



GAMING: VORREITER UND TREIBER IMMERSIVER ERLEBNISWELTEN

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Metaverse

Consumer



Enhances the social, entertainment,
and wellbeing experiences of individuals



Commercial



Creates next-generation, immersive communication
and collaboration between people in a work environment



Industrial



Enables humans and AI to work together to design, build, operate,
and optimize physical systems using digital technologies



(Microsoft, 2021)

ACCESSABILITY

CONNECTIVITY

INTERACTIVITY

COOPERATION

CREATIVITY

IMMERSION
MOTIVATION

Games

- Spiele sind interaktive Unterhaltungsformen mit Regeln und Zielen.
- Sie können digital oder analog sein und verschiedene Medien umfassen.
- Merkmale sind Herausforderungen, Belohnungen, Wettbewerb, Strategie, Geschicklichkeit, Zufall und Kooperation.
- Spieler tauchen in fiktive Welten ein und übernehmen Rollen.
- Allein oder mit anderen spielbar, dienen sie der Unterhaltung, dem Lernen oder dem sozialen Austausch.
- Genres umfassen Action, Abenteuer, Rollenspiel, Simulation, Puzzle, Strategie, Sport und mehr.

CASUAL GAMES

ACTION ADVENTURE GAMES



- Faster paced than adventure games
- Collecting items for inventory is important
- Conversing with NPC's to get clues
- Controls combine adventure and shooter styles

ADVENTURE GAMES



- Detailed plot and character stories
- Puzzle solving & following clues in gameplay
- Variety of game missions and objectives
- Can usually switch between camera views

DANCE/RHYTHM GAMES



- Most physically active of all game genres
- Timing a key apt of gameplay
- Often requires a specialised content
- Music more important than in other games

FIGHTER GAMES



- Complex character movements & controls
- 1v1 battles as part of a tournament
- Enemy difficulty increases with each round
- Can feature violent content

FIRST PERSON SHOOTER GAMES



- 'Behind the eyes' view of character
- Fast paced, reflective gameplay
- Large selection of weapons and ammo
- Often contain violent, graphic content

M.M.O.R.P.G.



- Thousands of players online simultaneously
- Game environment is constantly active
- High speed internet required to play
- Paid accounts and in game purchases available

PLATFORMER GAMES



- Navigating and jumping platforms key
- Avoiding hazards and enemies
- Collecting coins and upgrades along the way
- Character has lives as opposed to health bar

PUZZLE GAMES



- Objective to solve or survive the puzzle
- Player intelligence primary
- Player skills with controls secondary
- Game usually has a running theme

REAL TIME STRATEGY GAMES



- Gameplay events occur in real time
- Gathering and managing resources
- Player given territory to defend/expand
- Play against A.I. or real life opponents

ROLE PLAYING GAMES



- Players play with customisable avatar
- Character evolves as game progresses
- Meeting and conversing with NPC's
- Game objective usually a long quest/mission

SHOOTER GAMES



- Objective to shoot/kill targets/enemies
- Very little story/plot
- Leaderboards based on top scores
- Often use specialised controllers

SIMULATION GAMES



- Replicating a real life experience
- First person view or controlling an avatar
- Photo realistic graphics to mimic real life
- Intelligent A.I. used to help game realism

SPORTS GAMES



- Replicate a sport but with added features
- Often associated with real life athletes
- Realistic graphics key to player experience
- Complex character movements & controls

SURVIVAL HORROR GAMES



- Atmospheric level design
- 'Jump Scares' an important game feature
- Stealth often preferred over combat
- Dark lighting & eerie sound effects

TURN BASED STRATEGY GAMES



- Players take turn to make a move
- Logical, strategic and tactical gameplay
- Build alliances or declare war
- Advanced A.I. to allow replayability

SERIOUS GAMES



SIMULATION GAMES



Metaverse x Game Genres

Consumer – Casual Games



League of Legends, Riot Games

Commercial – Serious Games



That Dragon Cancer, Numinous Games

Industrial – Simulation Games



Farming Simulator, GIANTS

FASCINATION OF GAMES

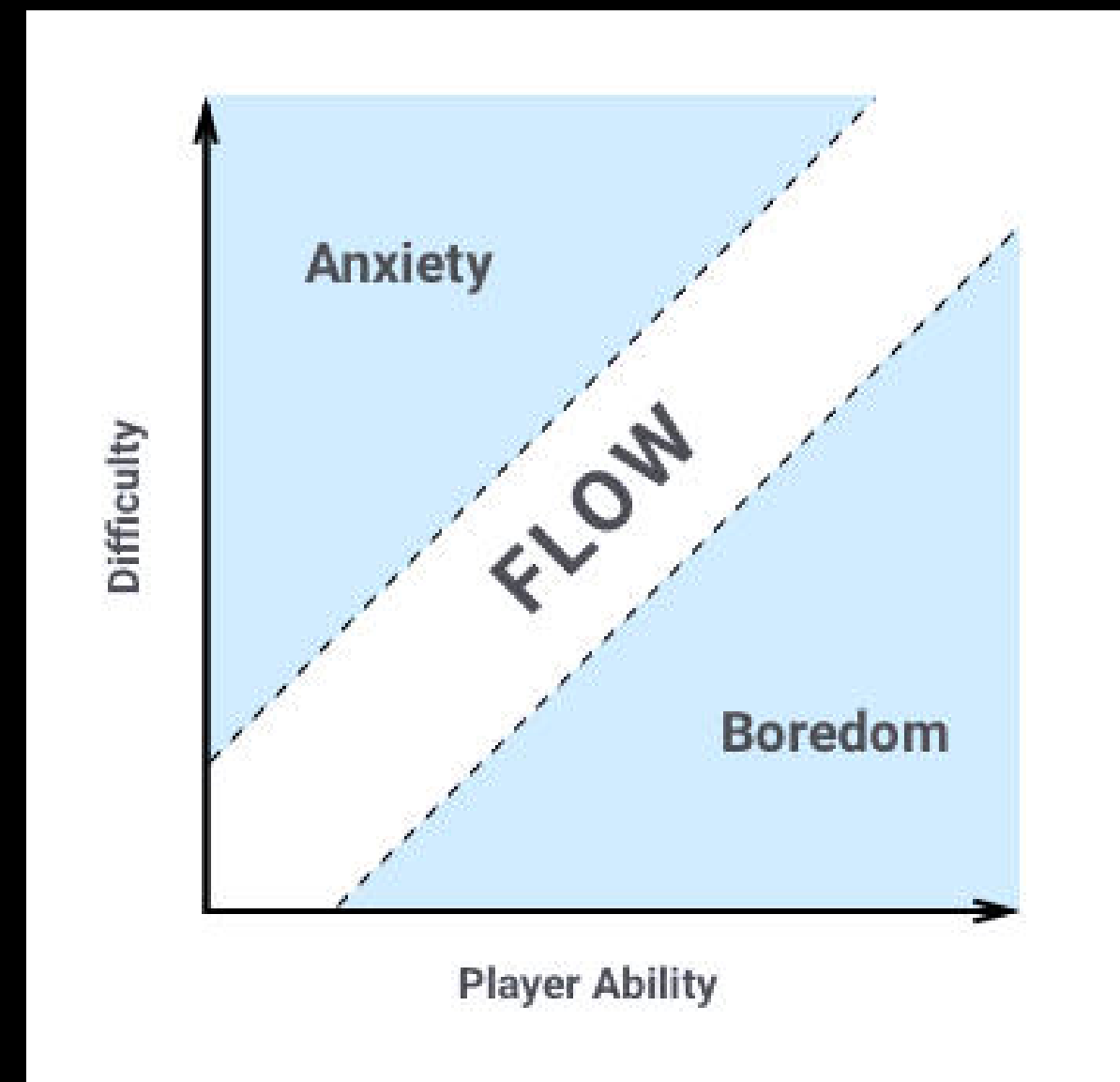
Gameplay Experience: Theories & Models

«Spiel ist eine freiwillige Handlung oder Beschäftigung, die innerhalb gewisser festgesetzter Grenzen von Zeit und Raum nach freiwillig angenommenen, aber unbedingt bindenden Regeln verrichtet wird, ihr Ziel in sich selber hat und begleitet wird von einem Gefühl der Spannung und Freude und dem Bewusstsein des *Andersseins* als das *gewöhnliche Leben*.»

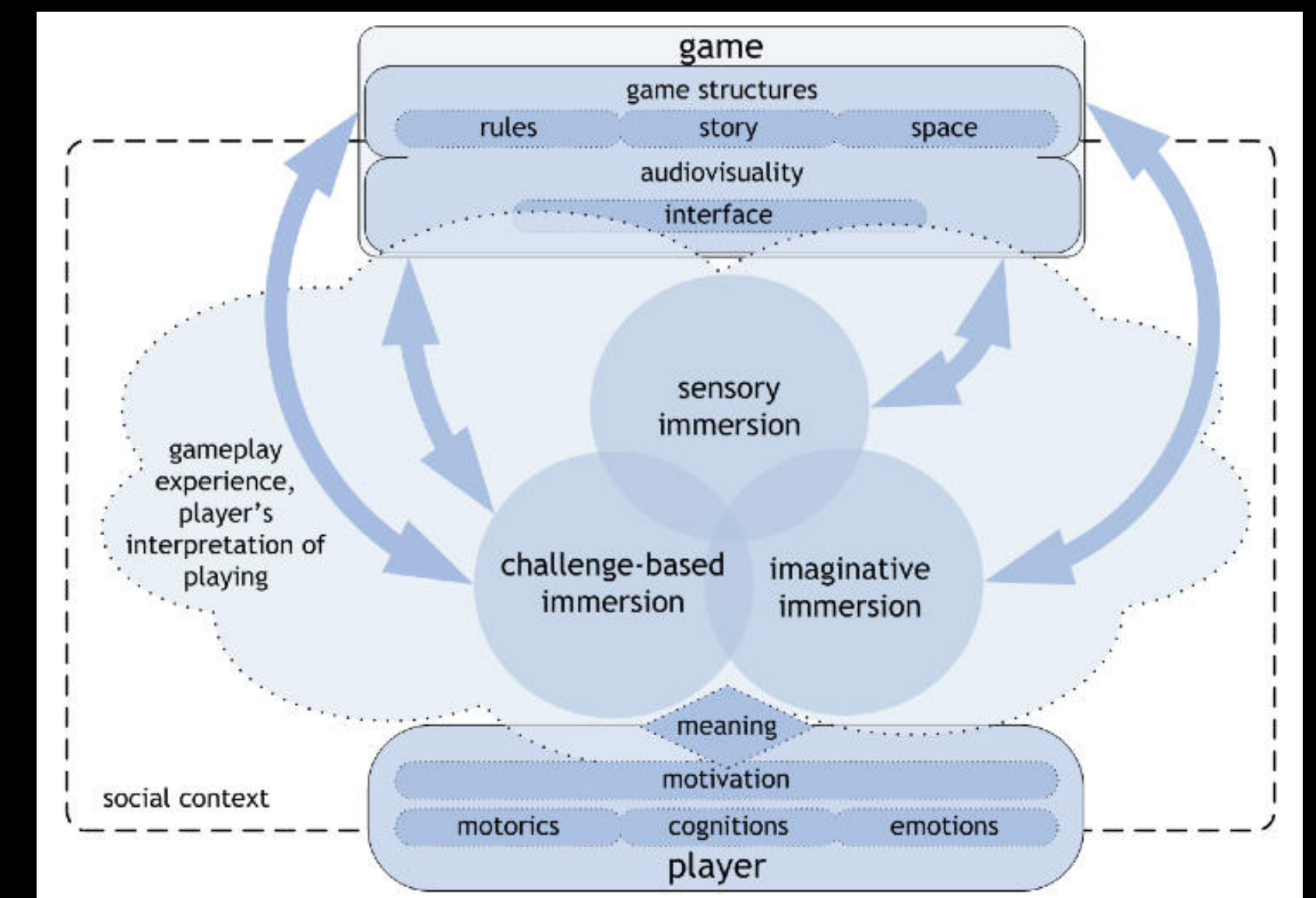
(Johan Huizinga, Homo Ludens – Vom Ursprung der Kultur im Spiel, 1938, S. 37)



(Bartle, 1996)



(Csikszentmihalyi, 1990)

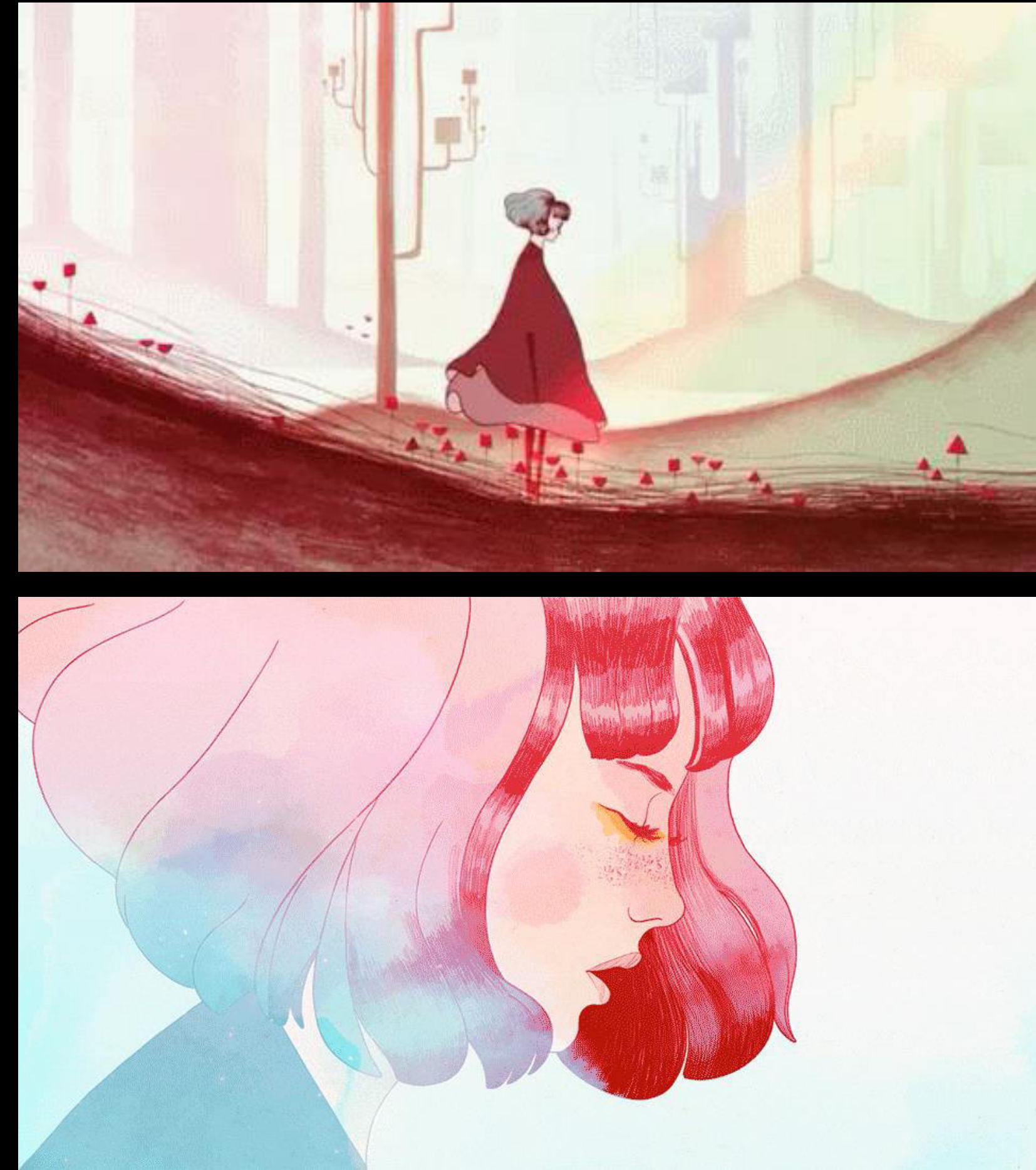


(Ermi & Mäyrä, 2005)

Audio-visual, Narrative & Meaningful Design

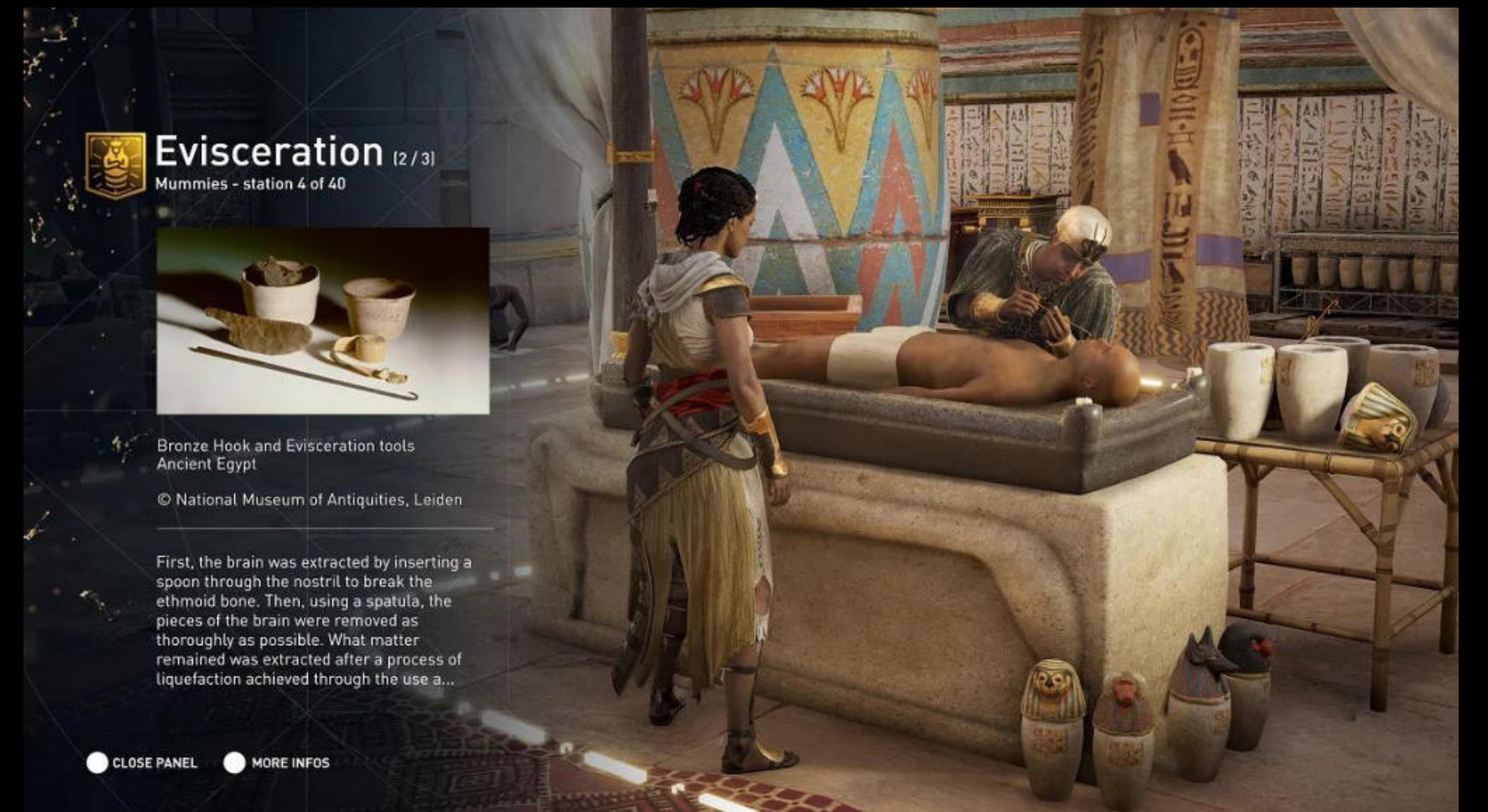
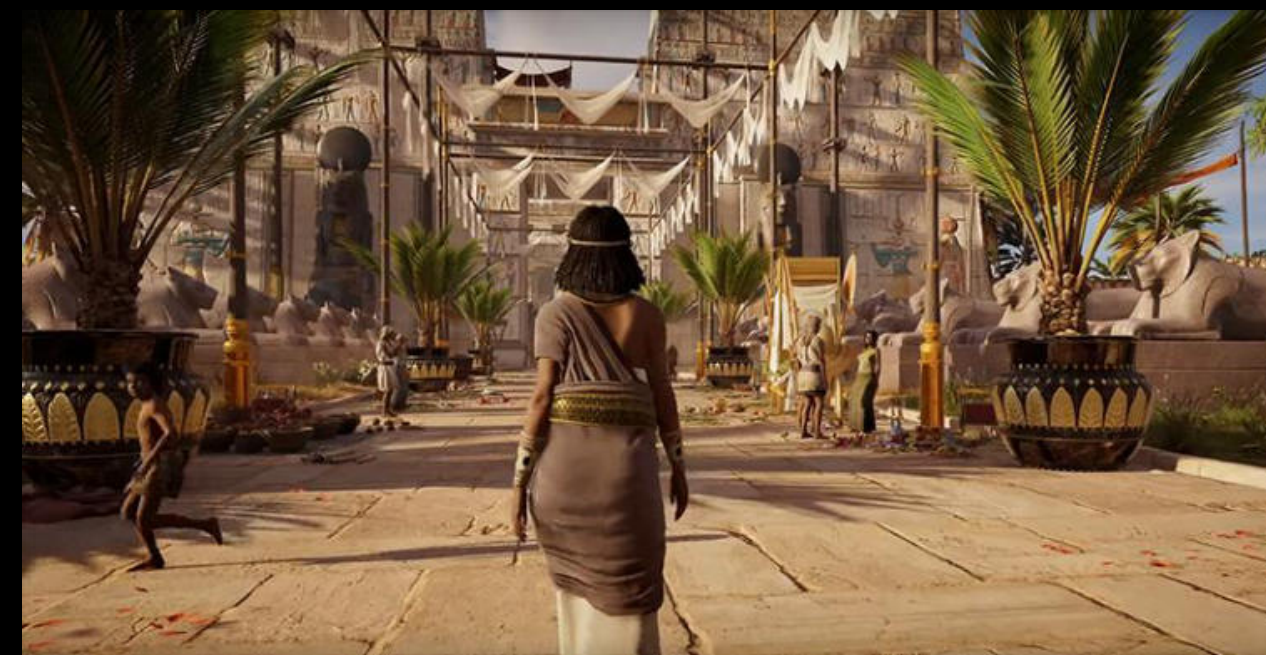
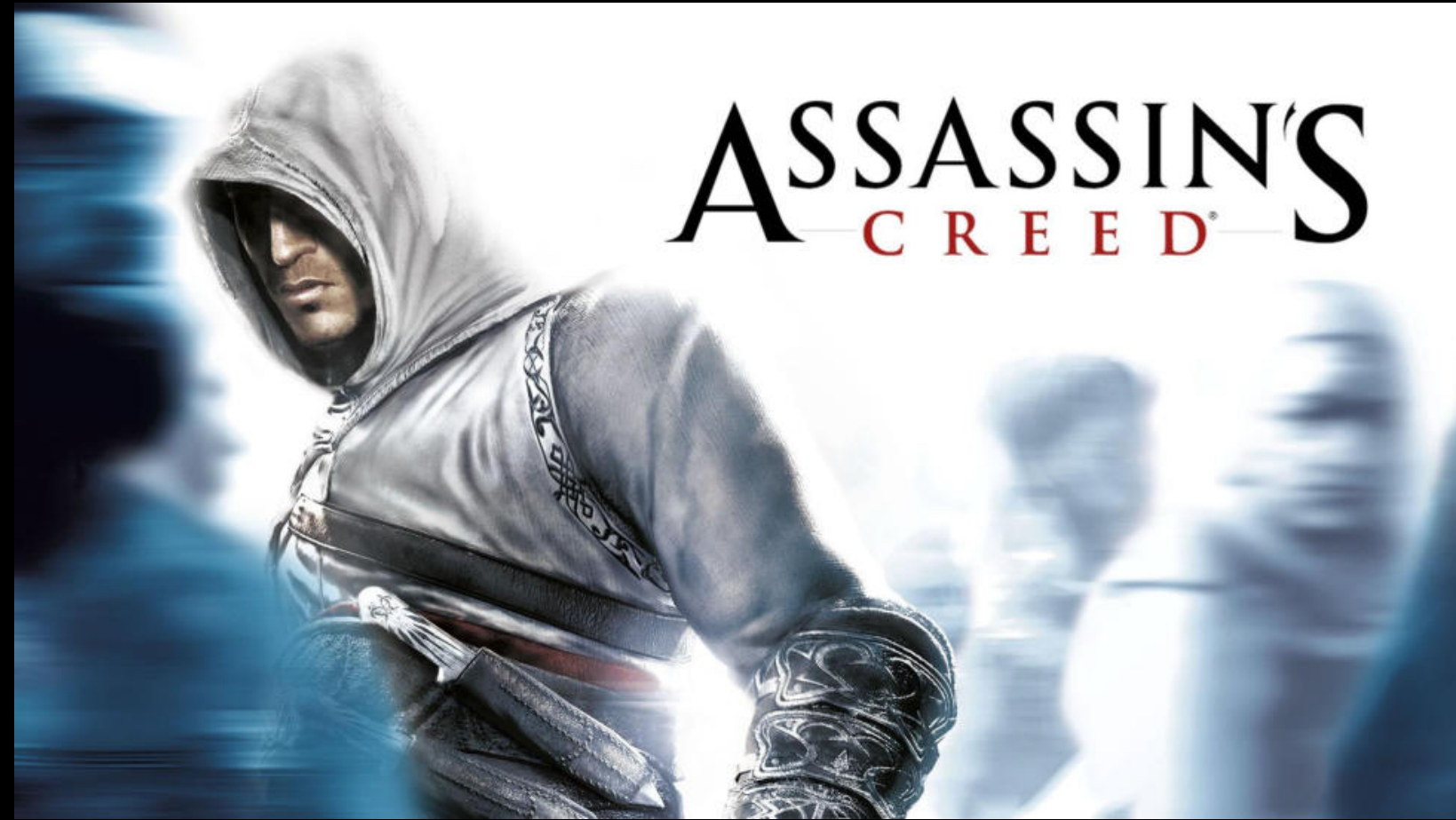


FAR: Lone Sails, Okomotive



GRIS, Nomada Studio

Educating Games



Game-based Events, Communities & Memories



Travis Scott Concert in Fortnite, 2020

In-Game Branding & Purchases



Gucci x Tennis Clash



Gucci Gaming Academy



Fortnite Lobby

Streaming

Durchsuchen

Suchen

48

Anmelden

Registrieren

HandOfBlood

vor 5 Jahren

HANDOFBLOOD SPIELT LOL!?!?!?

Teamfight Tactics • 8.931 Aufrufe

HandOfBlood

Zuletzt gestreamt: vorgestern

Folgen

Abonnieren

00:47:41

01:46:59

1.431,80

Refresh

Buy XP

Nobli

Kager

Gladi

Elemental

Vad

Sorcer

Gladi

Elemental

Gladi

Brawler

Vayne

Lissandra

Kassadin

Lissandra

Yellibear

Chat für Videos

46:33

battlestar1812

die träne vom draven wär super

46:39

battlestar1812

oh schade

46:40

venouru

46:40

SirMaddin1

46:47

lonefighter27

alla ey

46:55

thecomedian58

Draven mit träne POGGERS

47:11

cillit

Lol

47:16

tatarosa

Macht mega bock das Game, aber es wird unfassbar schnell eintönig. Nach ein paar Games hat man jede Combo mal gesehen und ab dann ist es halt immer das selbe

47:17

Ravelux

Ispende @thehacker111

47:17

HandOfIBot

@thehacker111 - Ja, es gibt jetzt wieder einen Donationbutton. Die Spende geht zu 100% ans Tierheim Berlin. Unter dem Stream findet Ihr ein Bild von Falco, draufklicken für mehr Informationen!

47:24

Nightbot

Sämtliches Feedback zu Max, zum Stream könnt ihr auf dem Community Discord hinterlassen: <https://discord.gg/ch69AQC>

47:27

rookyIWNL

du hast 3 blademaster aatrox shen draven du brauchst nicht mehr

47:29

Cheese_Of_Truth



Games for (Citizen) Science



Massively Multiplayer Online Science (MMOS)

A close-up, artistic photograph of gaming peripherals. In the background, a mechanical keyboard with backlit keys is visible. To the right, a wired gaming mouse with a scroll wheel and multiple buttons is shown. In the foreground, a black and red gaming headset with large ear cups is on the left, and a black and red wireless gaming controller is on the right. The entire scene is dimly lit with a strong blue and purple color cast, creating a moody, high-tech atmosphere.

8 BILLION PEOPLE
3.7 GAMERS

Typical Gamer?!





The Average Gamer

The Average Gamer



The Cognitive Athlete



Gamers



Game Skills

- Hand-Auge-Koordination
- Problemlösungsfähigkeiten
- Strategisches Denken
- Reaktionsgeschwindigkeit
- Teamarbeit und Kommunikation
- Kritisches Denken
- Ausdauer und Geduld
- Kreativität
- Multitasking
- Empathie und soziale Intelligenz
- ...

CASE:
GAMING x SPORTS



8 BILLION PEOPLE

3.7 GAMERS

1.5 PHYSICALLY ACTIVE

EXERGAMES

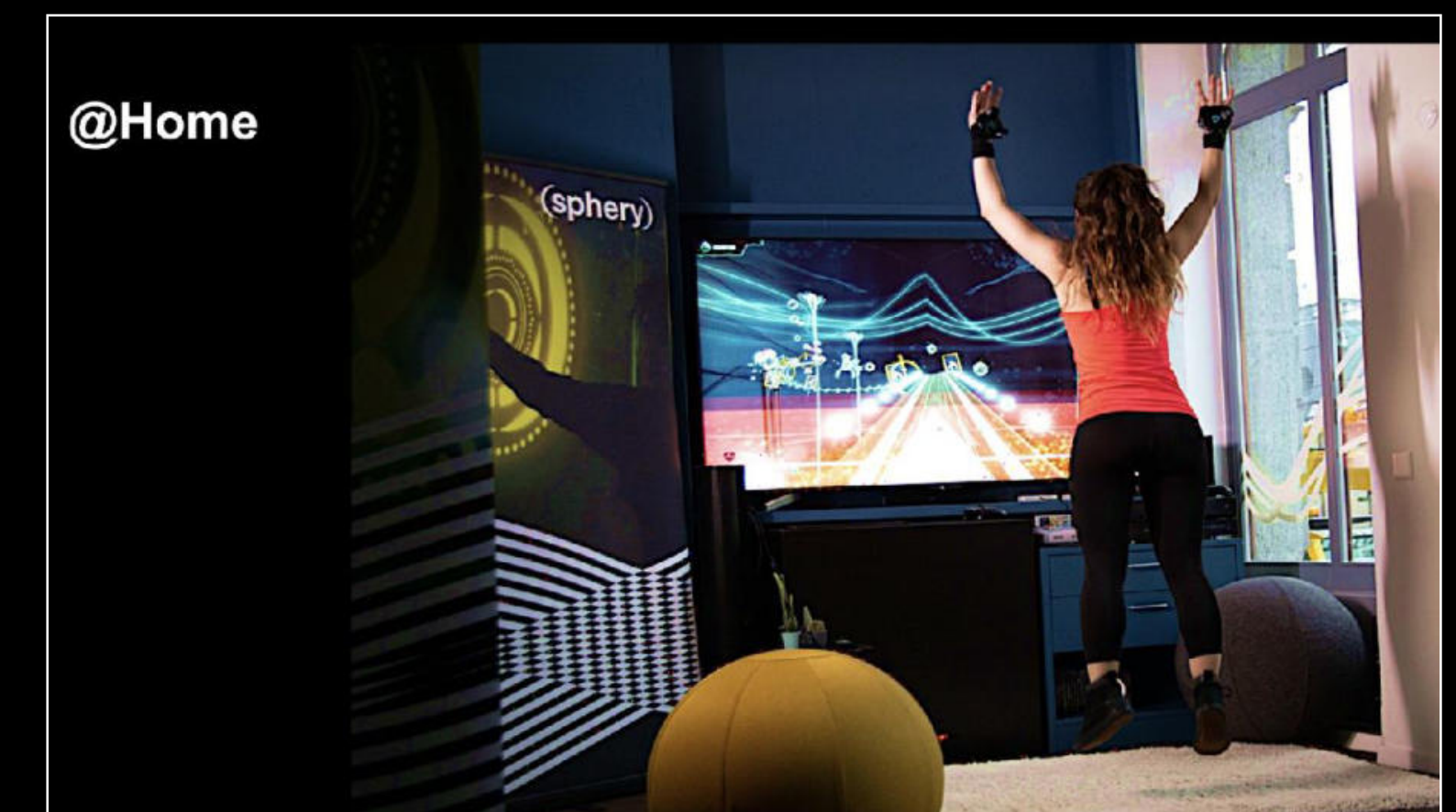
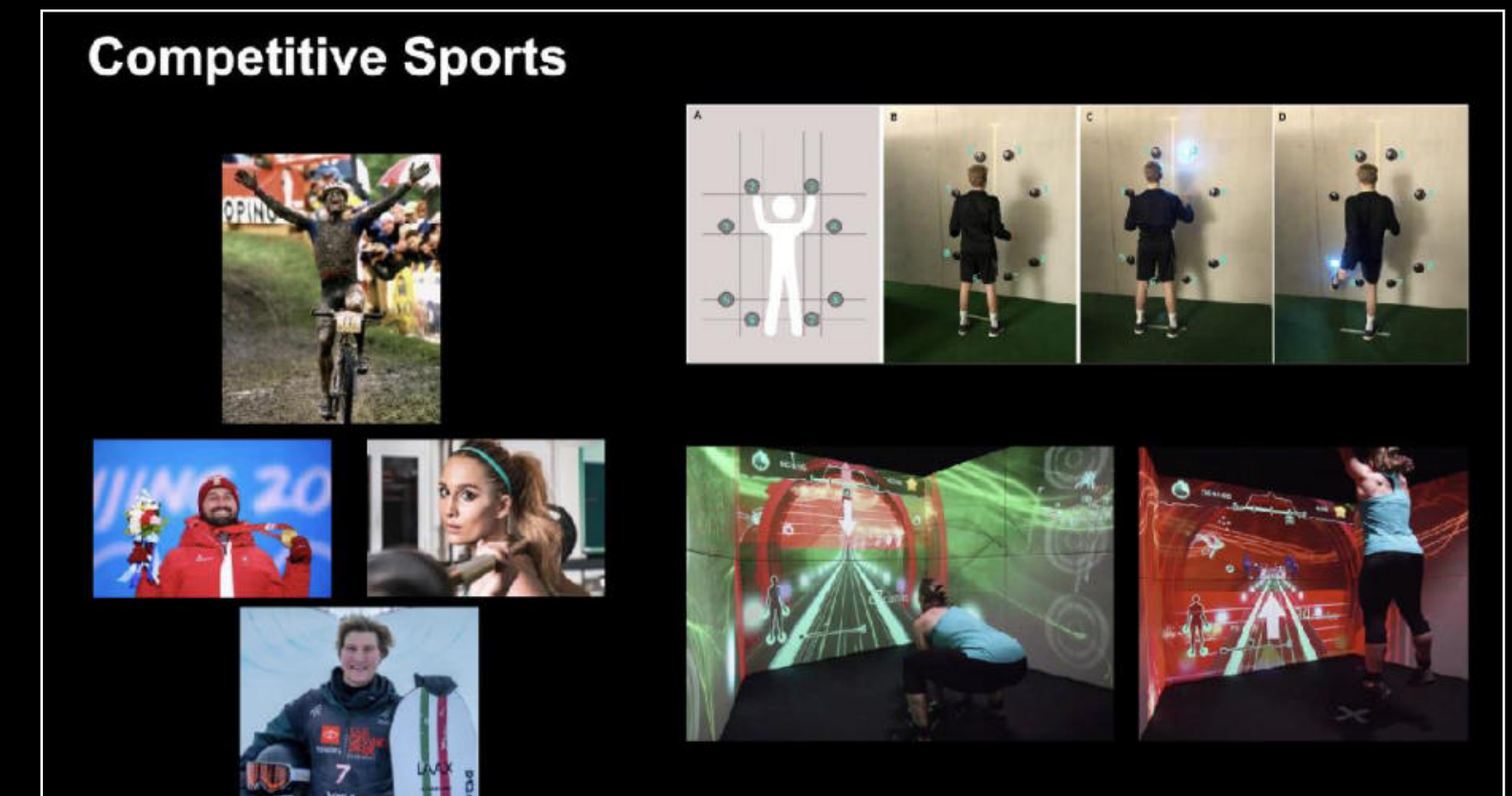
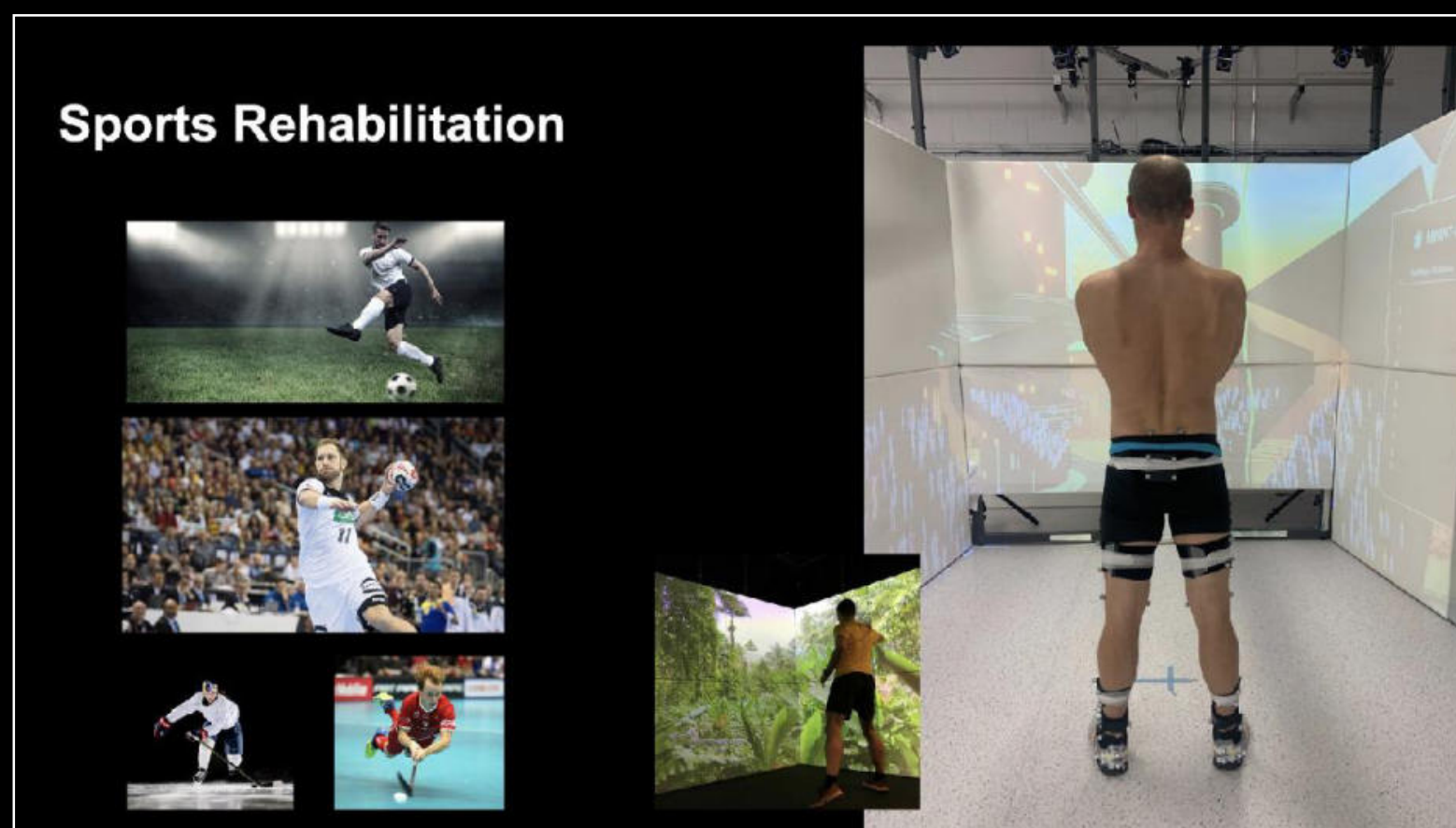
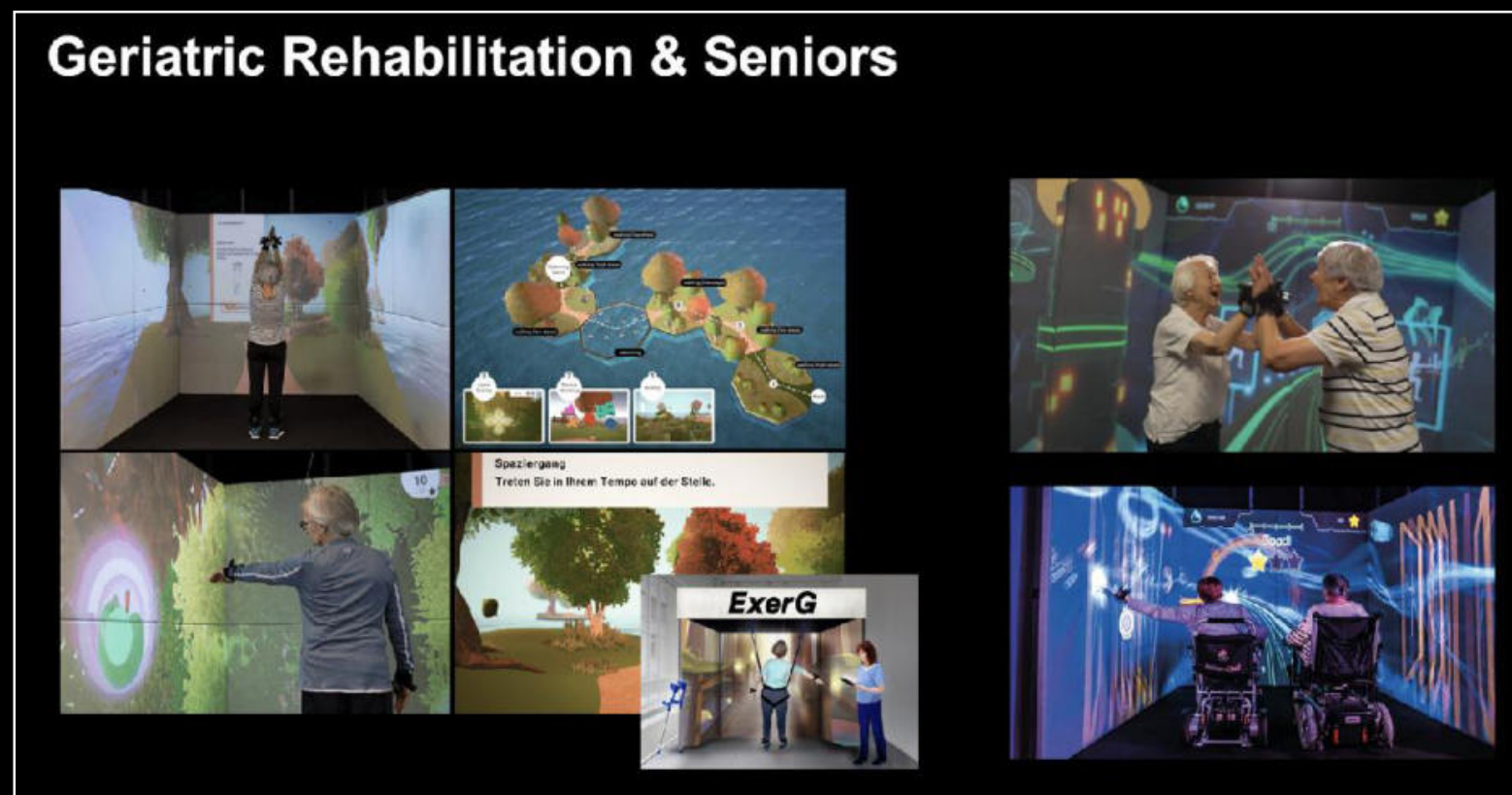
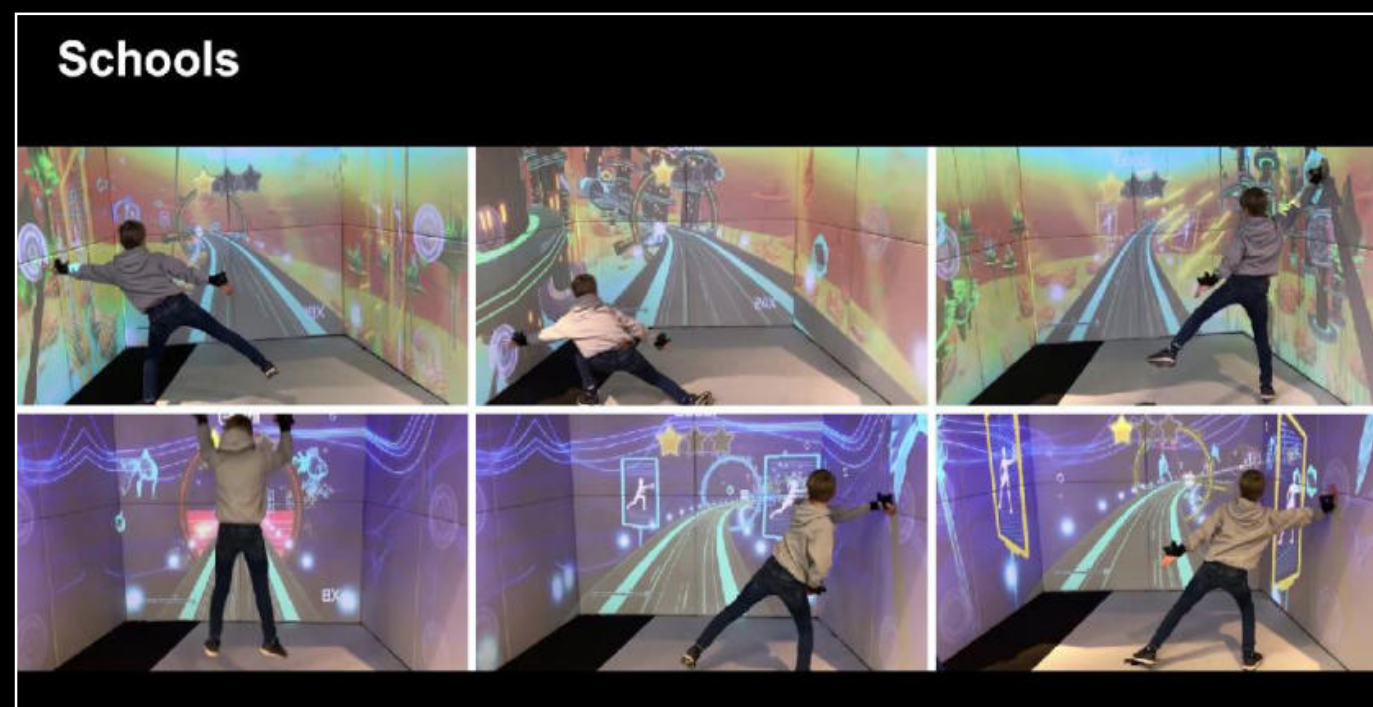
(Exercise + Gaming)



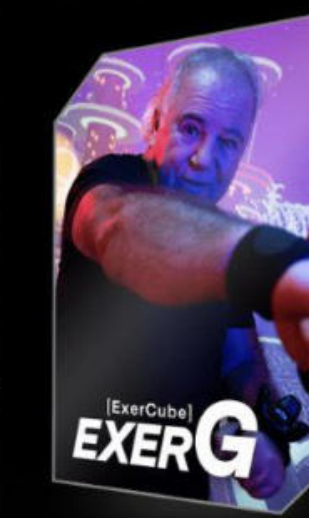
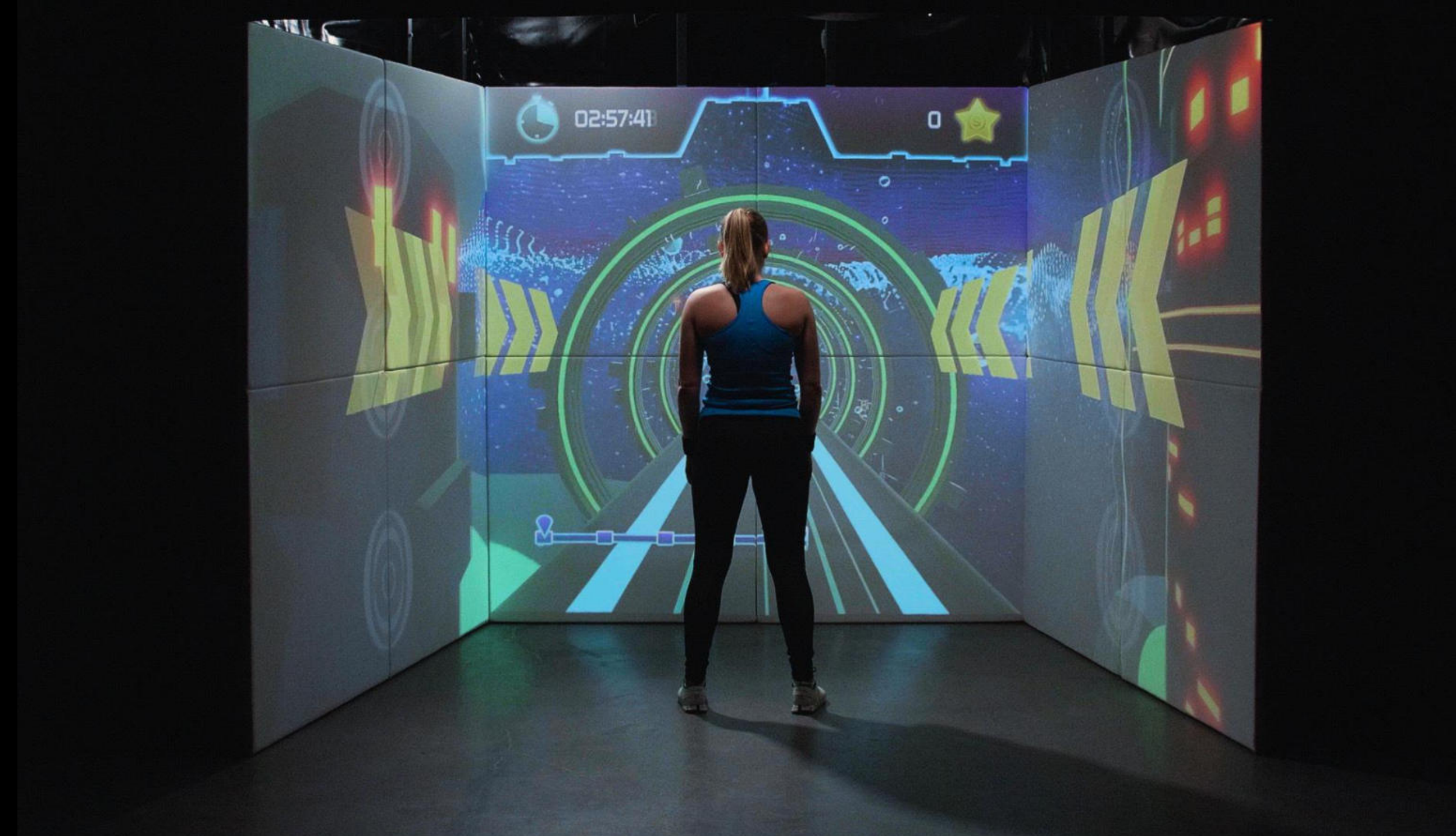
The ExerCube by Sphery



Application Areas



Sphery Ecosystem



**«CONSUMABLE»
INDUSTRIAL
METAVERSE**



COMMUNITY & USER INVOLVEMENT



***MOTIVATING
MULTI-LAYER
PLAYFUL
DESIGNS***

The background is a dark, monochromatic composition featuring a large, glowing lightbulb in the upper center. Surrounding it are various elements: soft, billowing clouds, numerous translucent bubbles of different sizes, and faint, geometric wireframe structures. The overall aesthetic is scientific and creative, suggesting themes of innovation and research.

***INTERDISCIPLINARY,
RESEARCH-BASED
DESIGN PROCESS***



THANK YOU!

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