1. ASSIGNMENT OVERVIEW

The purpose of this assignment is to understand and explore the possibilities of redesigning your New Media artifact to support new forms of “game play,” that is, as defined by Salen and Zimmerman:

“[…] the formalized, focused interaction that occurs when players follow the rules of a game in order to play it” (p. 311). Salen and Zimmerman further define a “game” as: “a system in which players engage in an artificial conflict, defined by rules, that results in a quantifiable outcome. The key elements of this definition are the fact that the game is a system, players interact with the system, a game is an instance of conflict, the conflict in games is artificial, rules limit player behavior and define the game, and every game has a quantifiable outcome or goal” (p. 83).

We want you to redesign your artifact to support new forms of game play with your chosen artifact and within your user community that don’t exist today, but that would be fun for your target user community. For the groups that have chosen computer games as the artifact, consider how various factors could be redesigned to enable new forms of game play: the gaming hardware and/or software, the physical contexts of interaction and play, the various media that the game uses and creates, the social structures and relations that the game exists within and could also help create, and the ways New Media technology could reconfigure the temporal, spatial, and social scales within which the game play happens.

As in prior assignments, you will follow a process of persona refinement, brainstorming, idea evaluation, scenario construction, and storyboarding. Your personas should be quite familiar and stable by this point and your group process working well, such that you can focus on the fun of redesigning your artifact to enable new forms of game play. You will also do a low fidelity “play test” of your game idea. You will see how your game idea “plays” by acting it out with your group. This playful process should take no more than an hour and will help you “debug” your game play idea. In your redesign process, remember to make use of what you have already accomplished in the course: what have learned from the lectures, the readings, and from your prior redesign work (the results of your observations and/or interviews from Assignment 3, your ideas and insights about
making your artifact more programmable from Assignment 4 and enhancing new forms of social visual communication from Assignment 6).

2. **REDESIGN YOUR ARTIFACT FOR GAME PLAY**

Your redesign work will consist of:

- Describing your personas, modified and improved based on feedback from your previous assignments and your thoughts about this assignment
- Brainstorming and evaluating new redesigns for your artifact to enable new forms of game play
- Developing and refining your game play idea scenario by acting it our in your group
- Documenting your scenarios and storyboards to communicate how the redesigned artifact might be used

This redesign assignment will benefit greatly from your group discussing the lectures and readings we have covered in the last few weeks, and will cover during your work on the assignment.

2.1 **SUBMISSION REQUIREMENTS**

**Process:**
- Describe at least 2 personas that represent your target user population
- Brainstorm artifact redesign ideas for those personas
- Document and evaluate your brainstormed ideas and agree on one to pursue
- Come up with a scenario that explains the usage of your brainstormed redesign idea
- Act out the game play scenario in your group to play test the idea and refine the idea and scenario based on what you observe
- Draw a storyboard illustrating the scenario with explanatory text

**Deliverables:**
1. Persona description (1-2 pages)
2. List all brainstorming ideas and reasons for selecting or rejecting each
3. Brief description of the redesign idea you selected (1-3 paragraphs)
4. Scenario description (1 page max)
5. Annotated storyboard
6. A write-up (2-4 pages)

**Your write-up should include:**
- What is your understanding of “game play” and how it relates to “New Media” (use examples to explain your ideas)?
• How does your redesign enable new forms of game play?
• How do you anticipate your redesign will affect your target user community and be affected by it?
• What strengths and limitations does your redesign have?

Be creative with your write-up, but remember that the goal is to think through all of the limitations and implications of your redesign with your population in mind.

3. ASSIGNMENT TURN-IN

This assignment needs to be presented along with your work from Assignments 3, 4, and 6 in the Poster Show on Tuesday, May 10, 2005, at 2:00 PM (the annotated storyboard is essential for the Poster Show). The written deliverables for this assignment, while they should be used in what you present at the Poster Show, are due on Friday, May 13, 2005, at 11:59 PM. This assignment should be uploaded to your group webpage.

You will be graded on completeness, clarity, and the quality of your insights and descriptions. Finally, remember to have fun as you imagine, explain, and depict your redesign of your artifact to enable new forms of game play.