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CMS.608 / CMS.864 Game Design
Spring 2008

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CMS.608 – 28 February 2008

Notes by Clara Rhee

- Discuss the quotes from the reading that students wrote on the boards
- The definition of Hardcore is sketchy
 - “up to 8 games” is misleading
 - Someone who is seriously dedicated to WoW may play many \hours in one day every day without playing any other game
 - Some casual gamers can play lots of little games for 20 minutes each.
 - Someone might not consider himself a Hardcore gamer, despite other people thinking he is
 - It’s all relative and complex
 - “it depends on who’s talking about who”
- From a business perspective it’s all about purchasing patterns, not playing patterns
- The Myers-Briggs reading draws a lot from common stereotypes – not just of gamers, but of extroverts, women
- It doesn’t address the different reason people play games
- Some games are very social – Wii, Guitar Hero, Rock Band
 - Especially with networking capabilities
- What do those games have in common?
 - The controller is easy to use
 - The technology itself can be a barrier – never forget about the player experience and the learning curve!
 - Who’s attracted to Guitar Hero/Rock Band?
 - Music fans, wannabe rock stars, as in atypical gamers
 - The concepts are new, but easy!
 - The skills for playing Guitar Hero are not the same as the skills for playing guitar
- Can casual and Hardcore gamers play the same game?
 - Levels of difficulty can adjust the game to appeal to different types of players
 - Save points can make the game more accessible
 - The very early games had no save points
 - You had to drill a game until that “perfect” win run.
 - But recent games allow for different approaches
 - Additional rewards and goals
- Everyone plays games – there is a game for everyone!
- So many stereotypes on top of stereotypes!
- From a marketing perspective, this works.
 - But from a marketing perspective, the Wii shouldn’t have sold...
- Marketing does understand the element of prestige that come with the Hardcore community
 - They look down on the Wii for being too accessible and broadly marketed
- Another consideration is the business models
 - Xbox 360 and PS3 consoles are loss leaders
 - They need to keep the players buying lots of expensive games to make a profit.

- They're also pushing their machines as multimedia devices – see the Bluray on PS3
- What about just making better games?
- The categories (from Bartle) can be limiting
- Most players are more than one category, without one predominant type
- What type is an admin?
- Does this apply to non-videogames?
- A game can be very appealing to one type of player
 - But those games don't tend to be very "rich"...
- Games can specifically appeal to an audience through culture