



Game Making IS The Game: Lessons Learned From PlayCrafter

Introduction



Lesson 1: People Love Making Games



The Workshop: PlayCrafter's Editor

Numbers

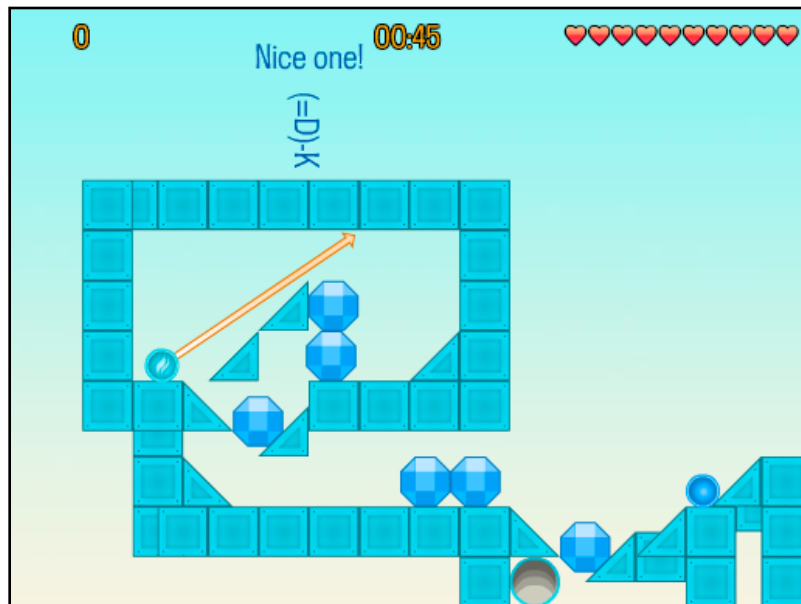
- Over 11,000 games since July 2008
- Our most prolific creator has made over 250 games

Motivation

- Younger generation EXPECTS to create content
- Showing off & getting feedback
- Ability to be creative in a medium they love

Lesson 2: Users are Incredibly Innovative

New Game Mechanics



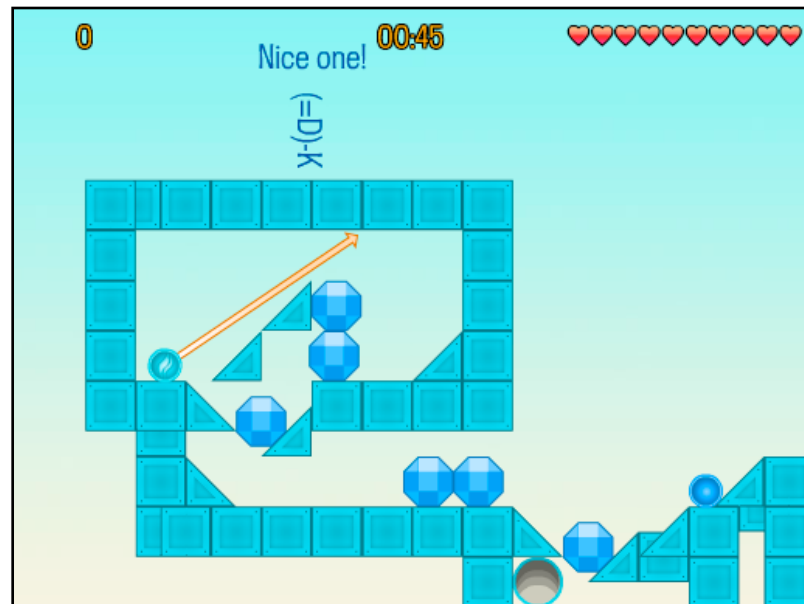
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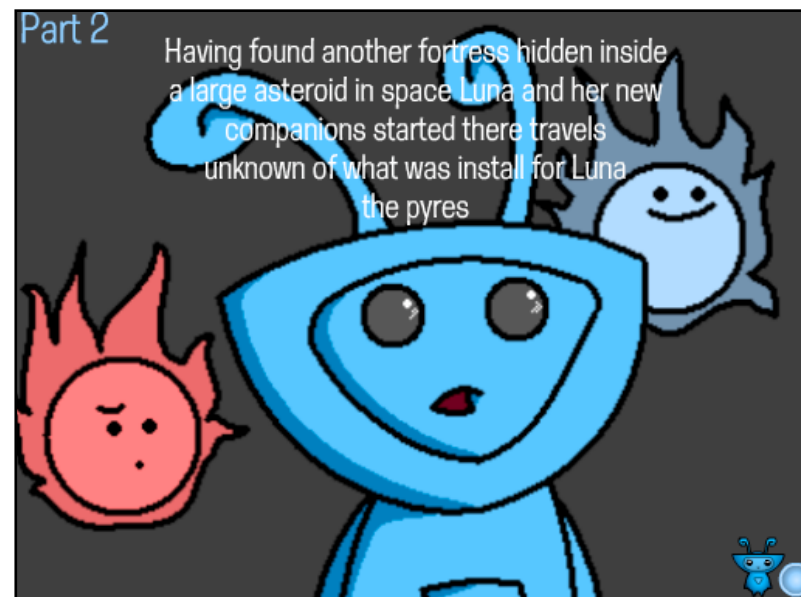
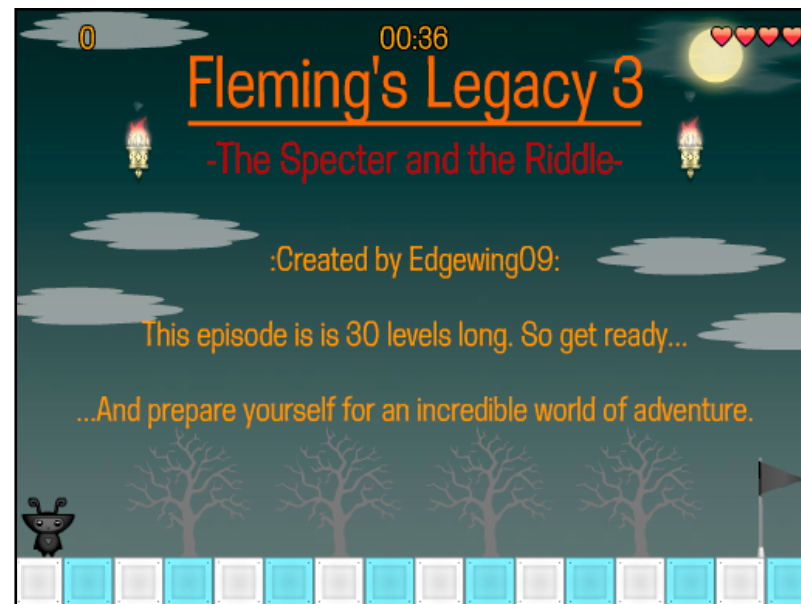


Lesson 2: Users are Incredibly Innovative

New Game Mechanics



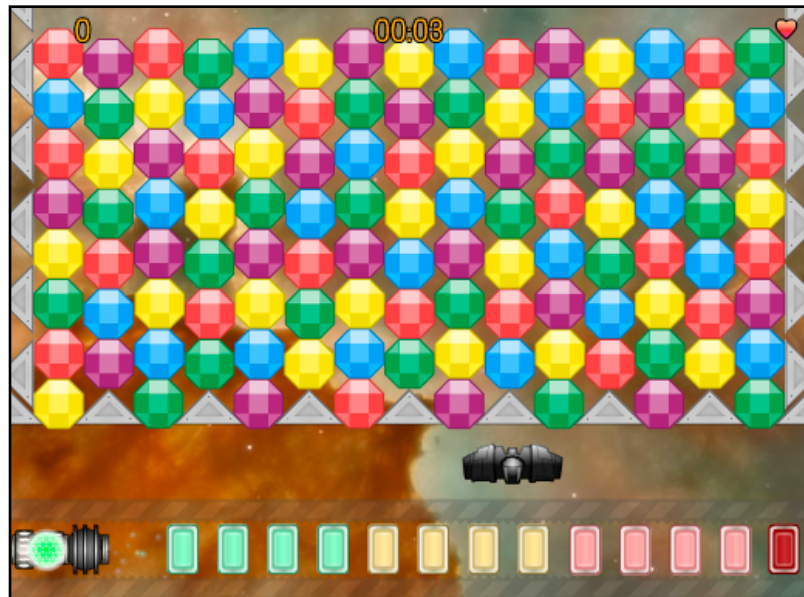
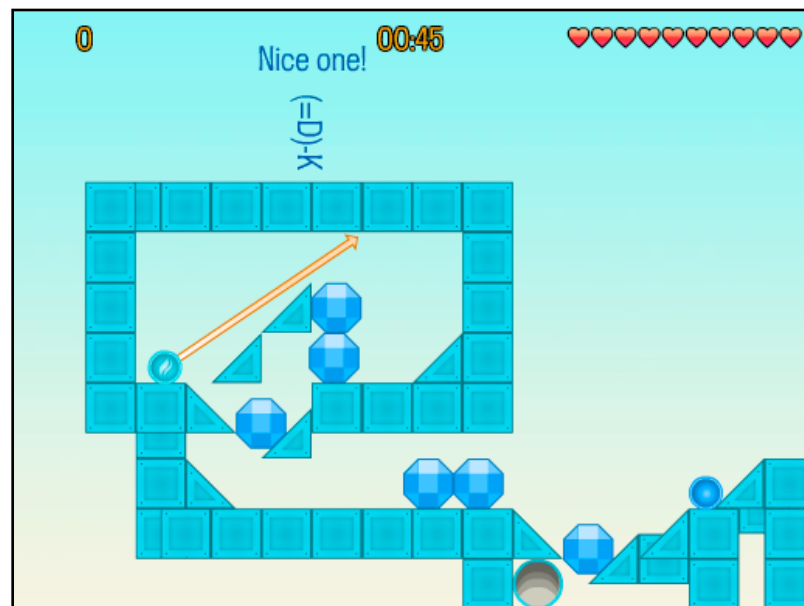
Story Telling



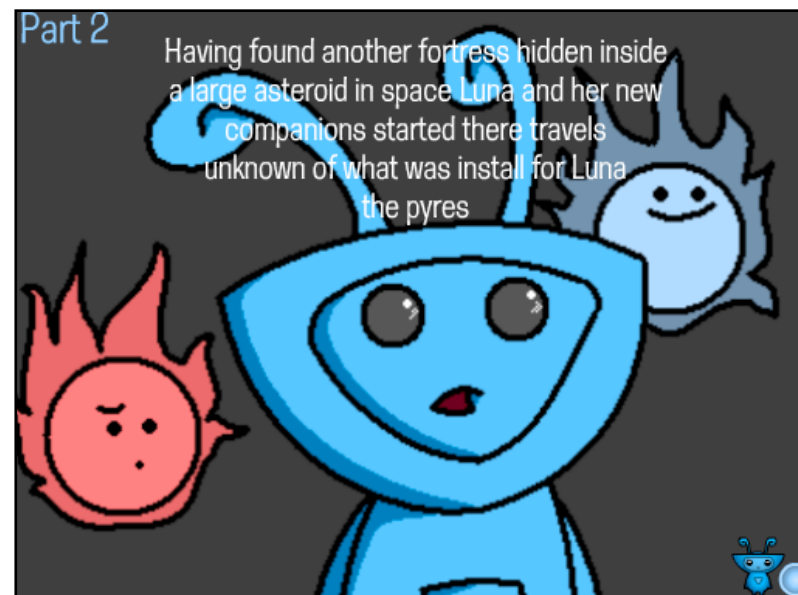


Lesson 2: Users are Incredibly Innovative

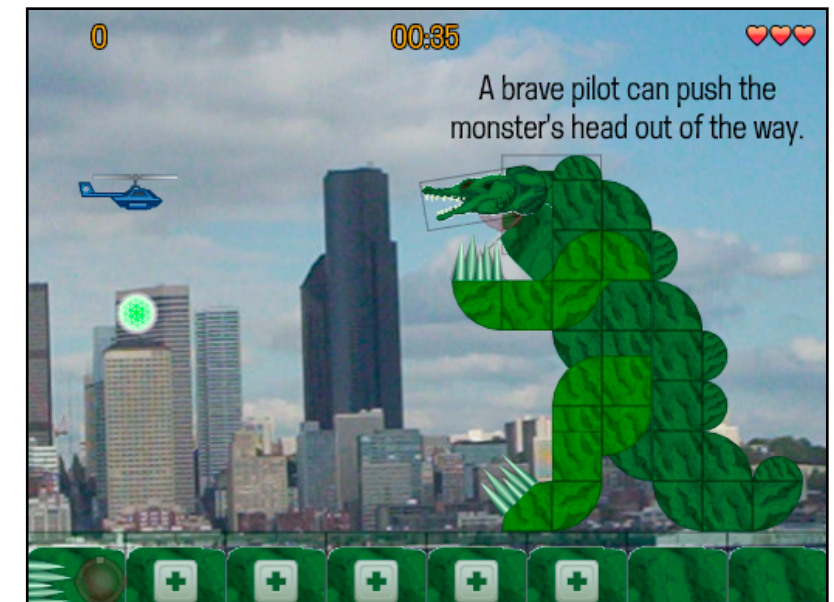
New Game Mechanics



Story Telling



Boss Battles

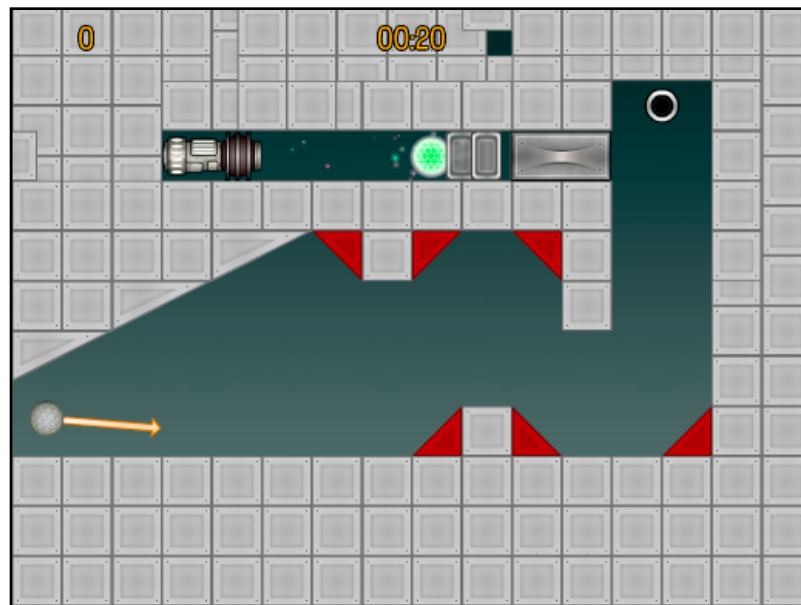
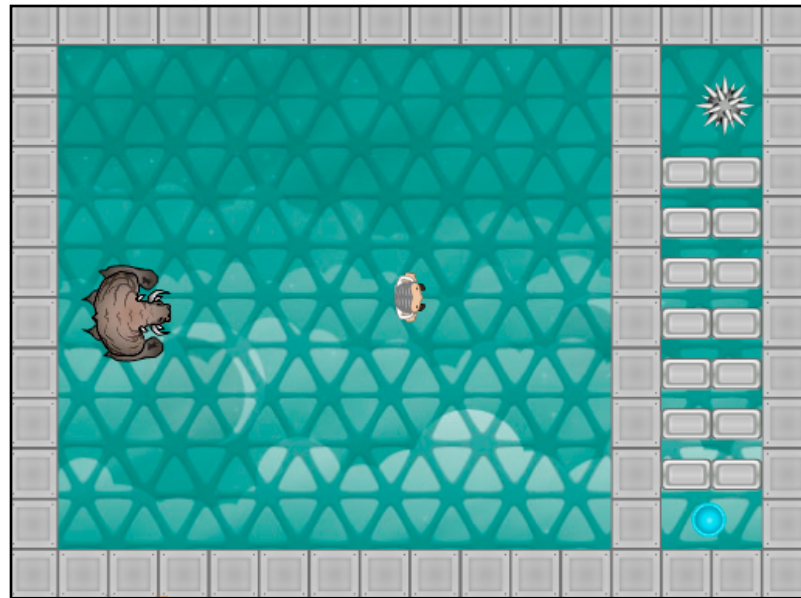






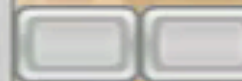
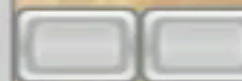
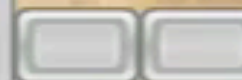
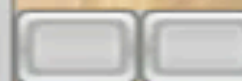
Lesson 3: Community Engenders Memes

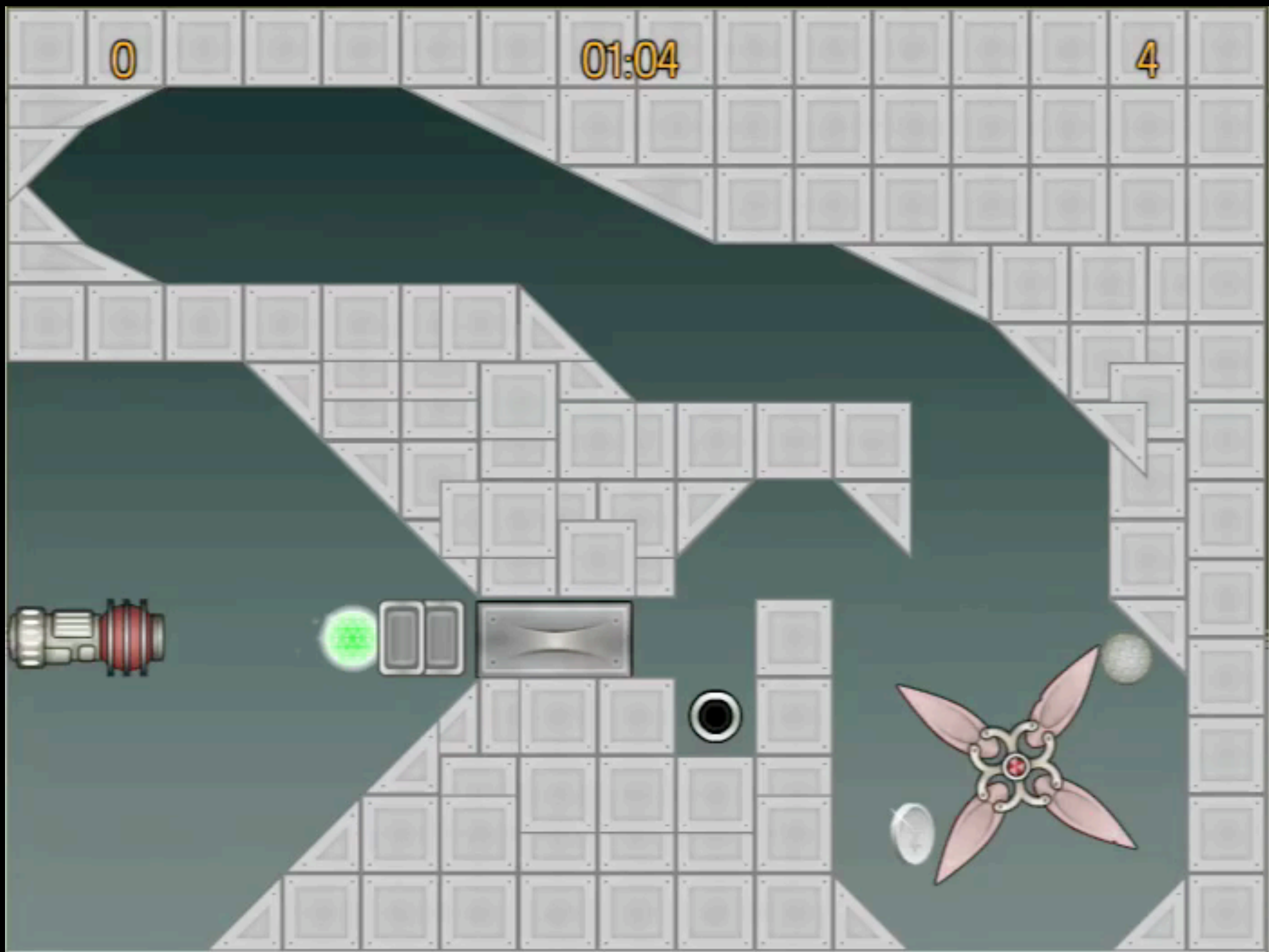
Timers



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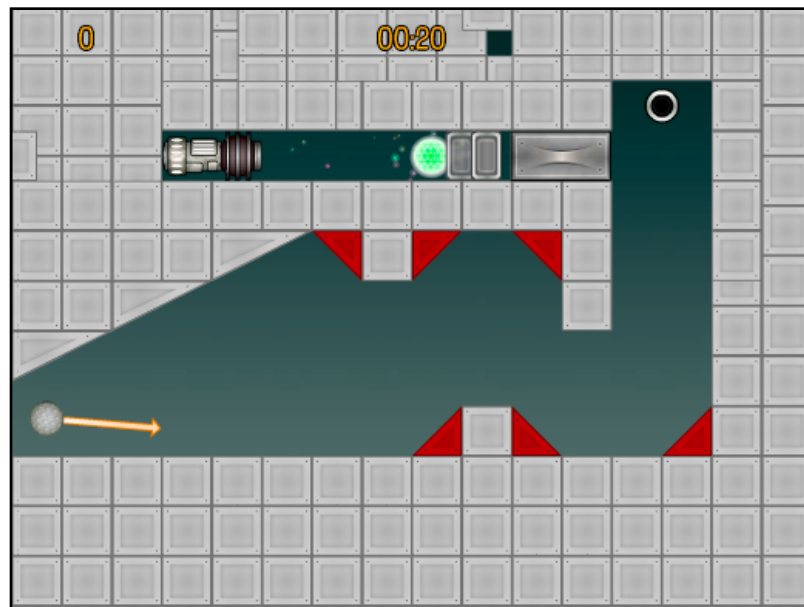
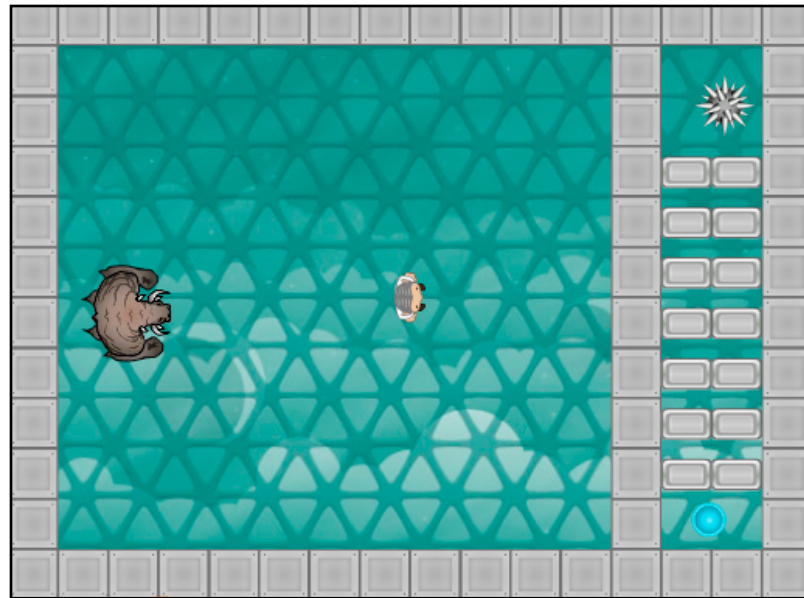
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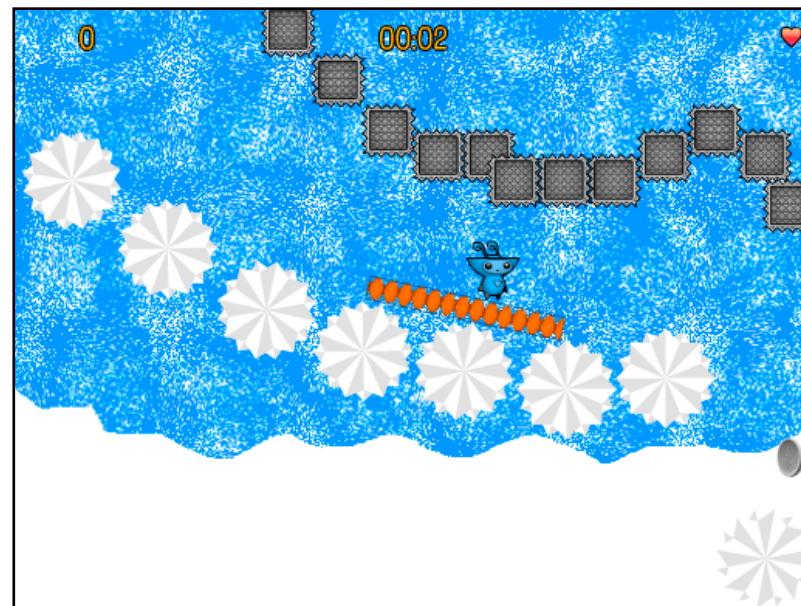


Lesson 3: Community Engenders Memes

Timers



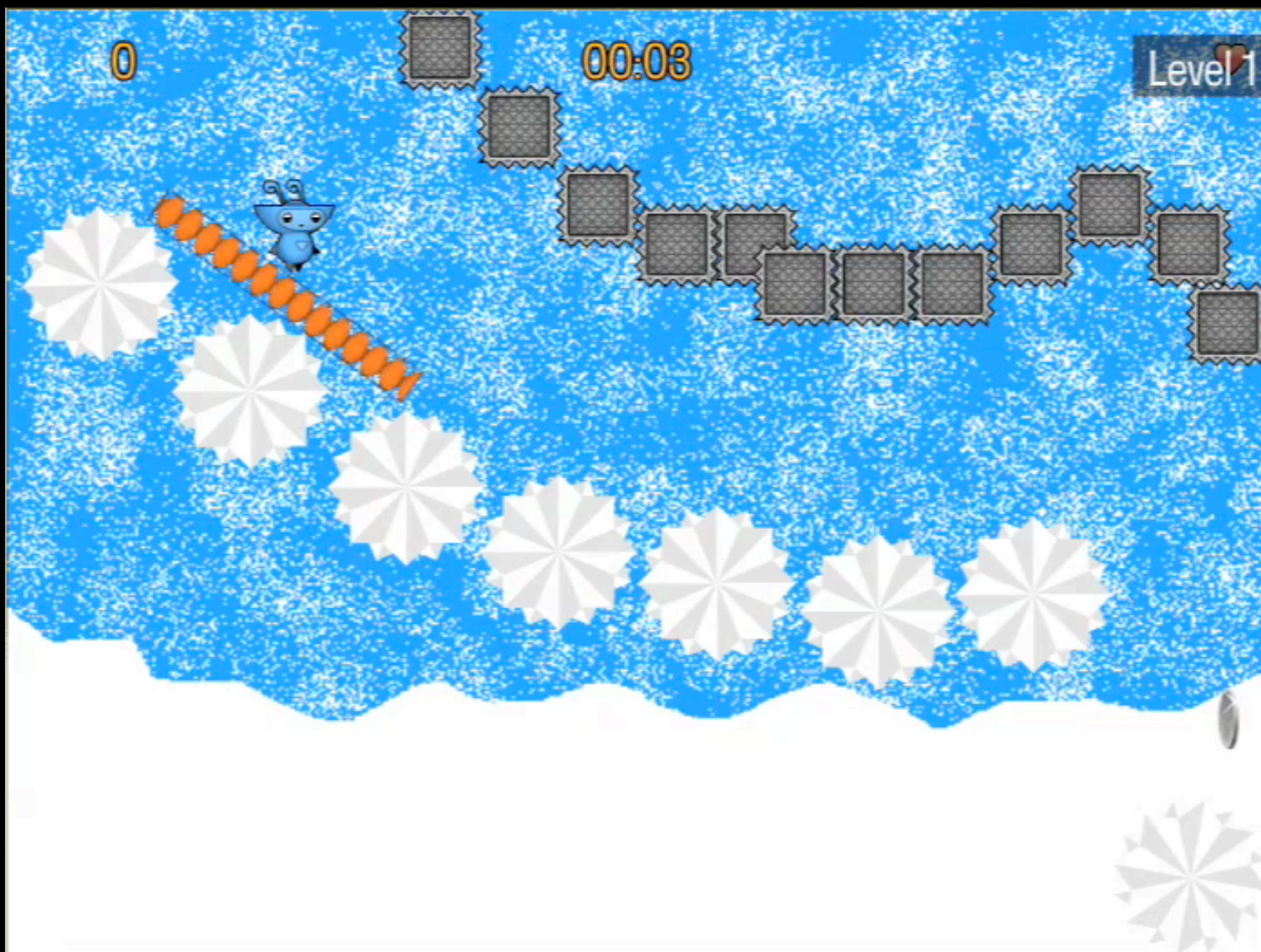
Surfing



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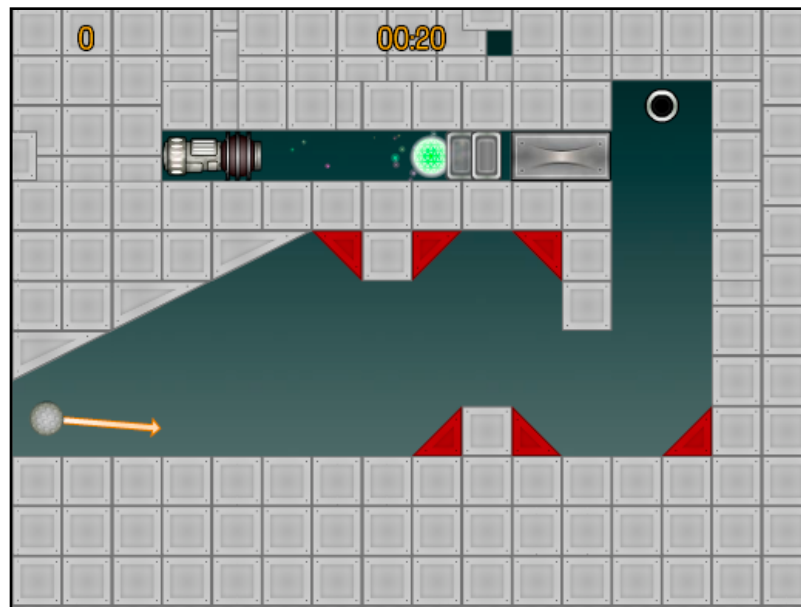
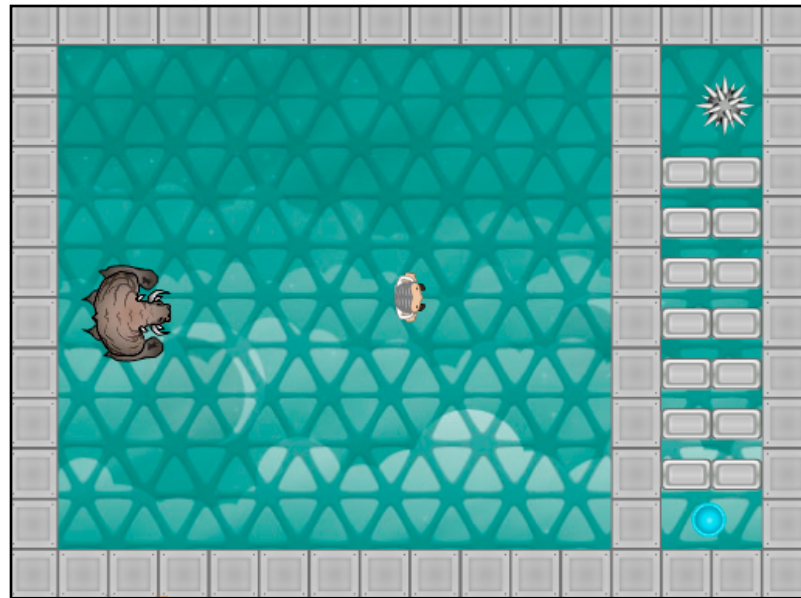
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Level 1

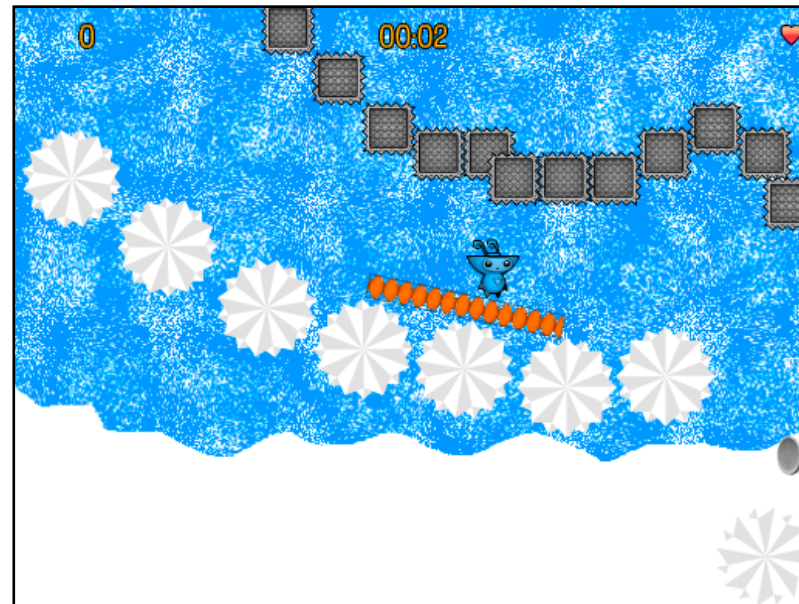


Lesson 3: Community Engenders Memes

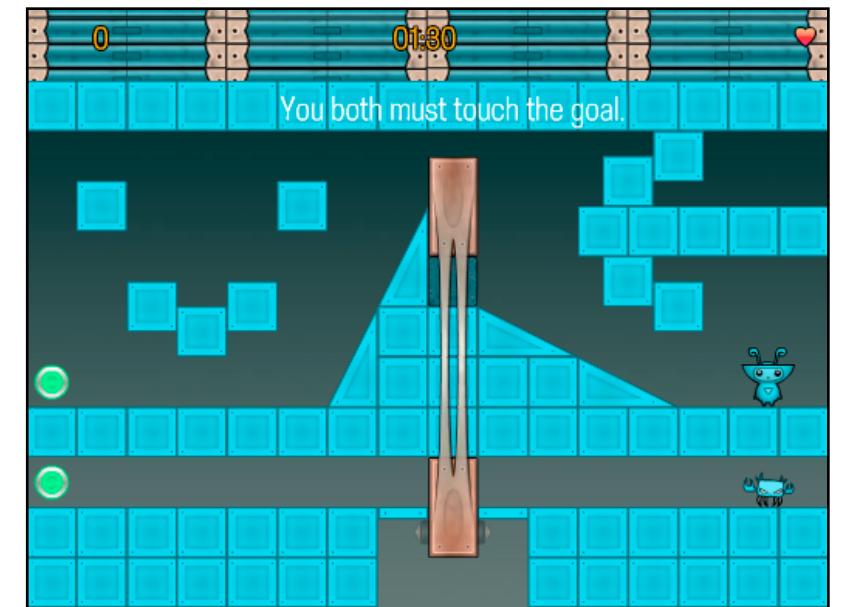
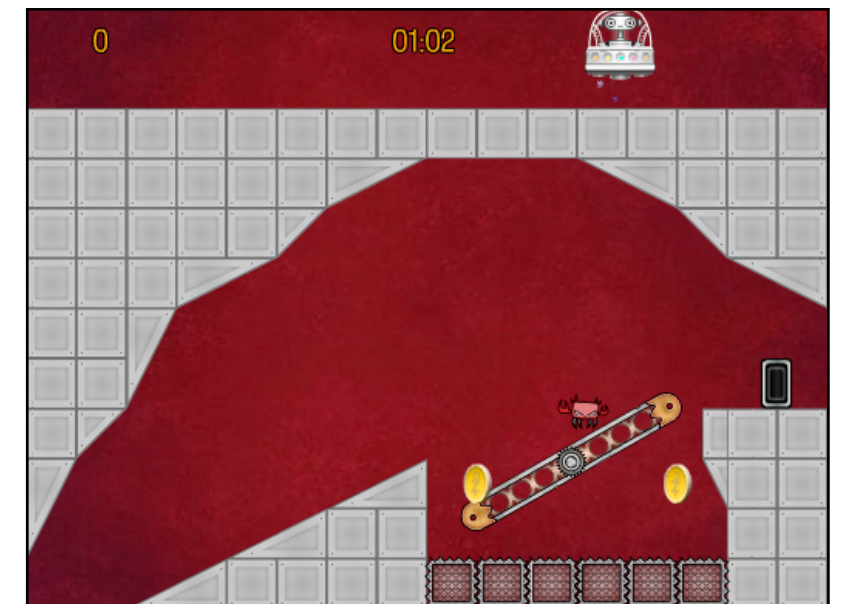
Timers

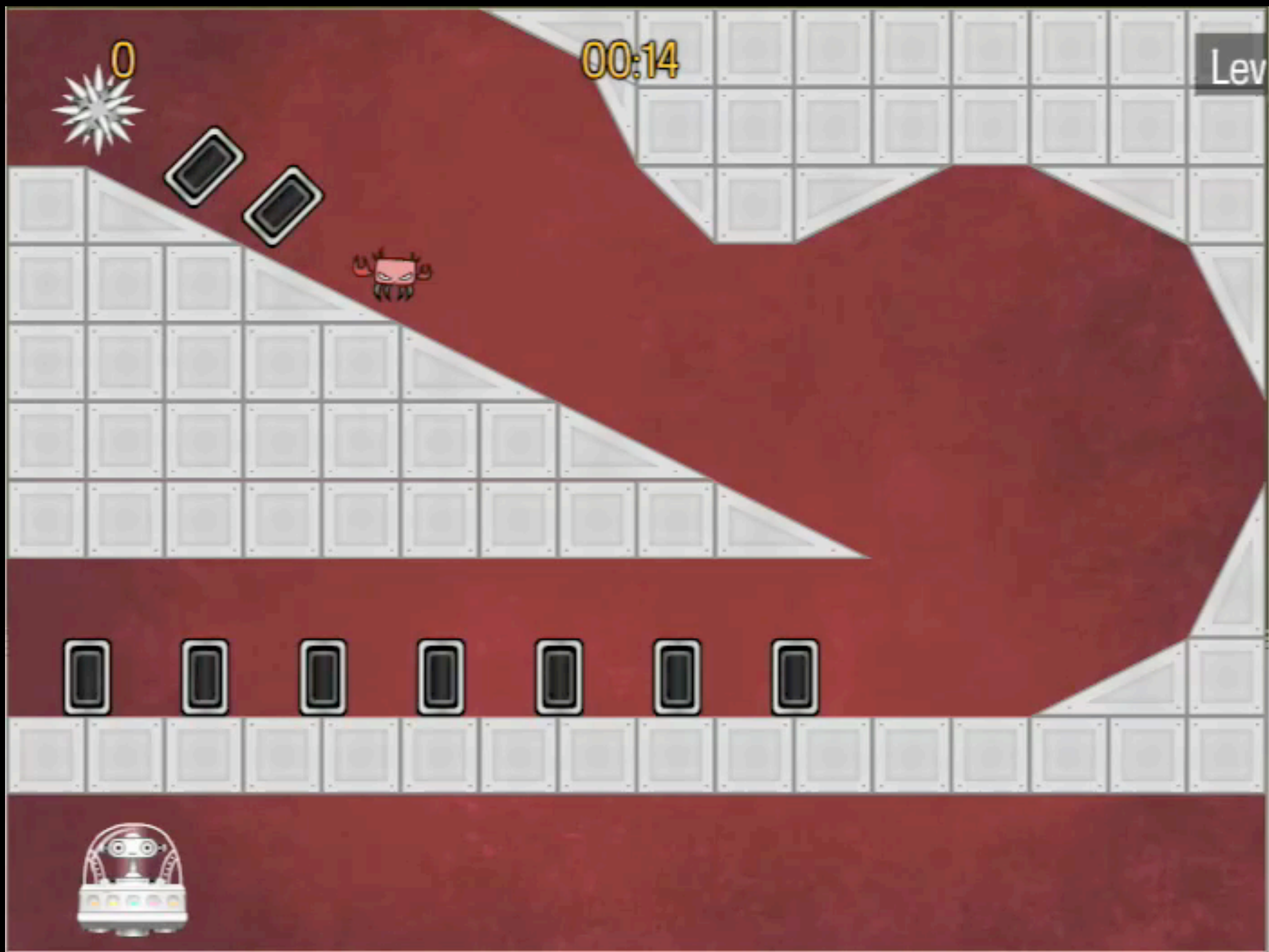


Surfing



"Crab Whispering"



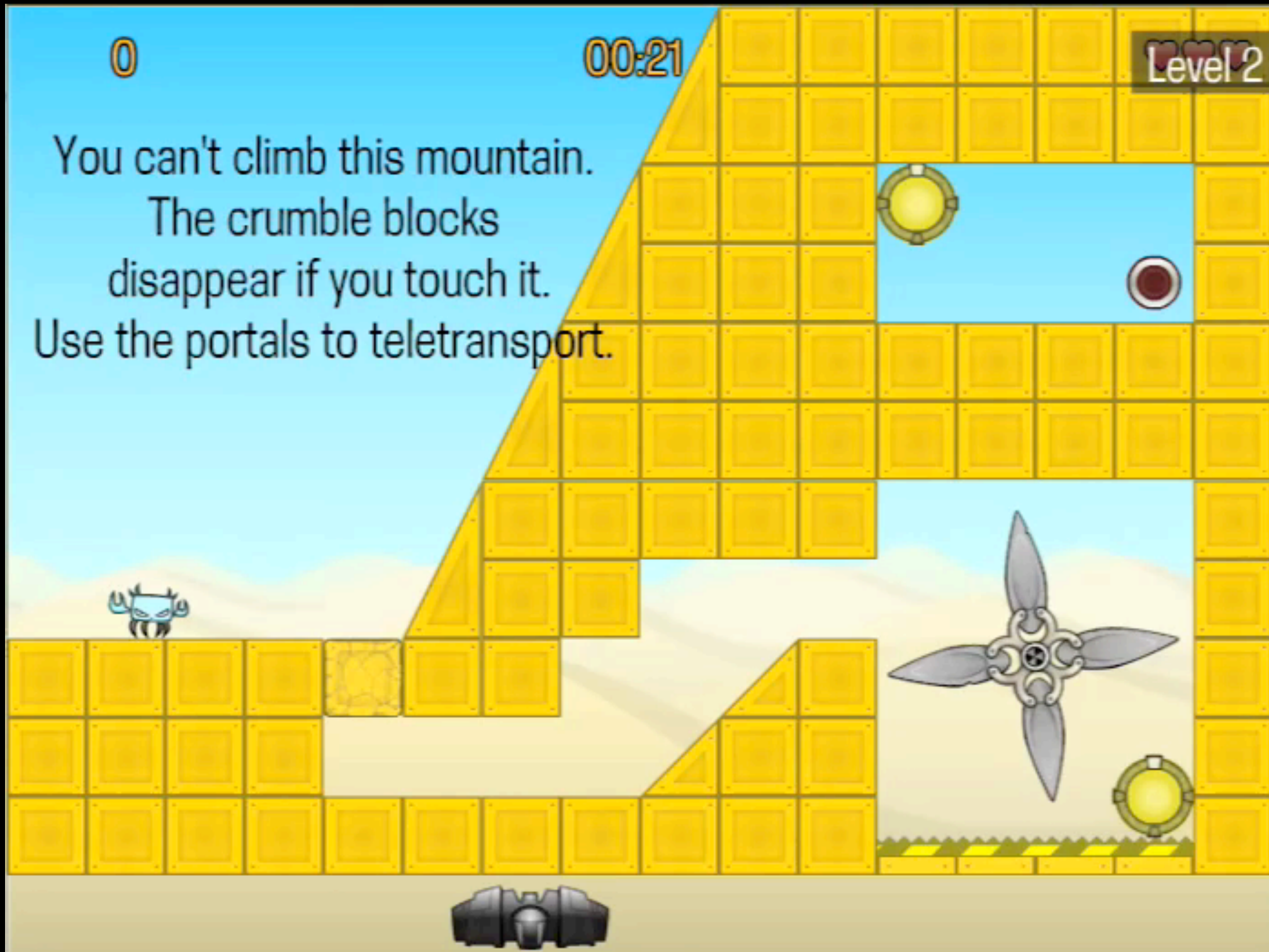


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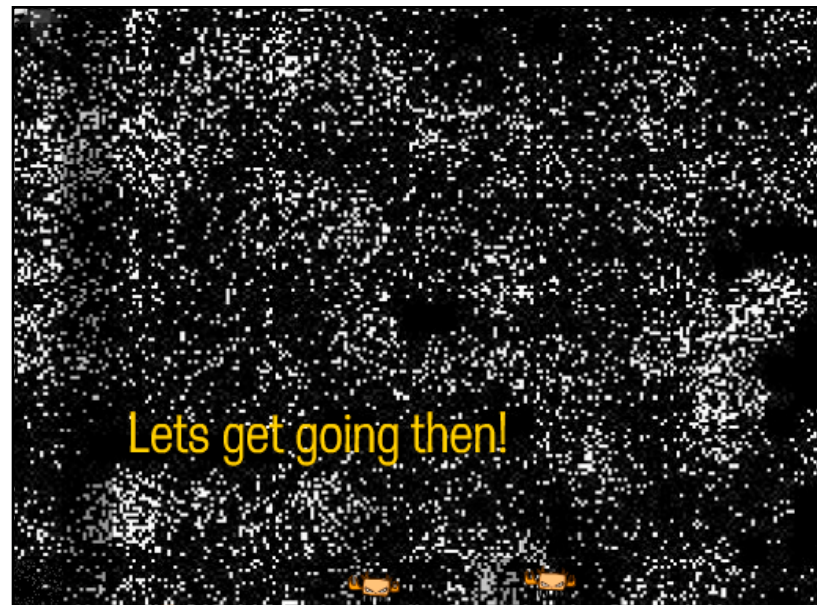
Level 2

You can't climb this mountain.
The crumble blocks
disappear if you touch it.
Use the portals to teletransport.



Lesson 4: It's More Than Just About Games

Animations



Rube Goldberg Machines



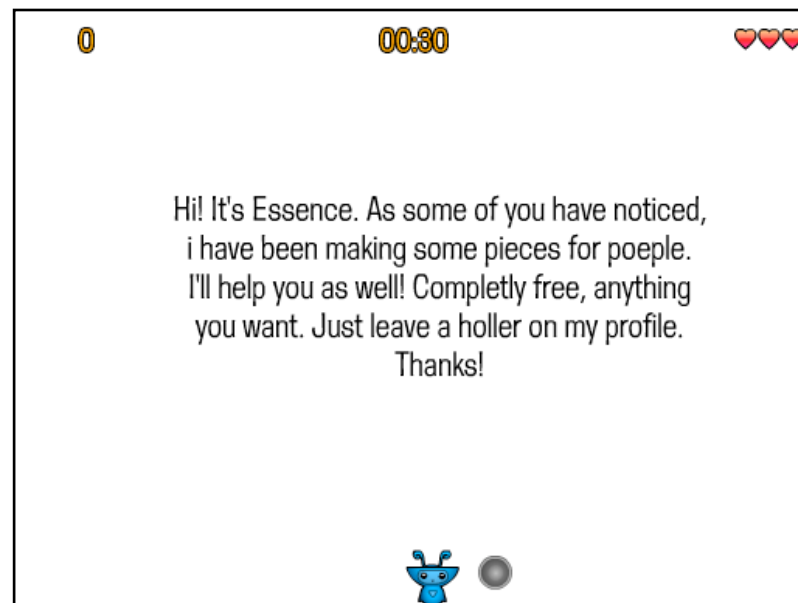
Contests



Newspaper



Announcements

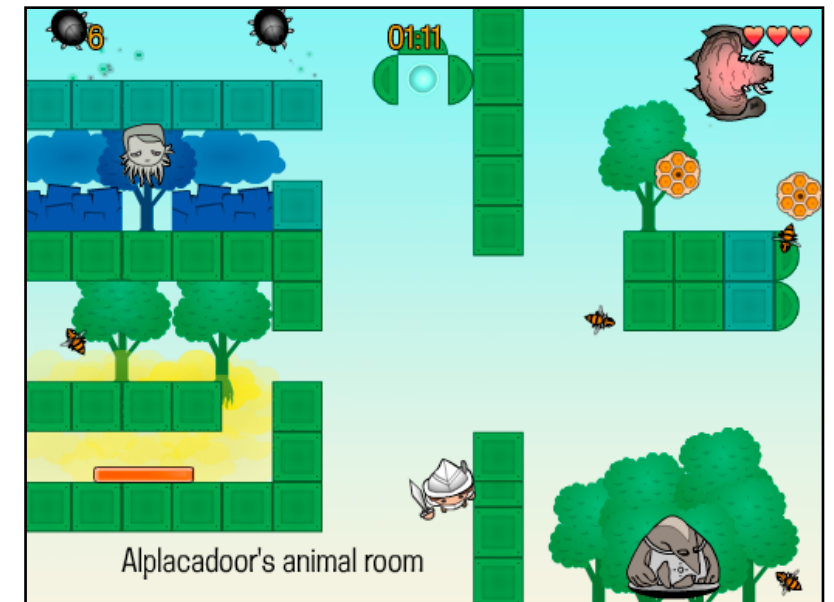
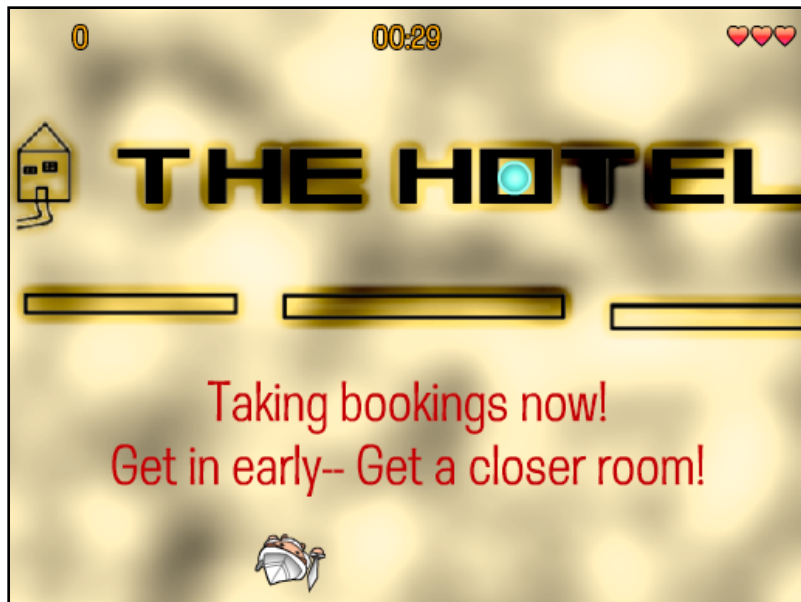


Requests

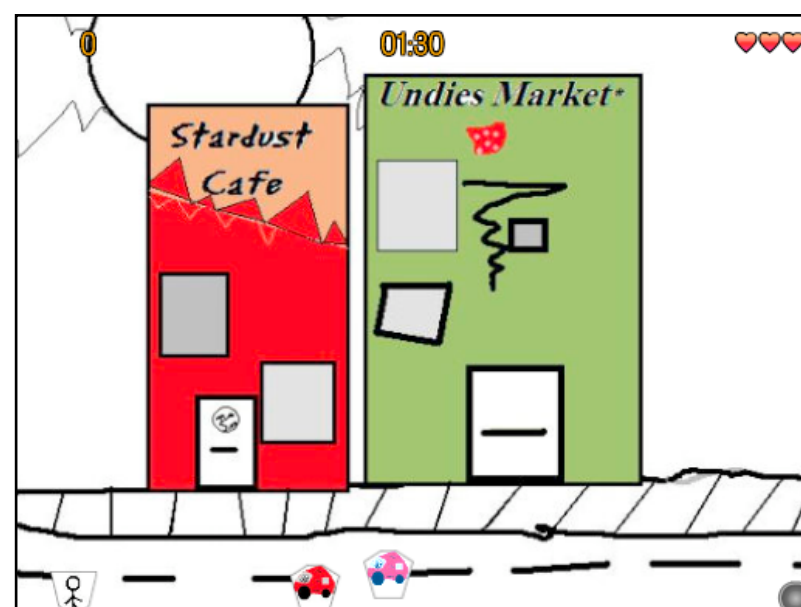
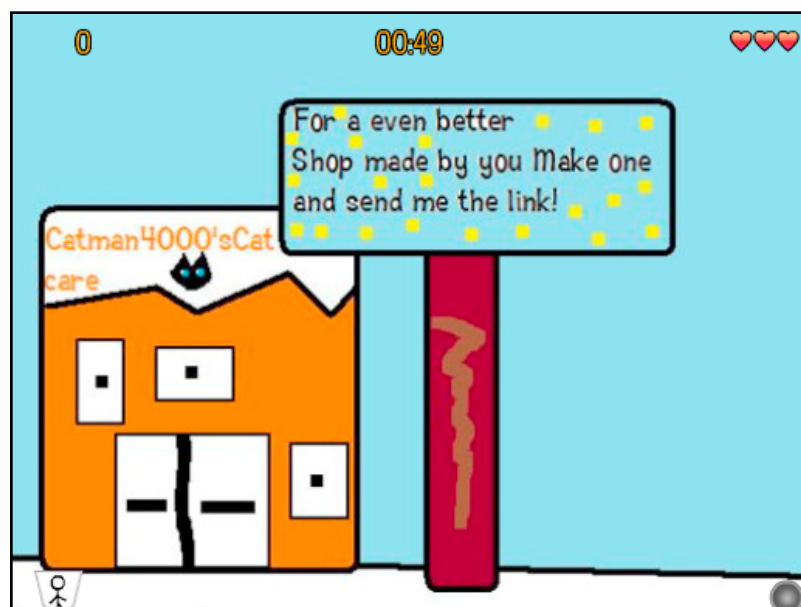


Lesson 5: Users Engage in Spontaneous Collaboration

The Hotel Game: Get your own room by making a level to be added to the game by the author.



Scribble Town: Draw your own shop to be added to this "virtual world".



Lessons Learned from PlayCrafter

1. People love making games
2. Users are incredibly innovative
3. Community engenders memes
4. It's more than just about games
5. Users engage in spontaneous collaboration

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