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**Programme of Study:** Creative Games Design

**Module:** M4X01560

Tasks in the order i received them:

**Task One:** Semiotic Analysis (Ryan task) Observational Writing: Identify an image and write a semiotic analysis. = 840 words

**Task Two:** Manifesto (Julia task) "What do i believe in, my beliefs in my work and practice".

= 700 words

**Task Three:** (Jon task) Reflective Writing: Do you know what you think? = 416 words

**Task One:**

"There can be no words without images" - Aristotle.

"The semiotic tradition explores the study of signs and symbols as a significant part of communications.

Unlike linguistics, semiotics also studies non-linguistic sign systems. Semiotics includes the study of signs and sign processes, indication, designation, likeness, analogy, allegory, metonymy, metaphor, symbolism, signification, and communication." (wikipedia 2019)

We look at thousands of images every day, but are we actually seeing them, or just passively letting them wash over us? "Every time we interpret an image around us (to understand what it signifies),

whether consciously or not, we are using the tools of semiotics to understand its signification (Sturken & Cartwright, 2017).”

Semiotics, developed by Charles Pierce and Ferdinand de Saussure, is the study of signs which is used to analyze a wide variety of systems of representation, including images.

The two people in the image are at two stages of life, which definitions i've taken from the book

"The Human Odyssey: Navigating the Twelve Stages of Life"are as follows:

Young child : Stage 4. "Early Childhood (Ages 3-6): Playfulness – When young children play, they recreate the world anew. They take what is and combine it with the what is possible to fashion events that have never been seen before in the history of the world. As such, they embody the principle of innovation and transformation that underlies every single creative act that has occurred in the course of civilization.."

Old woman: Stage 11. "Late Adulthood (Age 80+): Wisdom – Those with long lives have acquired a rich repository of experiences that they can use to help guide others. Elders thus represent the source of wisdom that exists in each of us, helping us to avoid the mistakes of the past while reaping the benefits of life’s lessons." (Armstrong, T. 2019)



The picture i have chosen is showing two stages and realities of human life.

A young child and an old aged woman are standing with the aid of some supporting mechanisms to help them walk.

It is possible, like peirce says "the later is thereby mediately determined by the former", meaning the later stage of the old womans life and the way she walks now, is determined on how her former, younger self walked and how healthy, large, walking life she led.

This picture also highlights that we come in to this world, we are not able to walk, and if your lucky enough to live to old age, you will probably leave this word not being able to walk properly also.

According to Ferdinand De Saussure's dyadic model of Semiology, The dyadic representation of the 2 people in the image is that they are both in a similar state of not being able to walk very well, meaning they relate to eachother by sharing a same difficulty in their lives, walking.

Charles Sanders Peirce's way of representing an image in different ways are as follows:

Iconic:

The image is iconic in the way it shows a simple representation of something every human in this world will experience in their life and can relate to.

Symbolic:

There are many symbolic connotations found in this picture, the background, the setting, the colours and objects used all play a part.

Colours, Style and Design:

The simple clothing style, the faded colours of the clothes, the simple designed walker and even the hair colour of the old lady symbolizes simple, tired, and old, even colder colours.

The bright colours of the child symbolizes a bright, young, colourful youth with plenty of life and future also determining a bright nature of the child.

Movement and Angle:

The movement and angle opposite one another symbolizes that the old lady has experienced life, and can relate and remember when she was in that position. She looks down on the young child with wisdom, hope, and a guiding example, also bringing the old lady joy, similarities and good memories of her youth as she smiles while doing this.

The young child looking upward to the old lady signifies ambition towards life, looking up and forward to the future. Moving forward and looking to achieve, and achieves one of the first problems/lessons, walking.

You can see the old woman's face, the expression of which, shows a long life and is tired after a long life.

You cannot see the young boy's face which symbolises he is still a blank page, his face unwritten with the life that has not yet been led.

Background:

The background is also tired like the old woman, signifying that nothing lasts forever and everything gets tired and old, the setting is also a natural one indicating that the process of life is natural, and the two people signify the start and the end of that natural cycle.

Denotation/Connotation and Synecdoche:

The denotational meaning can just be two people of different sex & age, that are standing in a garden looking at each other, but the connotational meaning and synecdoche is, the picture as a whole symbolizes 2 important points in human life the start and the end.

### **Bibliography**

Aristotle (3706)

Armstrong, T. (2019) The Human Odyssey: Navigating the Twelve Stages of Life, Ixia Books.

[www.institute4learning.com/resources/articles/the-12-stages-of-life/](http://www.institute4learning.com/resources/articles/the-12-stages-of-life/)

Bibliographical note:

This Ixia press edition, first published in 2019, is an updated republication of the work originally printed by sterling publishing co., inc., New York, in 2007.

Sturken, M. Cartwright, L. (2017) Practices of Looking: An Introduction to Visual Culture, Oxford  
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Image Reference:

Google images, 2019.

## **Task Two:**

Instead of writing a manifesto about what i believe in generally in my life, i have chosen to write a  
manifesto on what i believe in, in my creative practice, Creative Games Design.

### **Manifesto : Ethical Game Development**

1. I must create games that are fun.
2. I must release finished games that work properly, without bugs, flaws, crashes or problems.
3. I must not abandon a project & it's fans/consumers.
4. I must not create games that cause people harm.

5. I must create an experience for players/consumers that is worth their time & money.
6. I must use good practice & top technology practices, to create a top quality product/game.
7. I must not create a game that has micro transactions & various multiple DLC'S
8. **EARLY ACCESS HAS NO PLACE HERE!**

### **Keywords & Images**



### **"FUN"**

1. The Oxford English dictionary defines "FUN" as "Light-hearted pleasure, enjoyment, or amusement; boisterous joviality or merrymaking; entertainment"

"There are psychological and physiological implications to the experience of fun."

In my practice of creating games, i feel very strongly that whatever i create it must be fun, and must give the player/consumer a good experience.

“The attraction to playing videogames and what makes them fun is that it gives people the chance to think about a role they would ideally like to take and then get a chance to play that role.” (Przybylski, A. 2011)



### Keywords & Images

#### "Worth"

**"Worth while:** useful, important, or helpful enough to be a suitable reward for the money or time spent or the effort made"

5. Creating an experience that is "worthwhile" of peoples time and hard earnt money is ethically something i feel strongly about for the following reasons

A. I feel my image as a game developer will be a much more appreciated solidifying my future as a developer that people will trust and back.

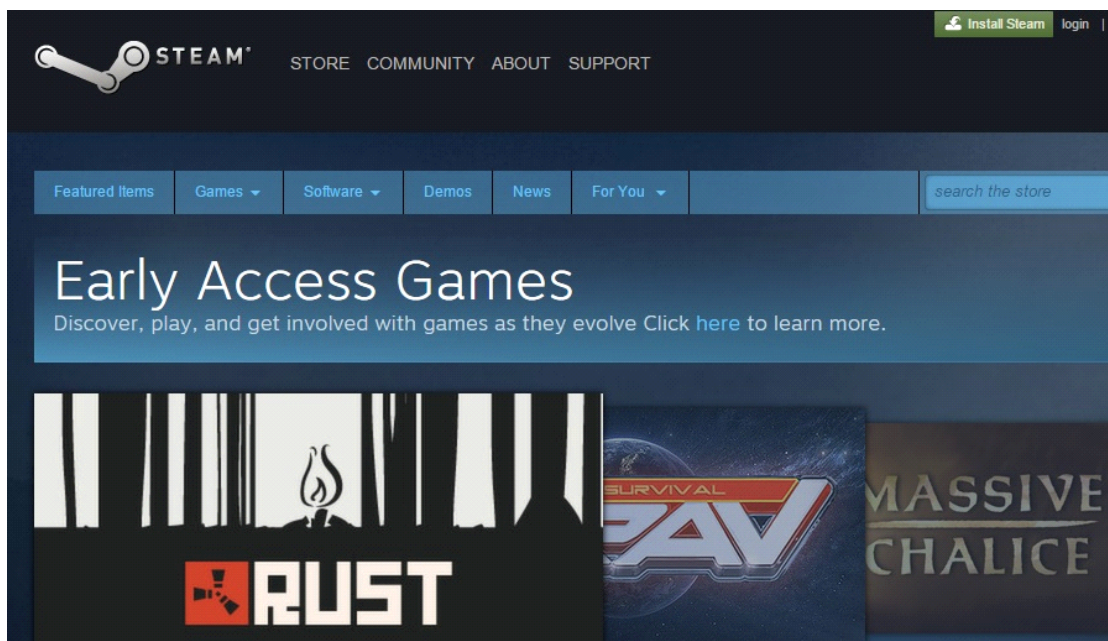
B. It will make me a more successful developer.

To make an experience that is worthwhile, the depth of ideas and implementation of them, the way the experience looks and feels whilst using the best tools and technology, and how enjoyable and fun it is, all help to make the experience a great and worthwhile one.



## Keywords & Images

### "Early Access"



8. In the earlier days of game development, the term early access did not exist, all products that were developed before this term arose, went through a much thorough development process to make sure

the product was at a certain, high standard before release.

This was partly due to the fact that the speed and technology of the internet was very poor and in its infancy, which made game updates and patches non-existent as there was no way people could really download them as the file sizes are big.

The improvement in internet technology has paved the way for developers to become more lazy and release a product "early" and unfinished and consumers/players could download content that should be in the game upon release, at a later date. Which is helpful for developers as they can take revenue before even finishing the product, but it has opened the flood gates for unethical developers to take early money and run without ever finishing the product, "Starforge" for example is a game/development team that did this.

It's a tough argument as it's tough starting out as a developer and having early revenue is useful, but I feel it brings the industry down with multiple poor quality, unfinished games with hardly any playability on release, which is why I strongly disagree with early access games.

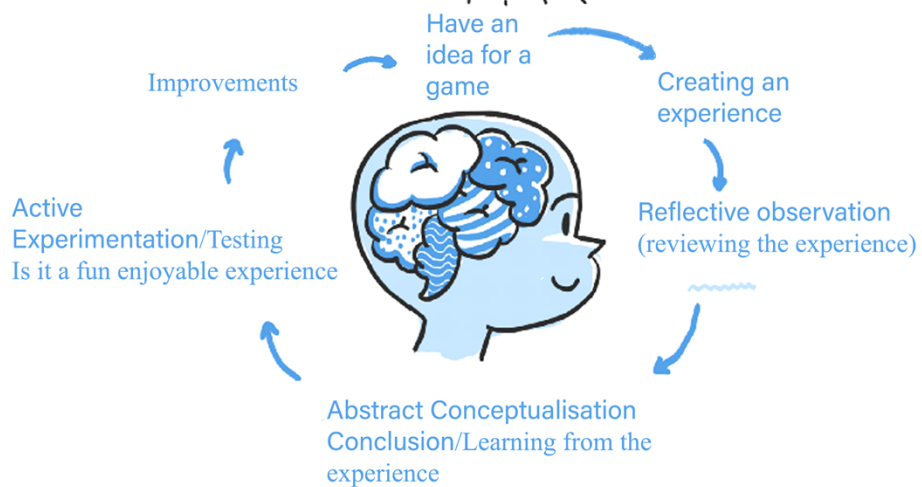
"When it comes to the ethical choices that game developers make when they decide what to put into their creations, they face the same moral issues that artists in any other communications medium face. They must struggle with balancing their rights to free expression with the tastes of consumers and be concerned about the effects their content has on their audience. While it's easy for games to enlighten and enliven the human experience, they are still a form of media and expression, and thus possessed of the ability to influence those that play them." (Takahashi, 2004)

Great Game Design Pyramid & Game Design thinking.

# GREAT GAME



## GAME DESIGN THINKING



In this era of gaming and development, there is a lot of poor ideas and unfinished development of products, which are then released to us (consumers/general public) with the expectancy to accept the product and hand over money for a poor product on release.

Then "heads are scratched" by the developers, wondering why the game has failed in the market, therefore bringing the market down in quality and enjoyment not only for the consumers/gamers, but for other genuine developers too.

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Takahashi,D. Ethics of Game Design, Gamasutra, 2004,

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Image Reference:

Google images, 2019.

### Task Three: Reflective Writing

A practical reflection of an image of Blockbuster Video.



Reminisce - "To talk or write about past experiences that you remember with pleasure." (Oxford University Press, 1989)

The day Blockbuster Video ceased operations in November 2013.

Blockbuster Video is a place that i have warm and fond memories.

Blockbuster Video used to hold the week's most exciting event every friday, an exciting event with friends and family, it signified "The weekend" and entertainment, EVERY weekend.

Every Movie and Video Game ever made for the current technology of the time, filling the shelves of the store, you had everythign to choose from to enjoy.

It was also a social event, as you would usually see a neighbour, friend or someone you know, and chat and socialise because it was the place everyone went for their entertainment for the weekend, a place that has not been replicated in the same way for me.

Even with the introduction of new technology to improve ways in which humans socialise, nothing has captured the same experience's, memories and general feel of blockbuster video from my youth.

When i reflect on the whole situation of the downfall of Blockbuster, it's actually new technology that killed Blockbuster Video's empire of 9000 stores, with the introduction of the world wide web and being able to stream the same content at home, people did not need to leave their home now to get the same entertainment, which unfortunately forced them to close all stores.

Imbuing the subject closely, brings back good, happy, fond memories of past experiences in blockbuster video, and of the world and life at the time and the way it was.

The excitement and happy memories spending time with family or friends, going on an adventure to  
Blockbuster!

"Happy memories are essential to our mental health. They strengthen our identity, sense of purpose and relationships." (Wiking, M., 2019)

But even these great memories are overshadowed, bringing a depression of missing blockbuster video and the world at that time, as i fear I'll never have the same experience again, or of the better world/time it existed in.

It taught me a simple life lesson that things change, and not always for the better.

But there is still a glimmer of hope as the last remaining blockbuster store still exists in a place called Bend, in Oregon USA, its just a shame that its thousands of miles away, maybe one day i will visit blockbuster again and bask in its glory one last time.

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Oxford English Dictionary (2nd ed.). Oxford University Press. 1989.

Wiking, M. The Art of Making Memories 19/9/2019.

Image Reference:

Google images, 2019.