action context clue. Move or ability a character has.

aesthetic value. Qualities of an object that provide decorative appeal.

antagonist. Main adversary or opponent to the protagonist.

archetype. Universal character that is easily identifiable by any culture.

avatar. Image used to represent the player in the game.

big boss. Most powerful enemy in the game.

boss. Second-most powerful antagonist in the game.

central premise. Basic idea or situation of the story.

character. Motivated participant in the game; also the makeup of talents, skills, abilities, and physical attributes needed to achieve the victory condition.

character profile. Question-and-answer document, like an interview or matchmaking questionnaire.

competitive NPC. Any non-player game character who is attempting to stop the player from completing an objective.

concept art. Series of simple sketches that show what a character or other major game asset might look like; typically the first iteration of the visual appearance of a character, background, or other element of the game.

congruous characters. In-game characters who look like they belong and fit the mood and theme of the game.

context clue. Piece of information evaluated within the surrounding environment.

cooperative NPC. In-game character who helps the player complete the game objectives.

core values. Moral, ethical, and cultural rules that a person (or character) applies to his or her life.

cultural values. Rules that a character applies as part of its ancestral heritage, religion, and family.

cut scene. Short video presentation usually placed between levels or at checkpoints within a level.

dialect. Variance in language found in a specific region or social group.

ethical values. Rules that a character uses to decide if something is right or wrong.

expression sketch. Sketch that shows a set of body positions and facial expressions for each emotion needed.

expressive context clue. Appears in the body language of the character.

gameplay-attributed character. In-game character who only needs the realistic physical features required to complete the game objectives.

game-select avatars. Avatars that are provided by the game designers and cannot be changed.

guardian. Protector of an area, object, or objective.

handicap. In gaming, an advantage provided to a low-level character or a disadvantage provided to a high-level character so all players are similarly matched.

helper. Any character who gives vital information to the hero when the hero is trying to make moral and ethical decisions, is undergoing internal changes, or needs direction on the quest.

herald. Character who brings news to the hero or narrates the story.

hero. Main character in the story, represents good.

incongruous character. Characters who seems out of place or different than the rest of the game mood and theme.

inflection. Vocal tones of spoken words.

intangible feature. Attribute that is part of the emotional or inner character.

level up. Character increases in game status by one level and acquires more abilities.

main character. In-game character around which the entire game revolves.

massively multiplayer online game (MMO). Game with thousands of real people playing at the same time; each person uses his or her own avatar and interacts with other players as the game is played online.

mentor. Character who teaches moral lessons and skills to the hero and directs the hero on the quest.

methodology. General rules or principles on how a character does things.

minions. Minor characters, like soldiers; can come in several ranks, strengths, and abilities.

mockup. Physical representation of the character or game element.

model sheet. Sketch of different poses and viewing angles for a single character.

moral values. Rules that a character uses to decide if something is good or evil.

movement sketch. Sketch of a few frames of animation to show what movement for the character looks like.

neutral NPC. Non-player game characters who are not motivated by what the player is doing.

non-player character (NPC). Any game character controlled by the game instead of by the player.

other player character (OPC). In-game character controlled by another human player.

perk. Attribute locked at the beginning of the game, but unlocked as the game progresses.

physiology. Physical shape, characteristics, and traits of a character.

player character (PC). In-game character who is controlled by the player.

player-designed avatar. Avatar created by the player.

player-select avatars. Player can choose from a set of avatars; selection has no impact on the gameplay, but reflects the player's mood or personality.

protagonist. Main character of a story.

rendering. Applying colors and textures to create a final image.

Sanskrit. Classical language of India.

self-enlightenment. Learning and understanding problems and flaws within yourself.

semiotics. Science dealing with the meaning and relationship of symbols and features.

shadow. Villain or enemy of the hero; motivates the hero to do good.

sidekick. Companion character who is subordinate to the player character.

situational enlightenment. Learning and understanding the cause of a problem that affects others.

story-based character. In-game character who conveys some portion of the game story.

subordinate. Below, beneath, or lower.

swarm. Collection of characters that move, act, and behave as a single entity.

syntax. How words are arranged into phrases and sentences; also, programming words and symbols and their arrangement.

tangible feature. Quality of a character that can be seen or demonstrated.

texture. Flat image that is wrapped around the avatar model like skin.

trickster. Character who tries to distract the hero from the objective.

upgrade. Choice a player makes to obtain better equipment, weapons, magic, abilities, and so on.

vicariously. When a player lives through the in-game character, he or she imagines the experiences of the character as if they were happening directly to the player.