

Playful Design John Ferrara

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"Playful design" claims that UX professionals can learn from game design to "achieve great things in the real world". However, what John Ferrara delivers is simply a systematic categorisation of different computer game types, and how these game types cater for different audiences, and supposedly achieve different things.

Playful Design: Creating Game Experiences in Everyday ... John Ferrara has worked as a user experience practitioner since 1999 and began designing video games in 2001. His nutrition education game Fitter Critters was a top prizewinner in the 2010 Apps for Healthy Kids contest sponsored by Michelle Obama's "Let's Move!" campaign, and it is currently

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being tested in public elementary schools.

Playful Design - Rosenfeld Media

Playful Design: Creating Game Experiences in Everyday Interfaces - Kindle edition by Ferrara, John. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Playful Design: Creating Game Experiences in Everyday Interfaces.

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John Ferrara, the creator of Fitter Critters, a game that encourages healthy eating habit in kids, vividly shows how good game design needs to have a message.

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John Ferrara Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived distinction typically suggests, and user experience practitioners can realize enormous benefit by exploiting the solutions that games have found to the real problems of design.

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Ferrara, John. 2012. Playful Design. New York: Rosenfeld

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In the following interview, " Playful Design " author John
Ferrara (@PlayfulDesign) explains what he sees as the real
gaming revolution " not " gamification," or the application of
gaming characteristics to existing applications and processes,
but how games themselves can and will be a "force of cultural
transformation."

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John Ferrara is the author of Playful Design (3.52 avg rating, 48 ratings, 8 reviews, published 2012), Jazz Piano and Harmony (0.0 avg rating, 0 ratings,...

John Ferrara (Author of Playful Design)

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PD001: Figure 0.1. Following the typical path of the Gartner hype cycle, in early 2012 gamification was somewhere just past the peak of inflated expectations.

PD001: Figure 0.1 | Following the typical path of ... - Flickr
In Foldit, players solve puzzles based on real proteins.
Ferrara, John. 2012. Playful Design. New York: Rosenfeld Media. www.rosenfeldmedia.com/books/game-design/

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John Ferrara on Apple Music

The Institute for Urban Design tweeted a great way to learn why Dattner's early design work continues to spark discussion. EAST 72ND STREET PLAYGROUND - #5 . This playground features tire swings, wooden climbing structures, sand, a stone slide, a water tower, and a net "spider web" for climbing. It is situated adjacent to the East Green.

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