

Digital Escapes. On the Importance of Spatiality in Game Design.

Block III, session 2
06.02.21, 10:15 – 16:45 h

Designed Identity

(cf. Chess 2017)

“I am less interested in who actually plays a game and more interested in the assumptions that were made about a specific demographic when that game was being designed and advertised.” (Chess 2017: 33).

Designed identity → always an ideological construct; result of larger social structures and expectations.

„A hybrid outcome of **industry conventions**, **textual constructs**, and **audience placements** in the design and structure of video games.“ (Chess 2017: 31).

Designed Identity

(cf. Chess 2017)

“Part of the problem is that the industry itself is in flux – it is not yet build around the expectation that women are gamers.” (Chess 2017: 42)

Five design categories

1. Thematic attributes
2. Gameplay attributes
3. Visual attributes
4. Character attributes
5. Excluded attributes

! These are not guidelines for designing games, but an analysis of how game designers and marketers see their audiences → usually based on gendered expectations and stereotypes.

(e.g. “The expectation of women as ‘social players’ was one of the most commonly referenced attributes by the game designers I interviewed (p.45)

