

Video Game Design Foundations ©2014

Chapter 2: Computerized Entertainment and Classification—Glossary

Audio. Everything you hear.

Audio/visual effects. Entertainment that can be seen or heard, but not interacted with by the observer.

Current customers. Those who currently own a particular type of game.

Demographic segmentation. Use of characteristics such as age, income, and gender to segment a population.

Digital toy. Electronic toy with few structured rules or no clear victory condition.

Experimental media. Technology and entertainment that is new and cutting edge; used by a small group of people.

Game. Activity defined by rules with an objective, goal, or victory condition; it involves a game environment that enables play or pretending.

Gameplay. What the player experiences during the game as a result of the core mechanics and structure of the game.

Gameplay modes. Different game segments that change the way the game plays or how the challenges are presented.

Genre. Type or major category of games featuring similar gameplay.

Mainstream media. Technology and entertainment that is popular at the time, accepted by most people, and generally a part of everyday life.

Marketing effort. Time, energy, and expense undertaken to promote a product.

Marketing tools. Any device or action that draws attention to a product.

Medium. Physical object on which information is stored.

Motion picture. Movie delivered on film, video, or DVD.

Obsolete. Something that no longer performs a valuable task.

Potential customer. Anyone willing and able to buy your product.

Radio. Wireless audio medium broadcast over distances; entertainment media.

Rules. Constraints that determine what actions can happen in a game.

Target market. Segment of the population determined to be the most likely potential customers.

Television. Wireless broadcasts of sound and images.

Theater. Performance by actors to tell a story.

Themes. Subcategory of a genre.

Unique selling point (USP). Special feature one product offers that other similar products do not possess.

Victory condition. What is required to successfully complete or win the game.

Virtual reality. Complex user interface that reads body motion and displays it in the game world.

Visual. Able to be seen.