Game Design Seminar

- Program brochure

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The Seminar Coach

- 14 years in the video game industry
- Design and Creative Director
- Ubisoft Montreal & Relic Entertainment
- International speaker and coach
- Experienced on top AAA brands
Game Design: A Young Discipline

Game design is often based on intuition due to lack of established theory and techniques.

Gut-feeling and unclear criteria like “fun” make it hard to execute on and manage, which can lead to catastrophic consequences.

Get your team back on track, apply techniques developed in world-renowned studios and get on the bleeding edge of game design.
Learn Design Theory and Technique

- Study system design, interaction design and player motivation
- Lectures, exercises, techniques and tools
- Learn how to be a successful designer and how to manage this creative discipline
- Based on academic theory in psychology, mathematics, ergonomics and extensive on-field experience
Seminar Format

- 5 days workshop (6 to 8 hours a day)
- 12 to 20 participants for one-on-one coaching
- Adapted to beginner and experienced designers
- Project managers welcome! Programmers and artists too!
- Supports individual participants, full teams or mixed cohorts
“Alex is one of the few designers I've met who is able to break down the elements that compose a game from the most basic of interactions all of the way to a complete experience. He provides a vocabulary for such elements to create a common language for designer communication, which is a tricky ordeal when designers come from all different backgrounds and learned their trade in all different manner.”

Jasen Torres – EA, Crytek, Relic

“Alex provided a type of mentorship that I had never previously been exposed to in my 6 years of being in the industry. He has distilled not only the creative process, but also how a team must interface in order to harness the best work from individuals involved in that process.”

Taylor Fales – Relic, Blackbird

“Alex is without a doubt a world class Design Director. His depth of knowledge of game design is only matched by his ability to communicate that knowledge in amazingly understandable terms. And this knowledge is not limited to only bits of the design process, but rather spans the entirety of the creative process.”

Mitchell Lagran – Rockstar, Microsoft, Relic

“Alex is the most analytically-minded designer that I have ever worked with, able to examine projects at either the mandate, concept or mechanics level, and distill them down to design intentions and goals, from which player experiences and moment-to-moment gameplay could be most effectively created to serve those intentions.”

Dan Kading – Relic, Bioware
Contact

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