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The Intersection of Game Design and Art: Exploring the Creative Process

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Introduction.

The video game industry is one of the most rapidly developing economy sectors. This industry stands out for several features, one of which is the involvement of an outside observer into the game process. Thus, the viewer becomes a part of the virtual world, which can be created by only one to a huge number of developers starting with screenwriters and artists until programmers and testers. Subsequently, this project can have a significant impact not on one person, but on an entire generation, form a certain position or a worldview [1]. This direct effect of the development refers to the concept of art [2].

Main part.

Game design is the process of creating the rules by which the game will work, the laws of the universe in which the user will be placed and the organization of his goals. A good game design is characterized by the player's desire to achieve these goals [3]. The designer is involved in the process of creating the game from the beginning to the very end and so at some point any participant in the development process can take the role of a game designer: a musician, programmer, screenwriter, or animator [4].

A significant part of game design is the study of the emotional spectrum of the main target audience of the project. Its expression is not the choice of the player, but the result of the work done by the developers. An important part of this work is the application of emotional triggers – automatic calculations handled by an unconscious part of the mind, similar to the ones that help you keep your balance while walking or recognize a familiar face [5]. Let's look at some basic emotional triggers that are most closely related to the concept of art.

1) Environment.

Let's consider an interesting solution in “Heavy Rain” interactive cinema project by Quantic Dream. The first scenes of the game present the world around the main character as bright and sunny: Ethan lives with his wife and two sons in a beautiful house, does what he loves, which is emphasized by attractive decorations and warm season. The son of the main character dies, and the nature of the environment instantly changes: the summer season is replaced by the autumn and endless rain, which enhances the influence of the theme of loss and grief. The rain will not end until the player completes the plot, and the interface will regularly remind you of a gradual increase in precipitation levels, at the same time causing a feeling of anxiety.

2) Music and sound effects.

Sound design tools are now used everywhere. Even though no one consciously pays attention to it during the gameplay, the human subconscious interprets music as a continuous, mood-creating stream. “The Quiet Man” was announced by Square Enix as a cinematic action story in the Beat-em-up genre. The main character of the storyline is deaf and during the first playthrough, any sounds and speech are strongly muffled, except for blows and other special effects. In this way the developers tried to convey to the player the perception of the world by the main character. The project gathered a surprisingly large number of negative reviews, including due to the almost complete absence of sound: the gameplay felt too empty.

3) Sights and visualization.

The concept of this point as well as concept of beauty remains subjective for the majority. Everyone will find their favorite genre of fine art with their unique style, so everyone will like a certain game design project with something unique. Speaking of beauty, let's consider "Assassin's creed" franchise. One of the parts of the series places the player in the setting of Paris during the French Revolution. To create a realistic model of Notre Dame Cathedral, art historian Andrew Tallon took scans from more than fifty locations in and around the cathedral, collecting about a billion data points. An artist Caroline Miuss spent more than two years to integrate the model into virtual Paris. As a result, the game featured an almost exact replica of the building. Subsequently, the developers provided restorers working on the restoration of the fire-damaged cathedral with access to its 3D model, as well as detailed drawings and a building plan collected during the development process.

4) Action.

This trigger rarely gives a strong emotional impulse, but often significantly strengthens the existing one. Without other ones, in its turn, the action component will have a much less tangible effect than it could. As an example, consider the "Uncharted" series by Naughty Dog. The game series is an industry leader in the action-adventure genre. This acclaim is achieved not only due to the frequency of action scenes and their scale but catchy story, charismatic characters, well-made voice acting, gameplay, graphics, and replayability.

Important thing of the game design process, that makes it an art form, is the author's attitude to his work. Remarkable projects continue to be talked about after years since after going through the plot again, people can find something new in the world of the game. Such replayable projects include, for example, "The Witcher III: Wild Hunt" by CD Projekt Red. Small tasks scattered throughout the large area are interesting to examine and complete. The decisions made in carrying out some of them (A vivid example: secondary quest "Reason of State") can significantly affect the end of the game and cause consequences for the world.

Recent project "Atomic Heart" by Russian game developer Mundfish received mixed reviews from critics but was generally positively welcomed by compatriots. Players point out a well-developed, interesting to explore game world, filled with a large number of cultural references: The series "Well, Just You Wait!" are playing on the screens and in the police reports you can find a retelling of the plot of one of the songs of the band "King and Jester." The project's soundtrack, consisting of modernized covers of Soviet hits, has become popular outside the gaming community.

Conclusion.

It was considered the process of creating a video game as an object of modern art. One of the criteria for defining a project as a work of art is a high level of skill of the developer (artist, musician, director, etc.). The project will be marked by users and critics only when all the involved types of activity interact correctly, enhancing the result effect of each other. Video games give the customer a unique engagement experience, which can create a strong emotional response. That emotional response will be a qualitative measure that determines the success of the creative component of the work done.

Literature:

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