

new media / track(s) – serious gaming / creative exploration(s)

- story – form(s) / analysis / quest(s) / protagonist(s)
- narrative(s) – pattern(s) / scenario(s) / experience(s)
- game(s) – design(s) / mechanic(s) / dynamic(s) / space(s)
- application(s) – context / design / navigation / element(s)
- serious game(s) – example(s) / mission(s) / target(s) / criteria
- workflow & technology – collaboration(s) / engine(s)
- resource(s) – interactive video / game development

play / create(s) / math / gamification(s) / story / topic(s) / cycle(s)

elaboration(s) – beginner(s) vs expert(s)

- **beginner(s):** *trick(s)*
 - lack of – imagination, structure, closure, knowledge of allusion(s)
 - poor use of – technology, story storyboards, interaction graphs
 - naive in – (game/story) patterns & interaction mechanics
 - rely on – aspiration, talent, cleverness and ability
 - get stuck in – cliches, self-indulgence, if not arrogance
- **expert(s):** *craft/trade*
 - mastery in – (digital) rethorics (i.e rules) and interaction style
 - advanced use of – technology in relation to content and style
 - reflection(s) on – application context, meta-readings
 - strive for – inspiration, reaching their audience, appropriate targets
 - try to – direct their talent(s), be original, and realize their ideals

level(s) of achievement – law(s) of style

- **economy** – efficiency of means / mechanism(s)
- **simplicity** – sincerity: adequate expression / organic unity
- **sequence** – composition: exposition & progression(s)
- **climax** – progression(s): emotional involvement
- **variety** – sincerity: contrast(s) & entertainment

from principles of success in literature¹.

critical appraisal(s) – phrase(s) of judgement

- **negative:** boring, ...
- **positive:** awesome, cool, unreal, ...

remark(s) in creative application there is always a notion of the *beginners mind* and the need to *unlearn* given skills, in order to arrive at an original approach.

¹www.gutenberg.org/catalog/world/readfile?fk_files=1476669&pageno=1