

Playful Design John Ferrara

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Playful Design - Rosenfeld Media

Playful Design – By John Ferrara John Ferrara’s latest book ‘Playful Design’ fills an important gap in the literature on good game design and provides deep insight into creating game-like and play-like experiences with everyday interfaces.

Playful Design: Creating Game Experiences in Everyday

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Editions of Playful Design by John Ferrara

"Playful design" claims that UX professionals can learn from game design to "achieve great things in the real world". However, what John Ferrara delivers is simply a systematic categorisation of different computer game types, and how these game types cater for different audiences, and supposedly achieve different things.

Playful Design: Creating Game Experiences in Everyday

Playful Design John Ferrara. Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to

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Bing: Playful Design John Ferrara

This book couldn't be more timely: Playful Design delivers a concise introduction to the theory, experience, and design of games for nongame designers, blended with fresh personal takes. Trust John Ferrara to get you started building games for learning, persuasion, or real-world action in one small, handy volume.

A gaming revolution, minus the hype - O'Reilly Radar

Editions for Playful Design: 1933820144 (Paperback published in 2012), (Kindle Edition published in 2012), 1457102595 (ebook published in 2014), 13067993

Playful Design by John Ferrara | Web development design

In the following interview, “Playful Design” author John Ferrara (@PlayfulDesign) explains what he sees as the real gaming revolution — not “gamification,” or the application of gaming characteristics to existing applications and processes, but how games themselves can and will be a “force of cultural transformation.” Ferrara also reveals five universal principles of good game design.

Playful Design Archives - Rosenfeld Media

Playful Design : Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design.

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John Ferrara, the creator of Fitter Critters, a game that encourages healthy eating habit in kids, vividly shows how good game design needs to have a message.

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“Playful Design” now available. Posted on May 22, 2012 by John Ferrara . I’m massively excited to announce that my new book exploring how games can achieve great things in the real world is now on sale! You can download and read

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the introduction for totally free. It really sets the tone for the book and gives you a sense of what it's all about.

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