

Artful Design:

The Video Game!

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The Problem:

- Reading-based learning doesn't work for everyone
- Interactive elements more efficiently communicate ideas about designing for interaction
- Games tend to not be educational

The Story:

- You are Ada Lovelace, a time-transported adventurer trying to learn about the design of the modern world
- You work through various designs from different categories including games, cities, music, and human interaction
- You are trying to compile a list of design principles for your own project



The Solution:

- A fully immersive video game that encapsulates the core principles of Artful Design
- A combination of written text, 3d modeled lecturing, interactive games and examples, and design etudes
- A community of players all learning eudaemonic design

The Product:

- Complete-package digital learning software
- Can be used as a standalone self-training book
- Can be leveraged by high schools or universities as a resource for a course
- Features high fidelity video and interactive content

The Guide:

- Ge Wang, intrepid adventurer, designer, and educator will accompany you on your journey
- He shares his own experiences as a designer and his take on the world



The Audience:

- Designers interested in taking a critical look at the ethics or humanity of design
- Ethicists interested in applying ethics to design
- Students in Think 66 looking for an alternate medium to consume course material

The Effect:

- Students are encouraged to think deeply about designs they create
- Adventurers are left with a new worldview
- Designers are given a set of tools of critical analysis
- More effective and thoughtful designs lead to a better world with more **EUDAEMONIA**

Idea inspired by Think 66 and Artful Design, by Ge Wang

Photographs and font from artful.design