On the Way to Fun: An Emotion-Based Approach to Successful Game Design

By Roberto Dillon

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How can video games be fun and immerse players in fantastic worlds where anything seems possible? How can they be so engaging to have become the main entertainment product for children and adults alike? In *On the Way to Fun*, the author proposes a possible answer to these questions by going back to the roots of gaming and showing how early games, as well as modern indie productions, captivated generations of players even without the need for fancy graphics and effects but by relying on basic emotions and instincts instead. This book will be most beneficial to aspiring and beginning game designers and to anyone who wants a better understanding of human nature and how it relates to the design process of immersive video game experiences.

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Editorial Review

Review
Through diagrams, screenshots, and dissections of each evaluated game, the author builds an admirable case for what amounts to a viable, tangible toolset for game designers to successfully inject fun into their games. Such power is concentrated in this short, concise and ultimately refreshing handbook. Highly recommended.

-CHOICE Magazine, 11 / 2010

Looking at early games and how they created fun without many resources, and how some games can miss it, Roberto Dillon provides a thoughtful and solid analysis. **On the Way to Fun** is a choice pick for any would-be game designer.
--Carl Logan, *The Midwest Book Review*

On the Way to Fun outlines a fine framework linking human emotions and instincts to successful game design, blending a theoretical framework with keys to analyzing game play. The framework is then applied to both successful and unsuccessful games to make for a fine survey for any who want to properly design and develop ideas to maximum benefit.
?*Midwest Book Review*, January 2011

I love the '6-11 Framework'. It's a brilliant analysis. Wish I'd thought of it. Emotion is essential to establishing a deep connection with games. So many games lack it, and this book shows the way. The analyses of retro and indie games, and how they invoke emotion through instincts, are insightful and well thought out.
?Tom Sloper, March 2010

Looking at early games and how they created fun without many resources, and how some modern games can miss it, Roberto Dillon provides a thoughtful and solid analysis. **On the Way to Fun** is a choice pick for any would-be game designer.
?Carl Logan, *The Midwest Book Review*, June 2010

Through diagrams, screenshots, and dissections of each evaluated game, the author builds an admirable case for what amounts to a viable, tangible toolset for game designers to use in their never-ending pursuit of successfully injecting fun into their games. Such power is concentrated in this short, concise, and ultimately refreshing handbook ... Highly recommended.
?CHOICE Magazine, November 2010 Vol. 48 No. 03

About the Author
Originally from Italy but currently based in Singapore, Dr. Roberto Dillon is active both as a developer and as a game design professor.
As a developer, he founded the indie studio Adsumsoft to develop small and original games besides offering consultancy services. His games have been showcased at events like Sense of Wonder Night in Tokyo, FILE Games in Rio de Janeiro and at the Indie Prize Showcase Asia, besides reaching top positions on Apple's

AppStore across several countries.

As an academic and educator, Roberto was the Game Design Department Chair at DigiPen Singapore, with several of his students gaining top honors at the IGF both in San Francisco and Shanghai, and is now an Associate Professor lecturing Game Design at JCU Singapore, where he is also the Curator of the 'JCU Museum of Video and Computer Games', the first museum completely dedicated to the preservation of video games in South East Asia.

Roberto is often invited as a speaker at game related conferences (GDC, Game Connection, Casual Connect, Develop, Korea Games Conference etc.) and wrote different books for AKPeters, CRC Press and Springer: 'On the Way to Fun', where he introduced the 6-11 Framework, a game design methodology now referenced in several university curricula as well as used by game designers in small and big studios alike, 'The Golden Age of Videogames', a history of the gaming industry from its origins till the PlayStation launch, 'HTML5 Game Development from the Ground Up with Construct 2' to introduce aspiring developers to the world of game making and "Ready. A Commodore 64 Retrospective" a technical and historical analysis of the evergreen C64 computer.

Hobbies include early music, chess, martial arts (karate, wing chun, tai chi) and, last but not least, collecting classic video games!

Users Review

From reader reviews:

Eric Ray:

On the Way to Fun: An Emotion-Based Approach to Successful Game Design can be one of your basic books that are good idea. All of us recommend that straight away because this publication has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The article writer giving his/her effort to get every word into joy arrangement in writing On the Way to Fun: An Emotion-Based Approach to Successful Game Design however doesn't forget the main place, giving the reader the hottest along with based confirm resource details that maybe you can be among it. This great information can certainly drawn you into brand new stage of crucial imagining.

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