Who is Chris Crawford?

- RESPECTED GAME DESIGNER AND AUTHOR.
- B.S. IN PHYSICS FROM UC DAVIS - 1972
- M.S. IN PHYSICS FROM UNIVERSITY OF MISSOURI – 1976
- FOUNDED THE GAME DEVELOPERS CONFERENCE - 1987
- FOUNDED THE JOURNAL OF COMPUTER GAME DESIGN
Game Design Progression

**SCRAM**

- Nuclear Power Plant Simulation

**Balance of Power 21st Century**

- Geopolitical strategy story world
Crawford’s Game Design Theory

- **Process Intensity**
  - The degree to which a program emphasizes processes instead of data
    - Character Expressiveness
    - Artificial Personality
    - Emotionally Significant Interaction
  - The criteria for evaluating the value of any piece of software.
    - High Crunch per Bit Ratio
    - Data Intensity: The path of least resistance
  - Relevance to Game Design
    - Computationally intensive games are more entertaining.
    - Makes the characters more realistic.
Counter Argument

- **Data Intensity**
  - Programs that emphasize data instead of process
    - Text
    - Image
    - Sound
  - Criteria for evaluating Good programs
    - Ability to balance process and data
    - An algorithm requires data
  - Relevance to Game Design
    - Data intensive games look more refined.
    - Makes the environment more realistic.
Crawford’s Thoughts on Data Intensity

- Data is necessary but process should be emphasized.
- Ratio of Process to Data is constant.
- The uncertainty of Process Intensity
  - The Dragon Lecture