**Archetype.** A standardized class of character, such as hero, shadow, mentor, herald, helper, guardian, or trickster.

**Artistry.** How the visual elements of the game complement each other.

**Authorship restriction.** Allows the use of the Creative Commons work so long as you give credit to the original author or creator.

**Bias.** Opinion overemphasizing either the positive or negative attributes.

**Case law.** Laws enacted when the first lawsuit to deal with a specific problem has been judged and an outcome determined.

**Checkpoint.** Place in a game level where the player receives additional time or other resources or the location where a respawned avatar is placed in a game level.

**Confidentiality agreement.** A contract that states you cannot share any information about the company or its products with any other company; also referred to as non-disclosure agreement.

**Consumer.** End user or final link in the supply chain; purchaser of goods and services.

**Copy protection.** Method used to prevent unauthorized copying of a game.

**Copycat game.** Has gameplay similar to another game already on the market.

**Copyright infringement.** Unauthorized copying of intellectual property.

**Copyright laws.** Laws to protect owners of creative work.

**Copyrighted.** Legal protection against others copying an original creation.

**Creative commons license.** Allows someone to use a creative work for free, with some restrictions.

**Critics.** Evaluate a game to provide a summary and opinion of the key elements of the game.

**Derivative work.** Anything that uses any part of the original.

**Derivative works restriction.** Prohibits the use of the Creative Commons work in any other form than the original.

**Digital watermark.** Dull spot on the image or words typed over the image that shows up on any unauthorized copy.

**Exclusive right.** Allows the creative work to be used or reproduced by the person purchasing the labor.

**Fad.** Product with a very short life cycle.

**Fair Use/Fair Dealings doctrine.** Allows the use of a work without permission from the creator under a very strict guideline; for the purpose of describing or reviewing the creative work.

**Five-star rating system.** Visual rating system for the key elements of a game.

**Intellectual property.** Product that is an original creation.

**Intuitive controls.** User interface device that requires no explanation of how to use it.

**Linear sequence.** Story is presented in a straight line whereby the player must complete objectives or levels in a set order.
**Longevity.** Length of time a game will continue to be popular and produced with new versions.

**Navigation.** How the player moves in the game world and how the game aids the player in locating objectives and obstacles.

**Negative bias.** Opinion that emphasizes negative attributes.

**Non-Compete Agreement.** A contract that states you cannot open your own studio or work for a competing company for a certain period of time—usually six months or a year.

**Non-disclosure agreement.** A contract that states you cannot share any information about the company or its products with any other company; also referred to as confidentiality agreement.

**Original creation.** Something original from someone’s mind or intellect.

**Performance.** How well a game operates on the game system.

**Player interactions.** What the player is doing and how the items and characters the player engages respond.

**Plot.** Main storyline of a game.

**Public domain.** Removes any and all copyrights on the work as the term covered for copyright has expired.

**Quality of rules.** How well the rules are explained to the user and enforced during gameplay.

**Reverse engineering.** Process of deconstructing an existing game to understand how it works.

**Reward.** Something positive provided to the player for taking a risk.

**Software key code.** Unlocks game software to allow one, and only one, installation.

**Statutory laws.** The group of laws that have been passed by legislature.

**Substitute product.** Game designed to play and entertain in the same way as another game.

**Unbiased.** Opinion that fairly evaluates both negative and positive attributes.

**User reviews.** Comments about a game from a game player.

**Walkthroughs.** Instructions on what needs to be done to complete a game or level.