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Here is an updated version of the \$domain website which many of our East European book trade customers have been using for some time now, more or less regularly. We have just

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introduced certain upgrades and changes which should be interesting for you. Please remember that our website does not replace publisher websites, there would be no point in duplicating the information. Our idea is to present you with tools that might be useful in your work with individual,

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institutional and corporate customers. Many of the features have been introduced at specific requests from some of you. Others are still at preparatory stage and will be implemented soon.

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Playful design : creating game experiences in everyday ...

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

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think of video games as another form of human-computer interaction.

Playful Design: Creating Game Experiences in Everyday ...

In the following interview, “ Playful Design ” author John Ferrara (@PlayfulDesign) explains what he

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sees as the real gaming revolution — not “gamification,” or the application of gaming characteristics to existing applications and processes, but how games themselves can and will be a “force of cultural transformation.” Ferrera also reveals five universal principles of good game

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design.

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

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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 by John Ferrara -
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"Playful design" claims that UX professionals can learn from game design to "achieve great things in the real world". However, what John Ferrara delivers is simply a systematic categorisation of different computer

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game types, and how these game types cater for different audiences, and supposedly achieve different things.

John Ferrara - theiaconference.com
Playful Design: Creating Game Experiences in Everyday Interfaces.

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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.

John Ferrara (@PlayfulDesign) |

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perceived distinction typically ...

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Playful Design Archives - Rosenfeld Media

Ferrara, John. 2012. Playful Design. New York: Rosenfeld Media. www.rose

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Playful Design: Creating Game Experiences in Everyday ...

UX/game designer and author of Playful Design, ... John Ferrara

@PlayfulDesign. 11h. Makes sense.

Jonathan Karl. @jonkarl. 12h. Asked

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who he owes \$421 million to,
@realDonaldTrump says “ some of of
it I did as favors to institutions who
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“ 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,

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please visit the actualinsights blog..
According to Matthew, Playful Design is a very insightful book on how and why games

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Experiences in Everyday Interfaces - Kindle edition by Ferrara, John.

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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

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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.

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Book Review: Playful Design by John Ferrara - The latest ...

Playful Design John Ferrara. Game design is a sibling discipline to software and Web design, but they're siblings that grew up in different houses. They have much more in common than their perceived

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distinction typically suggests, ...

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Playful Design Blog. Creating Game Experiences in Everyday Interfaces. Posts written by John Ferrara. Why should UX designers care about

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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 - GoodStuff FM
– John Ferrara. Retail design is

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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.

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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

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started building games for learning, persuasion, or real-world action in one small, handy volume.

A gaming revolution, minus the hype -
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