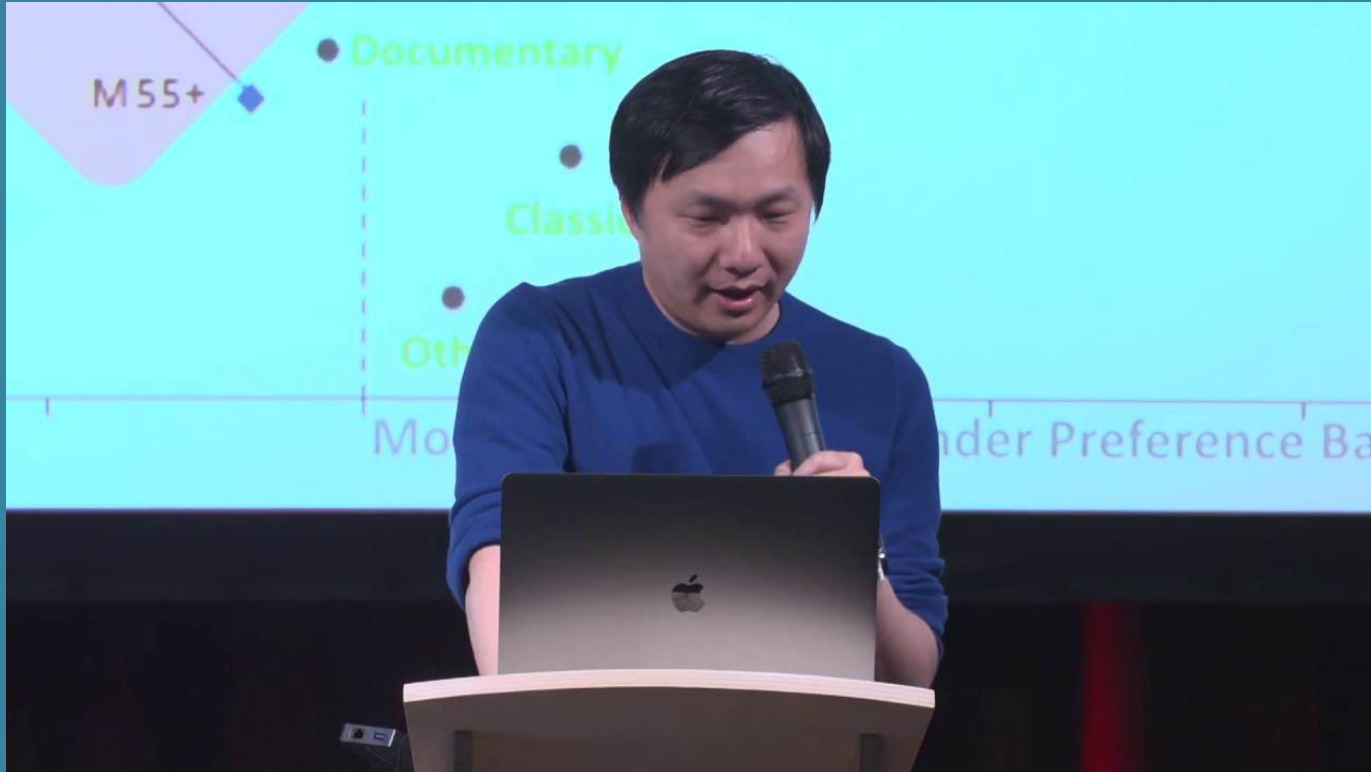


Emotional Design

Kolja Bopp

Jenova Chen



Plaine Images (21.11.2019). Game UX Summit '19 | Keynote | Jenova Chen | From Journey to Sky-Lessons learned. YouTube. <https://youtu.be/AL-StB8qmII?si=8lgR5ruJy3XNI--l&t=2477>

Emotional Design

- Creating an **impact**
- **Touch** the player
- Evoke **empathy**
- Make the player **feel**
- Understand the **meaning**
- Spread a **message**
- Make the player look at the world from a **different perspective**

7 basic emotions



ANGER



CONTEMPT



DISGUST



ENJOYMENT



FEAR



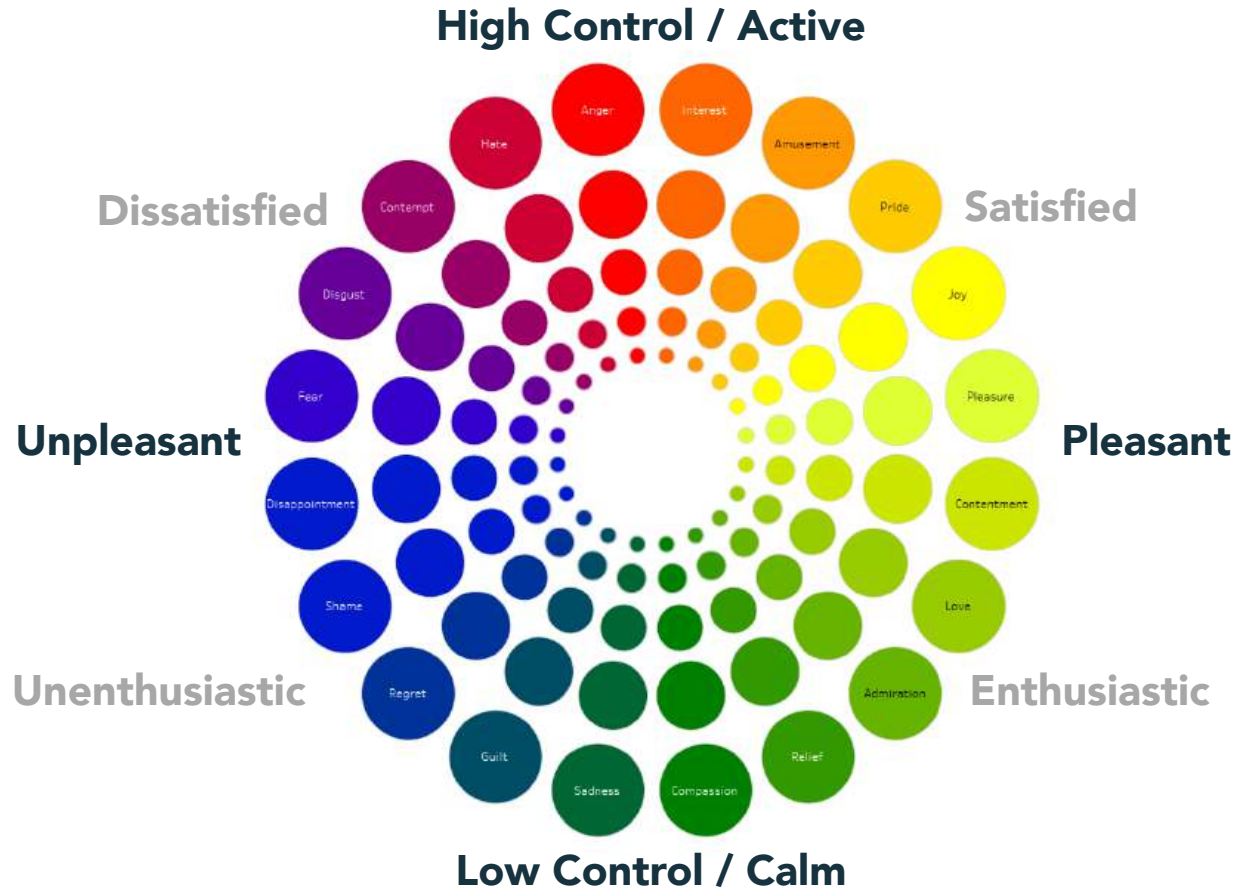
SADNESS



SURPRISE



Ekman, P. (1992). An argument for basic emotions. *Cognition and Emotion*, 6(3–4), 169–200
What are emotions? Paul Ekman Group. <https://www.paulekman.com/universal-emotions>



The Geneva Emotion Wheel. Wikipedia. https://en.wikipedia.org/wiki/User_experience_evaluation#Emotion_assessment
Scherer, K. R. (2005). What are emotions? And how can they be measured? *Social Science Information*, 44(4), 693-727

Analytical Layers

- **Representation** (audio-visual appearance)
- **Interaction** (agency, meaningful choices)

Representation

Speak through shapes



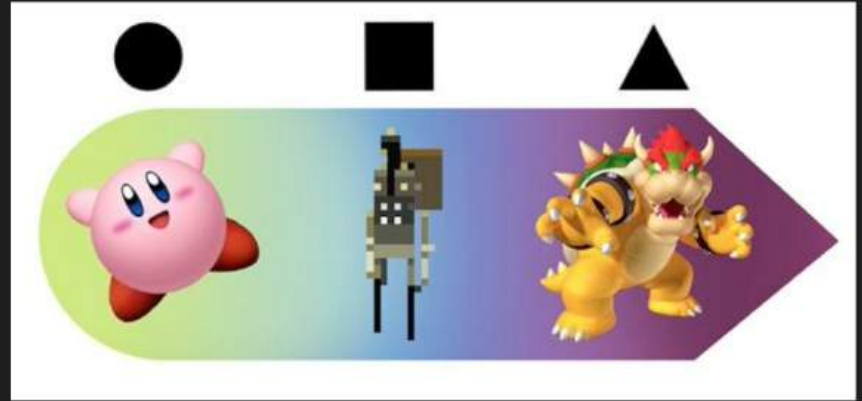
Freundlich, weich, zugänglich



Bodenständig, stabil, strikt



Dynamisch, scharf, gefährlich



World Design



Environments in Journey (thatgamecompany). In: Solarski, C. (2012). Drawing Basics and Video Game Art: Classic to Cutting-Edge Art Techniques for Winning Game Design (First edition). Watson-Guptill, p.326, 353

Speak through colours



COLOUR PSYCHOLOGY

RED

Excitement
Strength
Love
Energy

ORANGE

Confidence
Success
Bravery
Sociability

YELLOW

Creativity
Happiness
Warmth
Cheer

GREEN

Nature
Healing
Freshness
Quality

BLUE

Trust
Peace
Loyalty
Competence

PINK

Compassion
Sincerity
Sophistication
Sweet

PURPLE

Royalty
Luxury
Spirituality
Ambition

BROWN

Dependable
Rugged
Trustworthy
Simple

BLACK

Formality
Dramatic
Sophistication
Security

WHITE

Clean
Simplicity
Innocence
Honest



Analogous Harmony



Complementary



Triadic Harmony

Deshpande, N. (2024, September 10). Understanding Colour Theory: Colour Wheels, harmony & Colour tones. Medium. <https://medium.com/@thenikhildeshpande/understanding-colour-theory-colour-wheels-harmony-colour-tones-0f0ea1126293>

Character Design

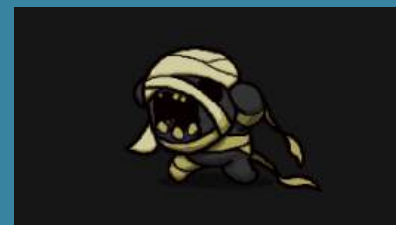
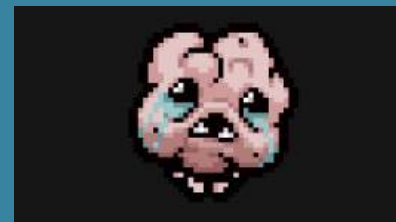


Mario (Nintendo). Wikipedia. <https://en.wikipedia.org/wiki/Mario>



Journey Player Character (thatgamecompany). Clean PNG. <https://www.cleanpng.com/png-journey-t-shirt-playstation-3-thatgamecompany-jour-753926/>

Sound



The Binding of Isaac: Rebirth. Nicalis. 2014. PC

Character Attachment Theory

- Give them **personality**
- Make players experience their perspective (**empathy**)
- **Identification** (sth. that matters to the player)
- Leave some space for **imagination**
- Let the player take **decisions**
- Let the player feels **responsible**

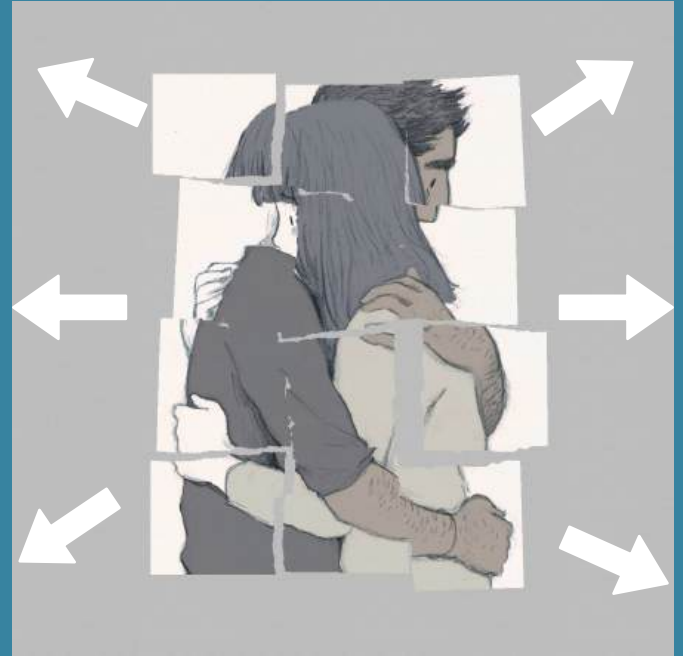


Banks, J., & Bowman, N. D. (2016). Avatars are (sometimes) people too: Linguistic indicators of parasocial and social ties in player–avatar relationships. *New Media & Society*, 18(7), 1257–1276. <https://doi.org/10.1177/1461444814554898>

Interaction

Emotional Mechanics

- Use **interactivity** to convey meaning & emotions
- What does a **game mechanic** tell you?
- **Dramaturgy, Pacing & Flow**



Florence (2018). Mountains. Annapurna Interactive. Chapter 15 – Drifting

Impact

- Relationship between player action and outcome
- Feeling of having a **choice**
- Speak through **action**
- Try to provoke and make them think



McDonald's Video Game. (2006).
Molleindustria

Agency

- **Capacity to act** (level of control)
- **Identification** with the gameplay and outcome
- **Intended limitations**

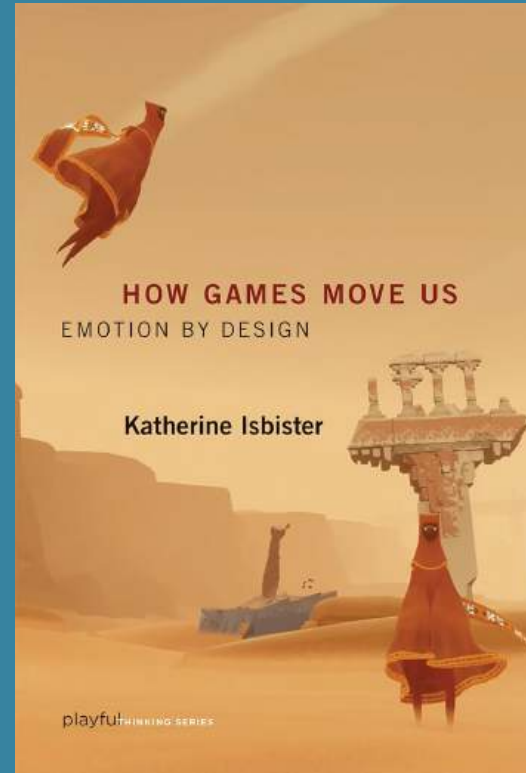


Papers, Please (2013). Lucas Pope



The Longing (2020). Studio Seufz. Application Systems Heidelberg

Further Reading



Exercise: Analytical Play

Let's play & discuss from an

- Play **two games** in your group
- Focus on emotional aspects
- **How they make you feel?**
- Take Notes on Miro

Thomas was alone

Florence

GRIS

BA-md1#25