Designing for Play
Christian Crumlish
Web 2.0 Expo | San Francisco
May 4, 2010
@medajunkie
http://www.flickr.com/photos/darpi/212323100/
Robie House designed by Frank Lloyd Wright 1909
posted by mach3
http://www.flickr.com/photos/matthijs/3144456275/  
.m for matthijs “Control freak”
chaos
though my soul is set in darkness, it will rise in perfect light. i have loved the stars too long, to be fearful of the dark.

female
17 years old
LITTLE GROUND, Washington
United States
strict rules, flexible choices, mistakes that work
David Gans was tagged in a photo.

13th Annual French Broad River Festival

9 hours ago - Comment Like

David Gans and 5 others like this.

View all 4 comments

Patricia Richmond LOVE x 3. And Teles rule.
3 hours ago

Scott Black damn it! i missed out on the david gans gig! forgot what we got into! now to learn that i missed seevin bobby teel was lookin all over the fest for ya man! maybe next year! we had a hoot!!
about an hour ago

Write a comment...
curation
music

http://www.flickr.com/photos/12495774@N02/1292771115/
Ukulele girl by shaggy359
tuning - the interface - pentatonic - harmonics - evolved through iteration
dmisanthrope

How can someone who got their iPad 18 hours ago be moderating a panel on how to design for it at #w2e? http://is.gd/bTJwU http://is.gd/bTJCT

YES, Web 2.0 Expo! Maybe this year, finally, I'll understand what Web 2.0 means, #w2e

about 23 hours ago via web

Meditating at #wisdom2con. Distracted by patchouli-smelling woman next to me who keeps asking me if she can "touch my chakras."

2:50 PM May 1st via web

Adobe just wagged their limp dick at us. Get hard or go home. http://is.gd/KNQkN
co-creation - enabled by common touchpoints such as keys and notation, common tuning of instruments plays out different every time
Runder’s Ukulele Night: http://www.flickr.com/photos/runder/391235405/
What's happening?

Latest: getting my gear setup for "designing for play" at 9am #w2e
— at Web 2.0 Expo San Francisco http://gowalla.com/chM4ja 18
minutes ago

Real-time results for #w2e

zedman: Wassup world? Anyone going to #w2e today?
1 minute ago from Sesame

Crosby: The Alumni Lounge is a nice place to hang out between
Sesions at Web 2.0 #w2e
1 minute ago from Tweed

DanielRunion: Apologies for missing the citation yesterday.
Thanks for all the retweets. #w2e
2 minutes ago from TweetDeck

ferbadano: @web 2.0 expo in SF #w2e
2 minutes ago from Twitterrific

MichaelC @web2e will be at #w2e on Wed & Thurs. Catching
up on #w2e & #w2e2 this weekend & have some fun.
10 minutes ago from Twitterrific
New Game :) What does a Scrabble game you played in tell about yourself?
CHESS
POKER
FIGHTER COMBAT
GUERRILLA ENGAGEMENT
DESERT WARFARE
AIR-TO-GROUND ACTIONS
THEATERWIDE TACTICAL WARFARE
THEATERWIDE BIOTOXIC AND CHEMICAL WARFARE
GLOBAL THERMONUCLEAR WAR

invitation
You have 0 gift credits. Gifts Help

Choose your gift:

Choose your recipient:
Briggs Nisbet

Add your message:
Your message here...
Rules of the Inn 1786 by DanBrady
http://www.flickr.com/photos/djbrady/1205847589/
rules, boundaries constraints, within which game play is flexible
goals

Goal original by Peter Fuchs
http://www.flickr.com/photos/peterfuchs/1239380935/
cooperation
## Competitive Spectrum

<table>
<thead>
<tr>
<th>Caring</th>
<th>Collaborative</th>
<th>Cordial</th>
<th>Competitive</th>
<th>Combative</th>
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<td><img src="image4" alt="Competitive" /></td>
<td><img src="image5" alt="Combative" /></td>
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### Goals

- **Members are motivated by helping other members - giving advice, solace or comfort.**
- **Member goals are largely shared ones. Members work together to achieve those goals.**
- **Members have their own intrinsic motivations, but these goals need not conflict with other members’ goals.**
- **Members share the same goals, but must compete against each other to achieve them.**
- **Members share opposing goals: in order for one member to achieve these goals, others must necessarily be denied their own.**
Our play… Act One by nathaniel s
http://www.flickr.com/photos/nathanielstern/4388064320/
Neighborhood of Make Believe Tour by David Pinkerton
http://www.flickr.com/photos/davidpinkerton/4083673303/
Masks (on sale in New Orleans) by exfordy
http://www.flickr.com/photos/exfordy/128576390/
exploring alternate identities, projecting a sense of self, liberation of the role, performance
reenactment cosplay
http://www.flickr.com/photos/danrhett/132819967/
Ghettysberg June, 2005 031 by Dan Rhett
thanks

@mediajunkie
http://mediajunk.ie

bring it down to earth: social design patterns that facilitate play
patterns such as Avatar, Competitive Spectrum, Leaderboard, Saving, Displaying, Tag an Object, Collective Choices, etc.