in-house designer for a major corporation and can readily see how the topics covered can help in my "day job", both internally to working with the teams in the company, but also in addressing our customers and their needs. You won't get the technical "how to code something" information, or algorithms or strategies. You will get the underlying principles and guidance for building pretty much any project, games or otherwise. Thank you for publishing this Mr. Schell.

Schell does a great job outlining the philosophy and process of game design. I bought it for my UTDallas ATEC game design fundamentals class. The book reads like a friendly conversation, making studying a little less boring. I don't necessarily agree with everything, but that's okay- my teacher even mentioned how as Schell is one person writing about such an unscientific field, it's okay to disagree with certain parts.

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