



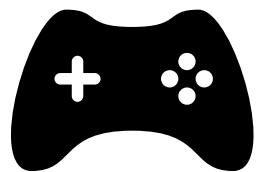
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Gamified environments and virtual characters

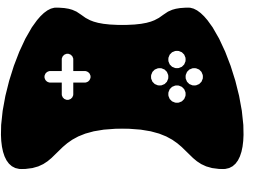
Workshop

What will we do?

- Discuss on games, gamifying, stories and characters.
- Create a short story.
- Make a cinematic sequence in Unity game engine.



What is a game?



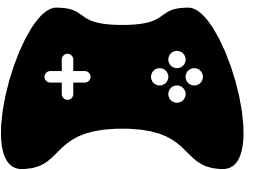
What is a game?

An activity that one engages in for amusement or fun.

The activity has an ending.

What is a gameplay?

The way how players interact in a game.

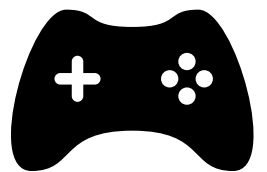


Gamifying

Gamification is the application of game design elements and principles in non-game contexts to motivate and engage users.

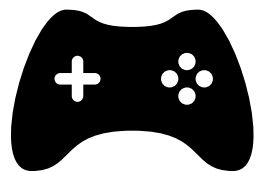
Common gamifying elements:

- Experience points
- Badges
- Leaderboards
- Levels
- Challenges
- Virtual currency



Virtual characters

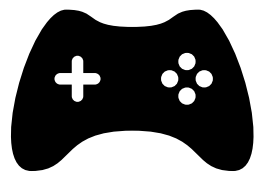
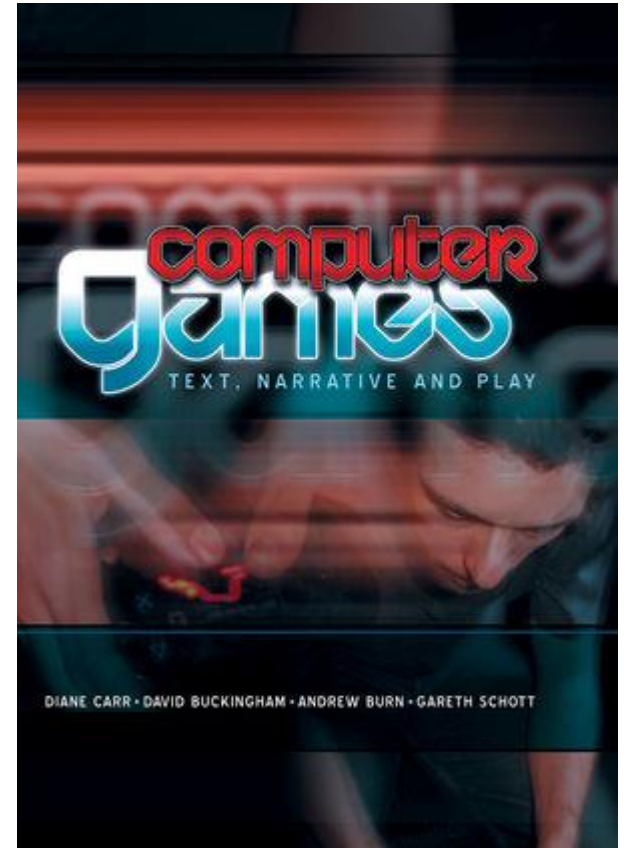
- Specified Avatars
- Unspecified Avatars
- In-between Avatars



Virtual characters

Emotional connection is important for the player.
Players are interested in realistic characters. It can be achieved through:

- Character personality
- Character backstory
- Character motivations and moral values
- Belonging to the virtual fictional world



Key points on creating a story

Story can keep players engaged in a game.

Main Story Components:

- Characters
- Storyline, story events
- Conflict
- Moral

