

# THE CULTURAL LAYER

# Topics

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- **Going Beyond Play**

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- **Cultural Mechanics**

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- **Cultural Technology**
- **Cultural Impact**

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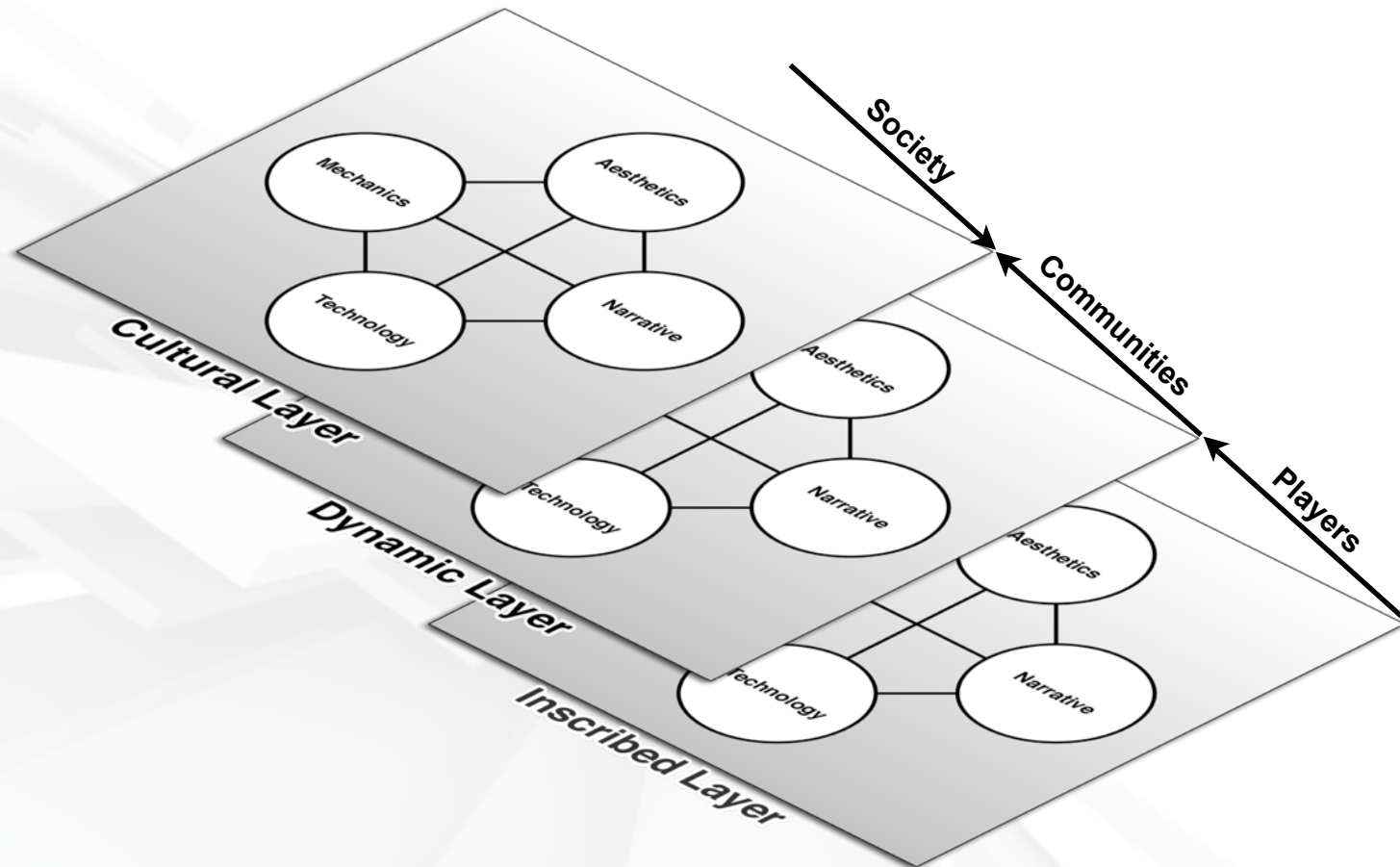
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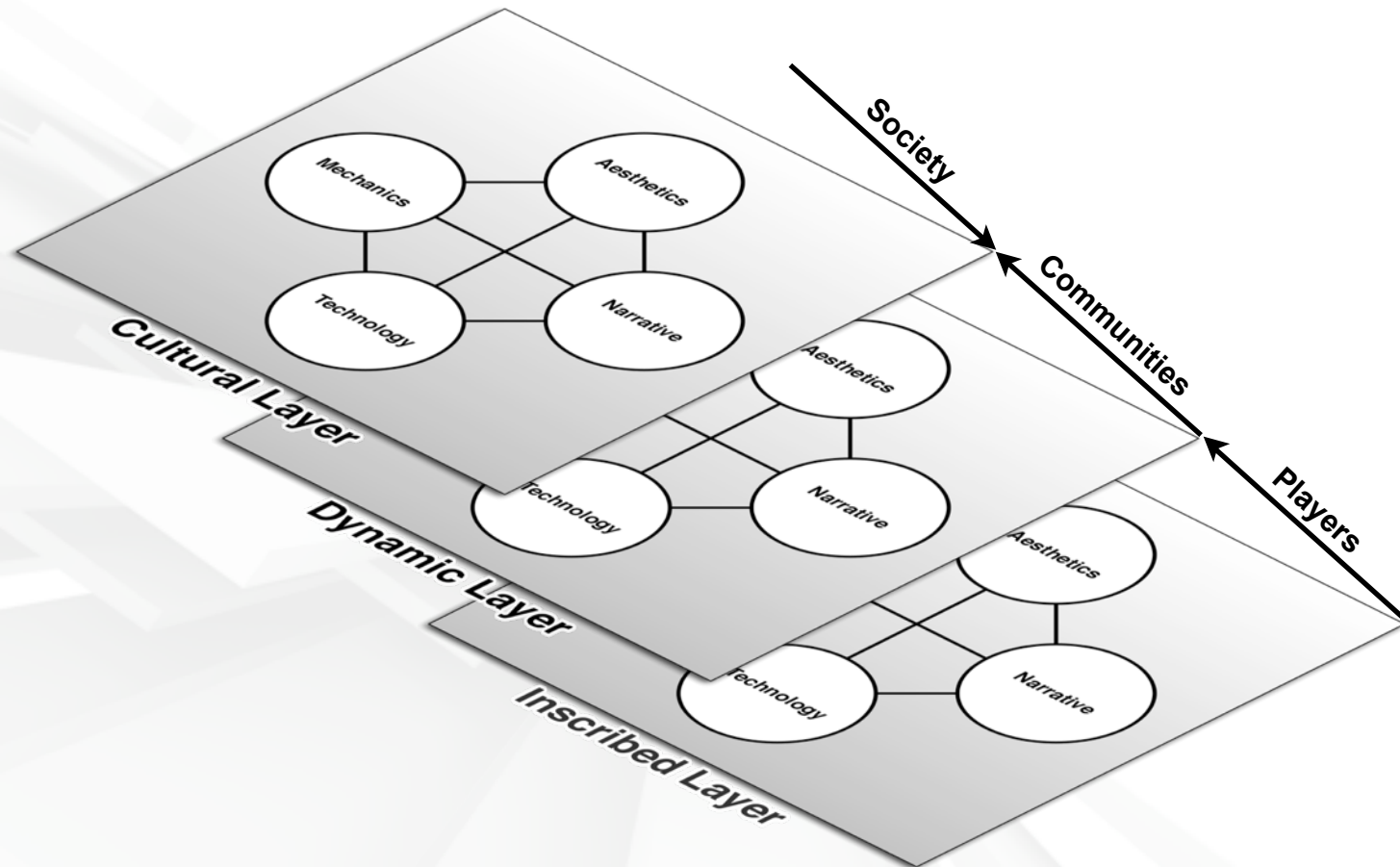
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- **Players have more agency than the game's developers**

# The Cultural Layer



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- Divisions between the four elements (MANT) are less distinct in the cultural layer

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    - Games like *Little Big Planet* and *Sound Shapes* rely on players to expand their level offerings

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    - Looking for fun ways to climb buildings (especially Catholic churches) after playing *Assassin's Creed*

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  - **Making game designers similar to crafters of instruments**

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  - **Example: *Red vs. Blue*, a comedy series shot inside *Halo***

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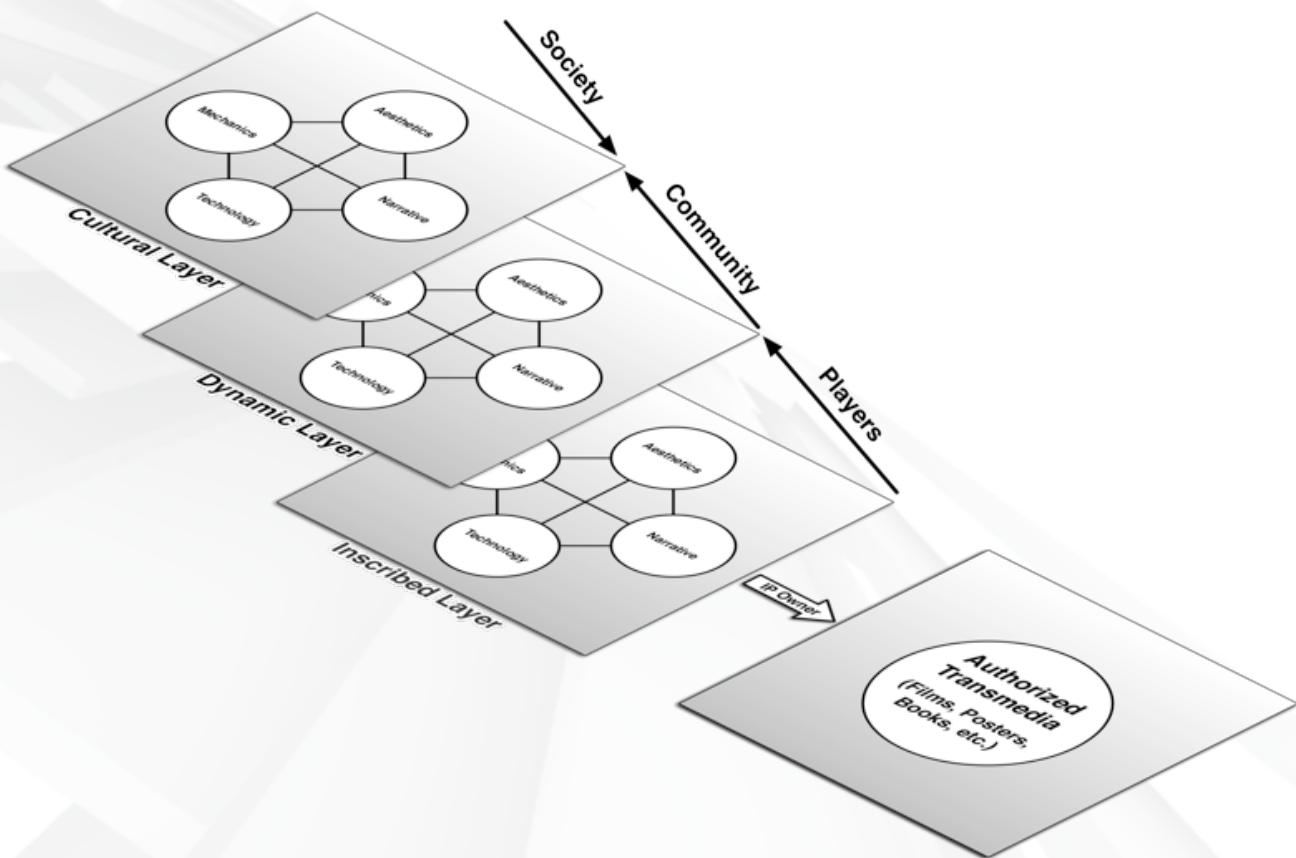
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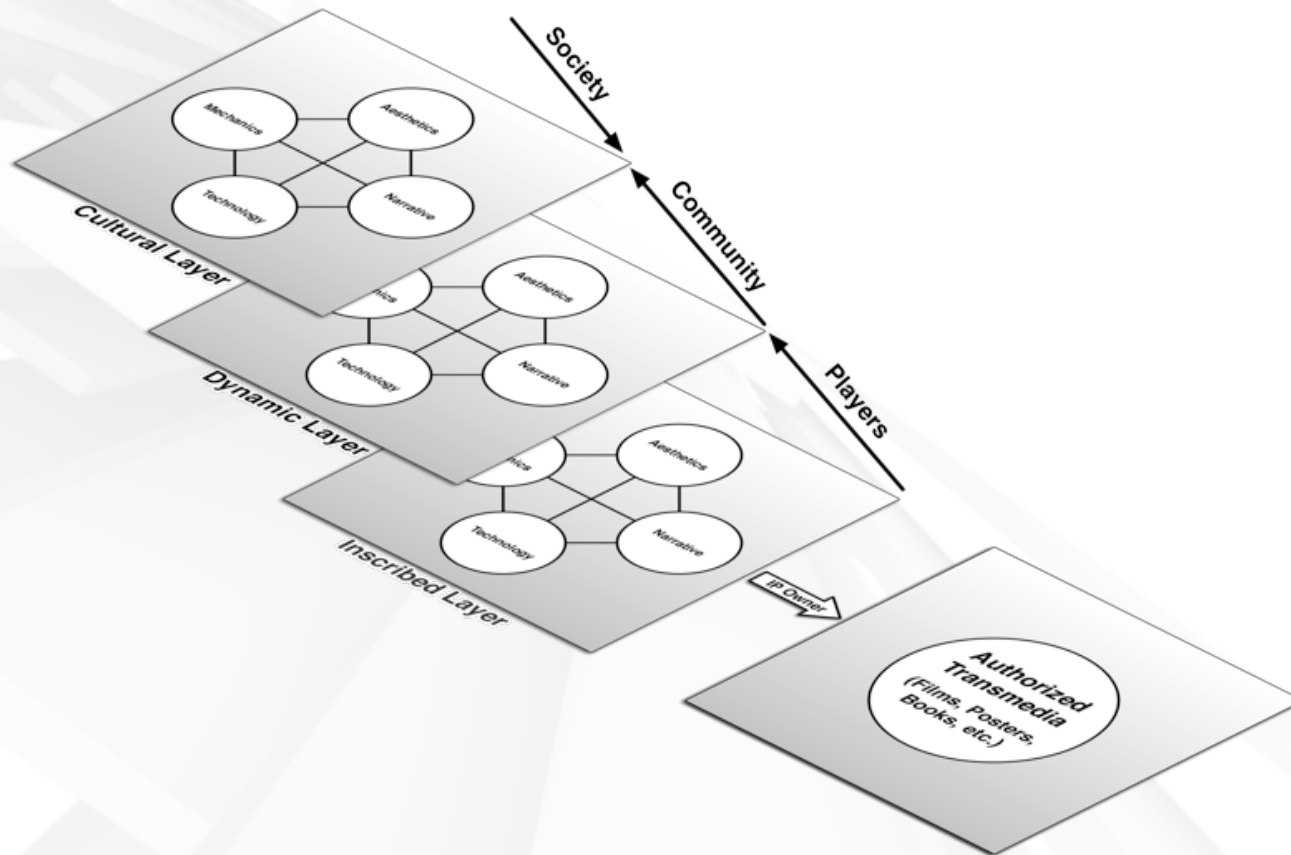
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  - **How can you as a designer affect the stories told about games?**

# Authorized Transmedia ≠ Cultural Narrative



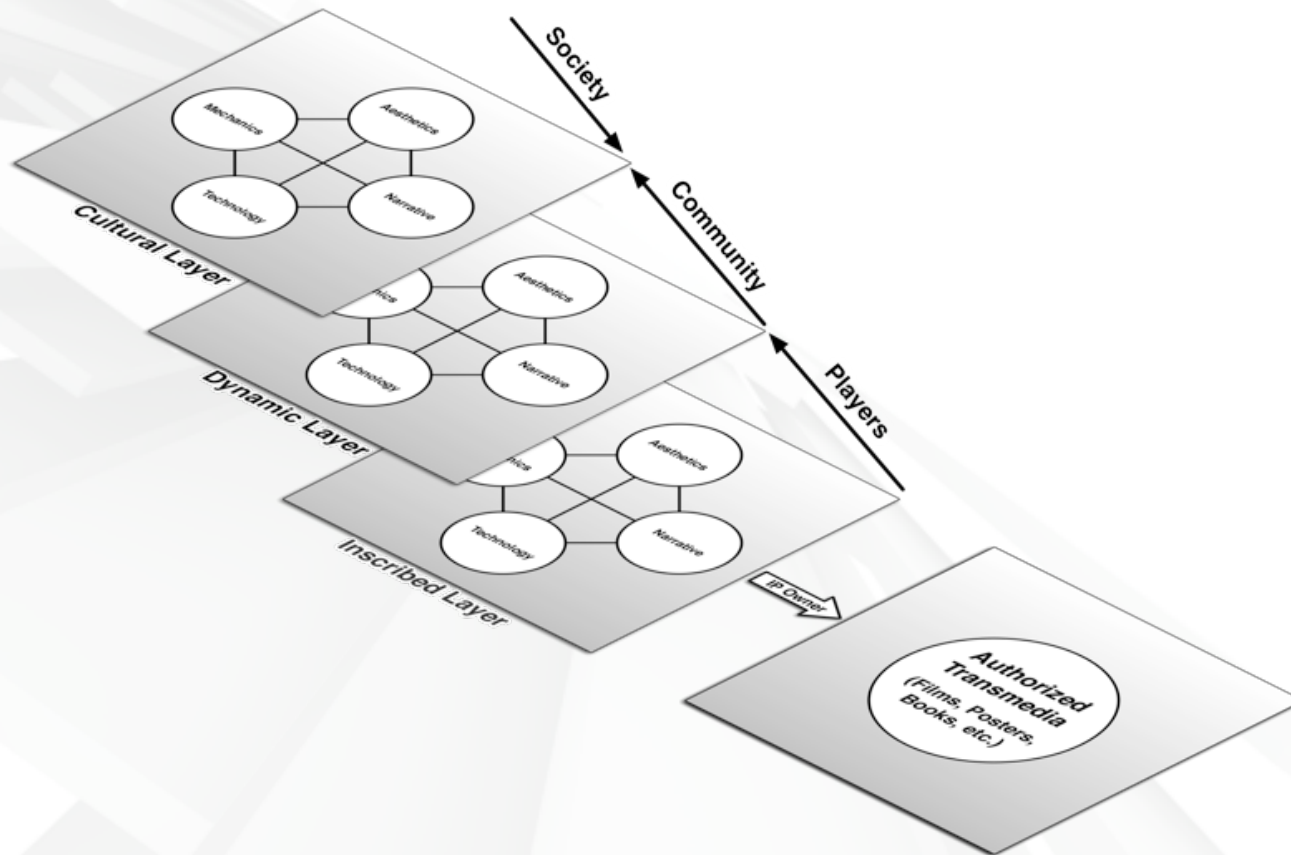
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- **Authorized transmedia are NOT in the cultural layer**
  - They are the Inscribed Layer of a new product made by the owners of the original game IP



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    - Fan-made game guides like those at <http://gamefaqs.com>

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    - As a result of *Meguerian v. Apple Inc.*, Apple had to pay millions of dollars to families whose children had been tricked into paying excessive amounts of real money for in-game content

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  - This layer is the only one ever experienced by non-players
  - Be aware of the stories that may be told about your games
    - And plan for them



# Chapter 6 – Summary

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  - What is the iterative process of design?
  - How do designers come up with new ideas?