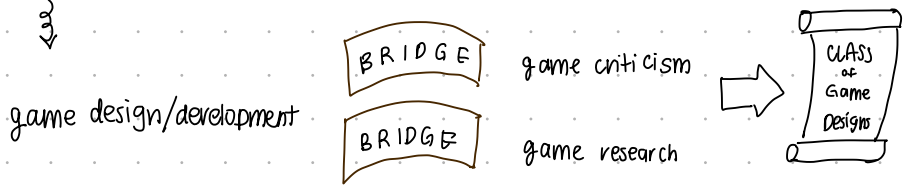


MDA FRAMEWORK

09/28/2023

Summary:

MDA \Rightarrow Mechanics - Dynamics, Aesthetics



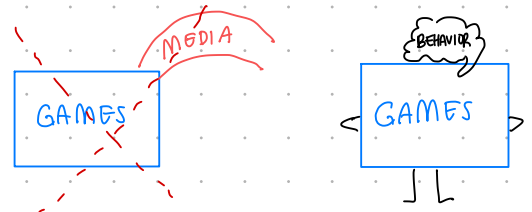
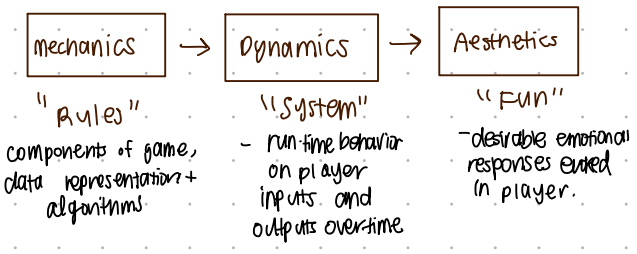
MDA is a "formal approach" for understanding games.



GAMES vs OTHER ENTERTAINMENT PRODUCTS = games are "unpredictable"



MDA Framework of CONSUMPTION of GAMES.



we care about game behavior, not media.

MDA in DETAIL:

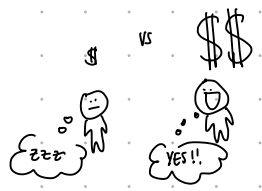
each component is a "lens" of game.

aesthetics: what makes games FUN!

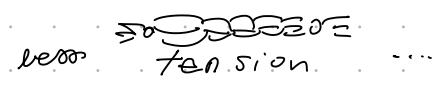
dynamic models:

dynamics are important!! ex:

- 1) sensation
- 2) Fantasy
- 3) Narrative
- 4) Challenge
- 5) Fellowship
- 6) Discovery
- 7) Expression
- 8) Submission



if game winning vs losing gap WIDENS... losers are less invested.

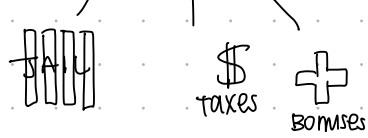


MECHANICS: actions + behavior + control.

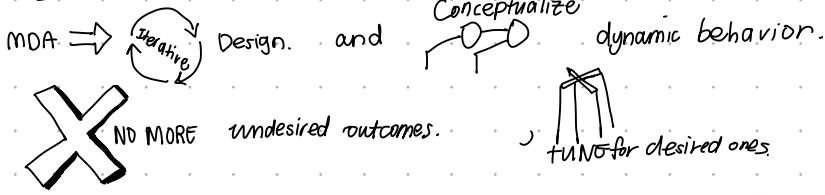


monopoly: HELP laggards.

increase tension!



MDA CONCLUSION:



MDAO Framework:

↓

outcomes! intrinsically motivating / focusing on interplay of outcomes.

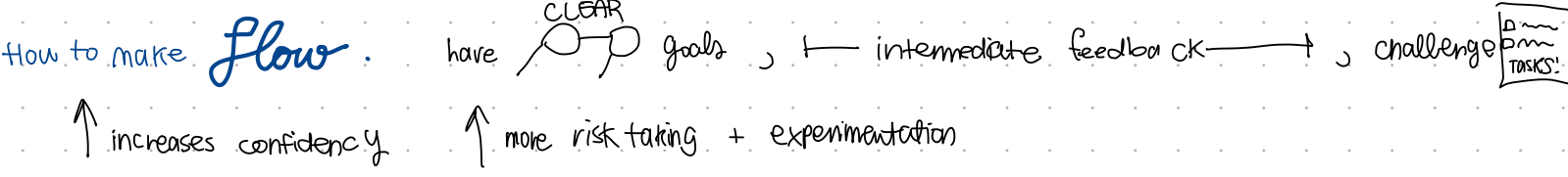
Turns Games into **SERIOUS GAMES**

INTRINSIC vs EXTRINSIC "perceived degree of control"

- participation is not voluntary
- damaging external reward
- reward system removed

So what is a GAME? "voluntary attempt to overcome ^{unnecessary} obstacles"

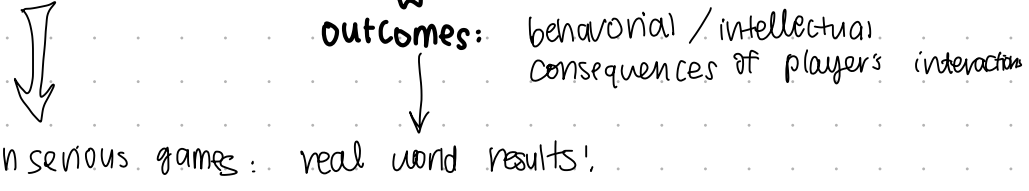
- A Game is ...
- FREE
 - Separate (from real life)
 - uncertain
 - unproductive
 - Governed by rules
 - Make-believe



HOW GAMES TEACH:


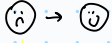

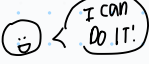



- Multiple ways to solve problem
- motivates/excites
- challenges require building skills
- Achievements recognized!

Components of MDAO:



APPLYING MDAO



OUTCOME CATEGORIES:

- ① Behavior change 
- ② Attitude 
- ③ Information 
- ④ Self-efficacy 
- ⑤ Explicit skills 
- ⑥ Implicit skills 
- ⑦ Aesthetic 

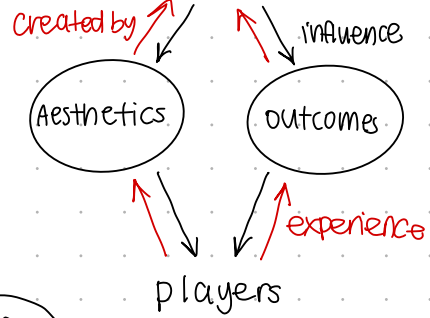


designer 

MECHANICS

emerges from.  informs 

DYNAMICS




HOW TO'S :

- 1.) Determine desired outcome of the game.
- 2.) What aesthetic will aid the fruition of these outcomes
- 3.) plan out dynamics.
- 4.) Mechanics laid out by designer!

reverse approach.



1 1/2) choose intervention:


who's your target audience?

summary :

Promote Intrinsic Engagement

Give Players In-Game Goals

Tailor challenges to create flow!

Understand Messaging Philosophy.

use games to teach.

Identify Game outcomes

