Playful Design John Ferrara

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Playful Design Archives - Rosenfeld Media
Ferrara, John. 2012. Playful Design. New York: Rosenfeld Media. www.rosenfeldmedia.com/books/game-design/

Playful Design (eBook, 2012) [WorldCat.org]
Playful Design by John Ferrara 48 ratings, 3.52 average rating, 8 reviews Playful Design Quotes Showing 1-1 of 1 "I would argue that play is an essential part of living. It's the process by which great discoveries are made, industries are built, and people fall in love. The ...

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Playful Design - Rosenfeld Media
The new book Playful Design by John Ferrara is about to come out and our friend Matthew Niederberger was lucky enough to get a sneak peek at one of the first copies. Here is a very brief summary of what he thinks about it. For the full book review, please visit the actualinsights blog.. According to Matthew, Playful Design is a very insightful book on how and why games

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John Ferrara on Playful Design. By Kristina Mausser. July 9, 2012 No Comments 0 Shares. I wanted to invite UX designers to think of game design as a competency they should build into their own toolkits, as well as to think of video games as another form of human-computer interaction.

Playful Design by John Ferrara | Web development design ...
Playful Design Blog. Creating Game Experiences in Everyday Interfaces. Posts written by John Ferrara. Why should UX designers care about games? (Part 1) Posted on October 3, 2012 by John Ferrara . Last week I tweeted this question out to the world. Here are some of the great responses I've received so far, and with more ...

John Ferrara (@PlayfulDesign) | FDNitter
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Playful Design Quotes by John Ferrara - Goodreads
John 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 being tested in public elementary schools. John is the author of "Playful Design: Creating Game ...

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Playful Design book. Read 8 reviews from the world's largest community for readers. ... 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.

John Ferrara - GoodStuff FM
– John Ferrara. Retail design is child's play. Well, when it comes to the importance of imagination that is. ... Playful design is about doing things differently, from retail window displays and visual merchandising to the sourcing of materials and crafting of experiences.

John Ferrara on Playful Design :: UXmatters
John Ferrara is an information architect at Vanguard and the author of Playful Design: Creating Game Experiences in Everyday Interfaces.John has worked as a user experience designer for over twelve years, designing web sites, desktop software, and video games. In 2010 he co-founded Megazoid Games, which focuses on creating mobile, social, and educational player experiences.

Playful Design: Creating Game Experiences in Everyday ...
This book couldn't be more timely: Playful Design delivers a concise introduction to the theory, experience, and design of games for nongame designers, blended with fresh personal takes. Trust John Ferrara to get you started building games for learning, persuasion, or real-world action in one small, handy volume.

Playful Design by John Ferrara - Goodreads
"Playful design" claims that UX professionals can learn from game design to "achieve great things int he 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.

It's child's play: the importance of playfulness in retail ...
Jun 7, 2014 - Resources and organizations involved in the array of activities involving social innovation.

John Ferrara - theiaconference.com
Playful Design: Creating Game Experiences in Everyday Interfaces. John Ferrara. Rosenfeld Media, May 17, 2012 - Computers - 245 pages. 0 Reviews. Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses.

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UX/game designer and author of Playful Design, ... John Ferrara @PlayfulDesign. 11h. Makes sense. Jonathan Karl. @jonkarl. 12h. Asked who he owes $421 million to, @realDonaldTrump says "some of of it I did as favors to institutions who wanted to lend me money. ...