

BAFTA

Young Game Designers 2012

# Game design: story and characters



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Mark Green



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# FUTURECADE

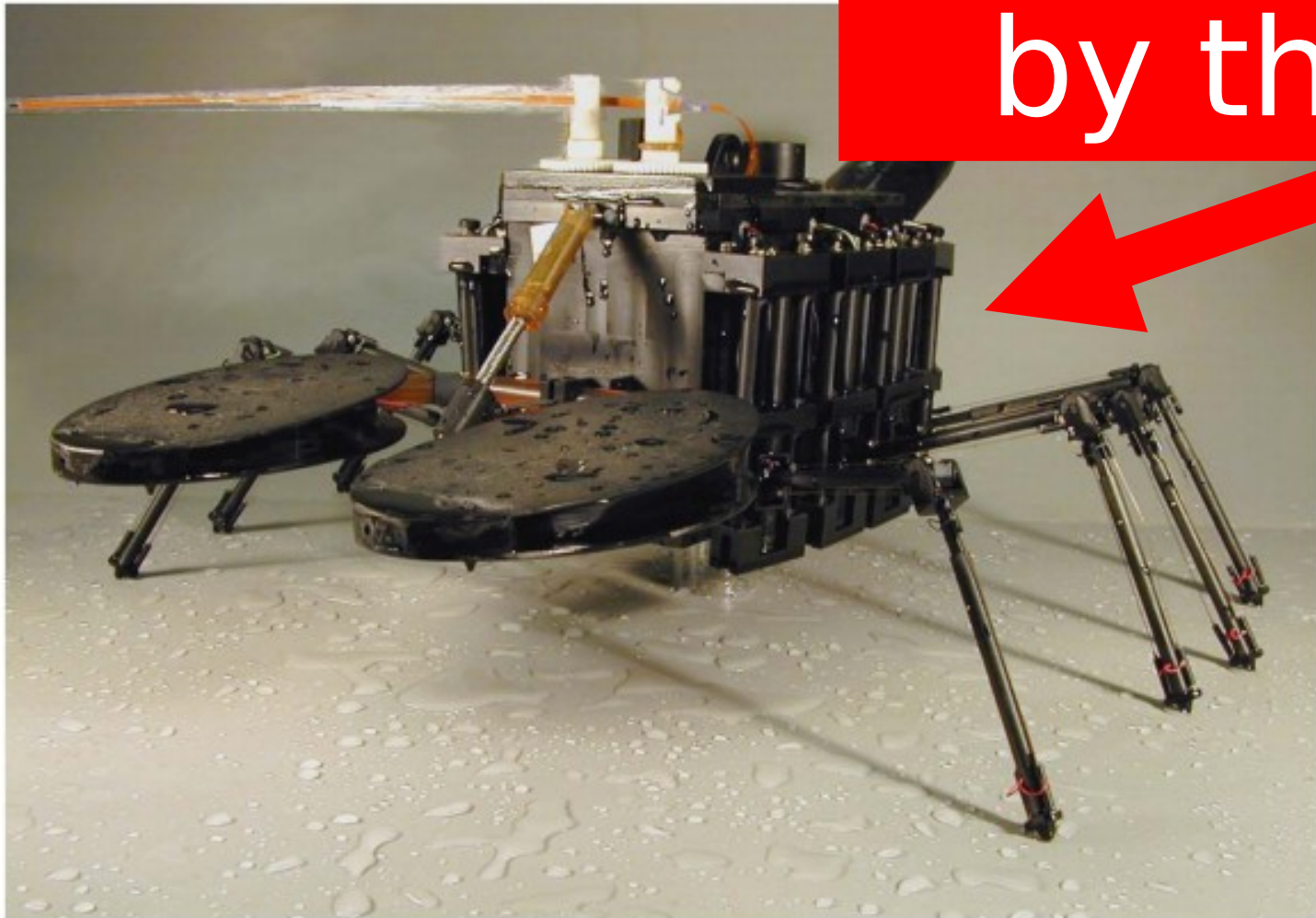
WILL SCIENCE SAVE HUMANITY?



[sciencemuseum.org.uk/futurecade](http://sciencemuseum.org.uk/futurecade)

## Autonomous Ambulator Based on the American

We were  
inspired  
by this



Purveyors of finely crafted game goodness since 2000, we make smart, casual, socially-connected games on any platform



## The Basics

All our games share five core values.



### Games with purpose

Our games are designed for a purpose, be that education, communication or engagement. Our games put the about at the start of the game design process.



### Highly social

All our games use social features to motivate play, encourage advocacy and self-expression. Competition and co-operation are two of the strongest tools in our design arsenal.



### User-centered

[View the portfolio](#)



### Latest Games

[Axon, Wellcome >](#)

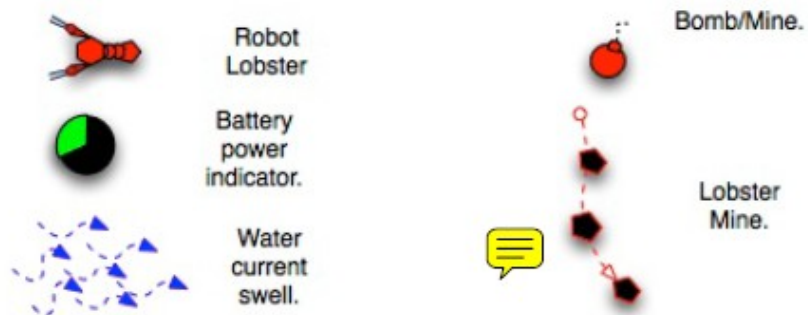
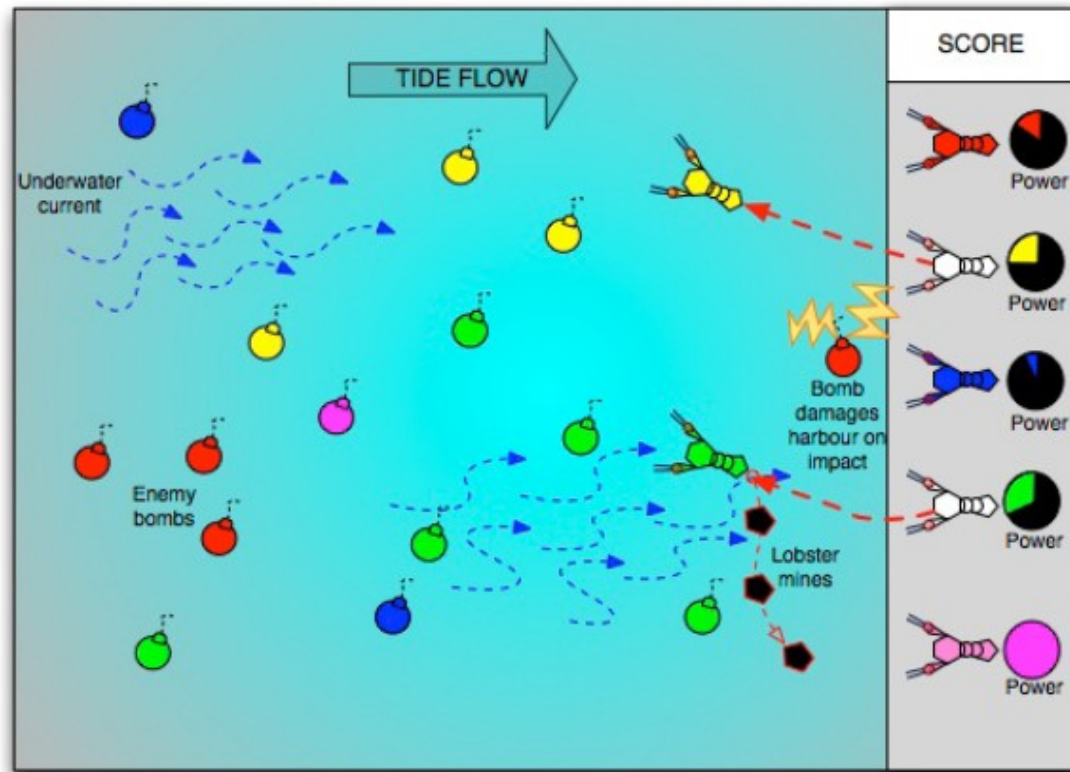
[Futurecade, Science Museum >](#)

[Goo Games, CMW / Cadburys >](#)

[Wondermind, Tate >](#)



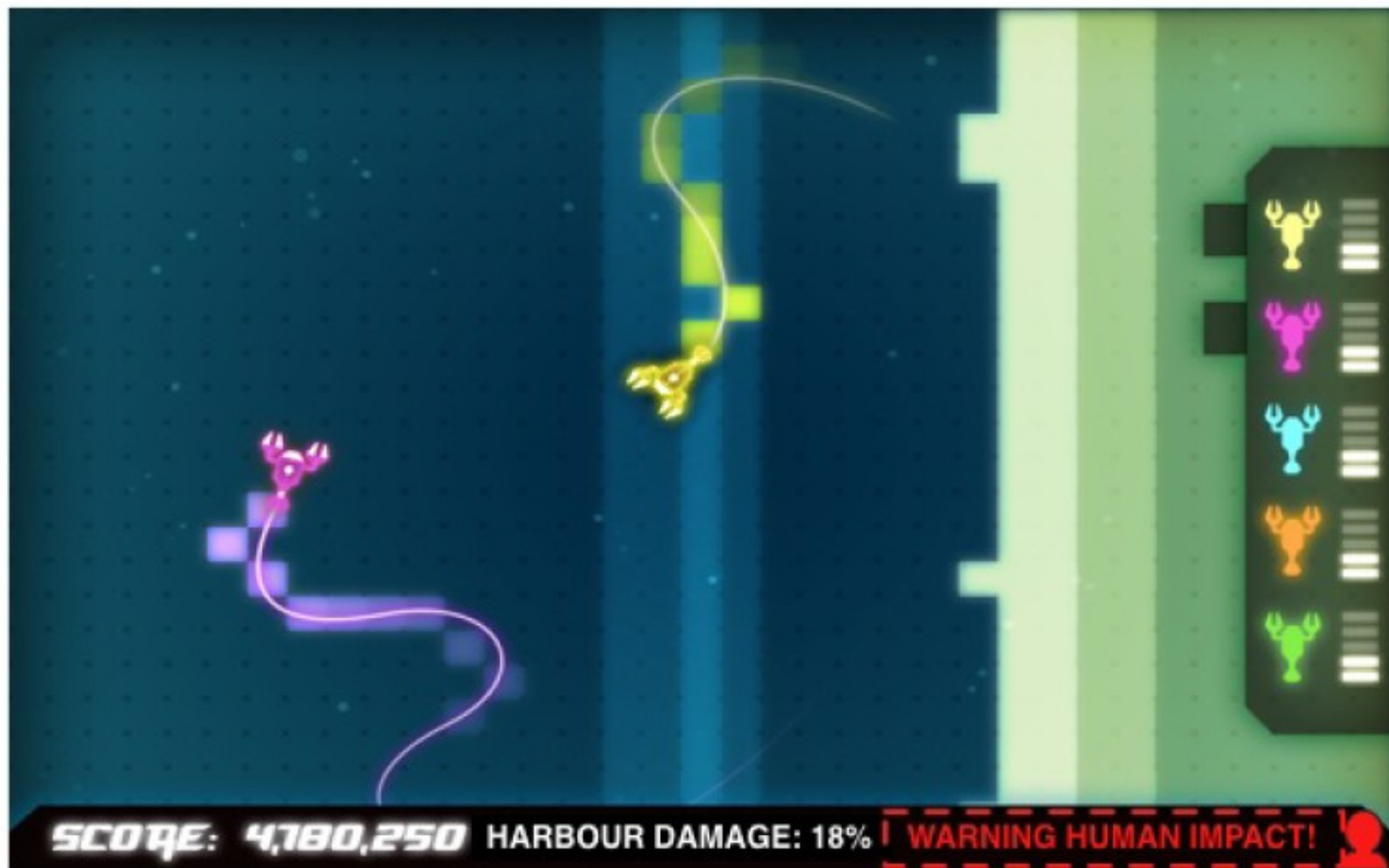
# Robo-Lobster Defence



“The player has to **defend a harbour** from **floating enemy mines**.”

“**The player controls robo-lobsters** that swim out to destroy bombs before they reach the shore.”





The player can control up to five lobsters. Click on the lobster to change colour. Click GO/BACK to launch or recall the robot. Watch the power level indicators.

Lobsters must be the same colour as the mine in order to destroy it.

Tidal waves drain battery power.

Bombs will destroy the harbour if they are allowed to hit it.

**SCORE: 4,780,250**

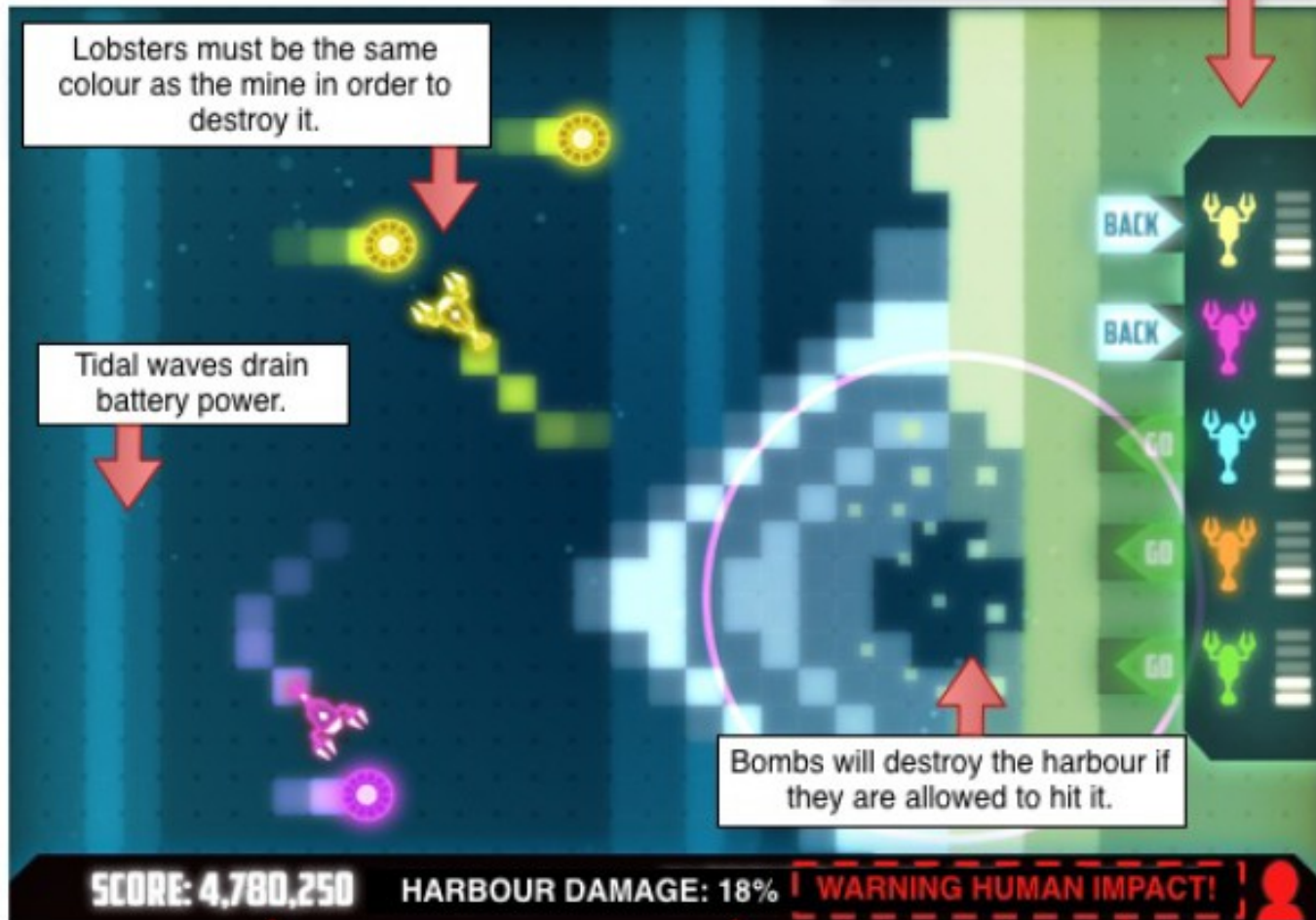
**HARBOUR DAMAGE: 18%**

**WARNING HUMAN IMPACT!**

8 digit scoreboard + 8 digit  
'previous best' scoreboard  
(greyed out)

Damage to harbour

Human impact display



Things to ask  
yourself about **your  
story and  
characters**

**1. Who or what does the player control?**







# TEMPLE RUN





134.86m

Sheriff 5.00m Away





Robotic lobsters have been designed to destroy mines in the sea. Take control of your Robo-Lobsters and keep the harbour safe from attack!



**2. What is their goal?**



1UP  
220

HIGH SCORE  
1000

2UP  
290



# JOURNEY





NORMAL 687

INFORMATION

V STRIKE

ATTACK

ATT

LIGHTNING

ATB COST 0217/0830

HP 08

**3.** Who or what is trying to stop them?
















6515M

338



“The waves of bombs will keep coming. **There'll be more and more of them and they'll get faster and faster.** So it will be harder to keep the harbour safe.”

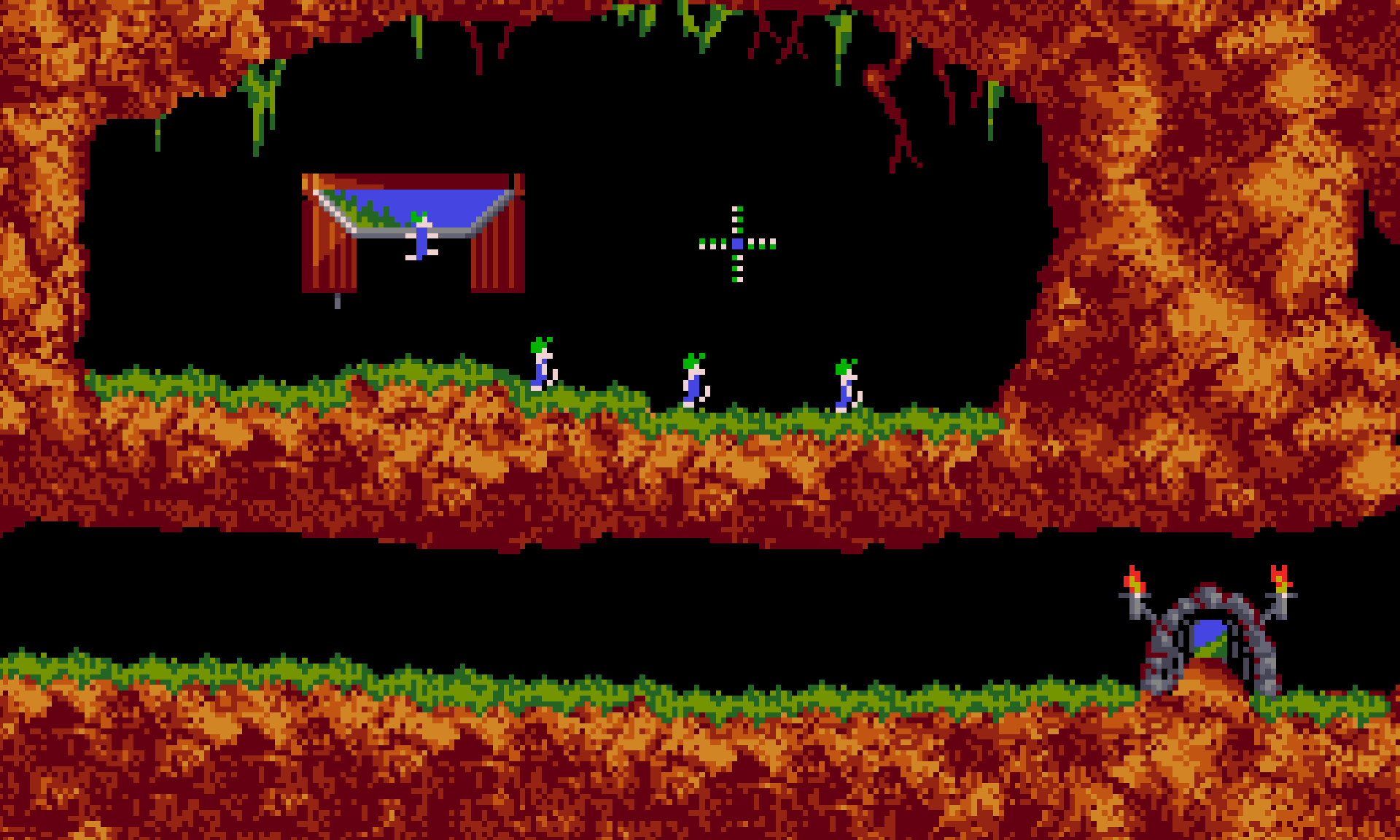


**4.** What are their strengths and weaknesses?

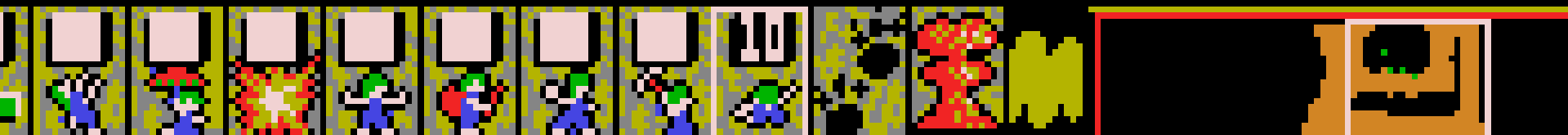




©SEGA



OUT 4 IN 0% TIME



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1. Who do you **control**?
2. What's their **main goal**?
3. What's trying to **stop them**?
4. What are their **strengths and weaknesses**?

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The big question:  
**is it fun?**



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That's it – **have  
fun!**

