Chapter 3
Goals & Genres
what are the possibilities?
Key Chapter Questions

- What are some non-entertainment *goals* associated with game development?
- What are the characteristics associated with popular game *genres*?
- Which goals and genres work particularly well together?
- Which particular game content is traditionally associated with certain genres?
- How are genre hybrids and new types of genres changing the way genres are categorized?
Goals
Entertainment

Uncharted 2: Among Thieves

Sony Computer Entertainment America
Goals
Social

Electronic Arts

My Empire
Goals

Educational

Oregon Trail

Brain Age 2:
More Training in Minutes a Day
Goals
Recruitment & Training

Applied Research Associates

HumanSim
Goals
Health & Fitness

EA Sports Active 2

Electronic Arts
Goals

Consciousness & Change

September 12: A Toy World
Goals
Aesthetics & Creativity

Sony Computer Entertainment America

fLOw
Goals
Marketing & Advertising

Muskedunder Interactive

Pepsi Music Challenge
Genres

Action

Platformers

Super Mario Galaxy 2
Genres

Action
Shooters

Call of Duty: Modern Warfare 2
Gears of War 3
Genres

Action

Racing

Forza Motorsport 3
Genres
Action
Fighting

UFC 2009
Genres
Adventure

Sam & Max: The Devil’s Playhouse
Genres

Action-Adventure

Sony Computer Entertainment America

God of War III
Genres
Casino

Microsoft Casino: Mirage Resort Edition
Genres

Puzzle

Lumines
Genres
Role-Playing Games

Dragon Age 2
Genres
Simulations
Vehicle Simulations

Flight Simulator X: Acceleration
Genres
Simulations
Sports & Participatory Simulations

MLB 2K11

Take-Two Interactive
Genres
Simulations
Process Simulations (Construction & Management)

SimCity Deluxe
Genres

Strategy

Turn-Based Strategy (TBS)

Sid Meier’s Civilization V
Genres
Strategy
Real-Time Strategy

Halo Wars

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Genres
Massively Multiplayer Online Games

World of Warcraft
Summary

- Goals
- Genres
- Game Elements:
  The Significance of Goals & Genres