Towards Adaptive Visual Aesthetics of 3D Game Environments

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resumen:

During the past few years, interactive 3D environments that facilitate engagement and involvement, such as 3D video games, have become an important area of research and development. The technical contributions and design innovations made to advance such environments have a direct impact on education, training, and entertainment applications. Designing visually rich 3D environments is a very time consuming complex process requiring artists and designers hours of diligent work, and the use of their artistic tacit knowledge to build levels that satisfy both aesthetic and perceptual requirements. In the past few years, we have been collaborating with industry partners, including Electronic Arts, to conduct experimental studies focused on gauging and understanding users' abilities with respect to the visual level design, including navigational and visual attention abilities, and identify breakdown issues caused by visual design problems. Based on these studies, we are currently developing adaptive systems, specifically in terms of visual composition (color, contrast, lighting, and rhythmic properties of motion), to enhance the 3D level designs, and consequently, the play experience. In this talk, I will focus some of the lessons learned through this research journey focusing on specific systems and results uncovered from having designers or users interact with them.

sobre Magy Seif El-Nasr:

Magy Seif El-Nasr is an associate Professor in the Colleges of Computer and Information Sciences and Arts, Media and Design, where she directs the Game User Experience and Design Research Lab. Dr. Seif El-Nasr earned her Ph.D. degree from Northwestern University in Computer Science and her Master of Science degree in Computer Science from Texas A&M University. Magy's award winning research focuses on enhancing game designs by developing tools and methods for evaluating and adapting game experiences. Her work is internationally known and cited in several game industry books. Magy is currently working on collaborative projects with Electronic Arts, Bardel Entertainment, and Pixel Ante. Dr. Seif El-Nasr has received multiple grants to support her research. She has published over 60 international peer reviewed articles on her work. In addition, her work has received several awards and recognition within the Game Industry and Interactive Narrative Communities. She is on the editorial board of the Journal of Game Development, the International Journal of Intelligent Games and Simulation, and ACM's Computers in Entertainment. Magy has taught game design courses at Penn State University, Northwestern University, Master's of Digital Media, and Simon Fraser University. http://www.neu.edu/magy.