"GAMER GORL HANNAH"
Contextual Report

Hannah Kairuz

[COMPANY NAME] [Company address]

INDEX

ITERATION CYCLE

The beings of my Digital Artefact "*Gamer Gorl Hannah*" took the form of a blog where I would post about different entries about various "bootleg" games. My interests lie in Design and Visual Marketing which is why I was going to look further at bootleg games. After attempting this concept, I was unmotivated, so I shifted my project to reflect a gaming activity, still using a WordPress blog as my platform. The concept shifted to reflect my love for design, the games I decided to engage with were The Sims 4 on the PC and AHNH on the Nintendo Switch. I looked at bother these games in a psychological analytical framework as well as doing a content analysis on the design aspects, how a virtual world differs from a physical world for designers.

BACKGROUND RESEARCH

As a player of ACNH, I wanted to know more about the psychological and background aspects of the game. What's interesting is more design responsibility comes in after the credits roll in the game lot more decorating responsibility comes in as well as you can now work on getting your island and home to its best and brightest. (Bitner, J 2020)

As I chose to create a platform where I could freely explore the capabilities in the design aspects of each respective game, and it became more about my individual experience. I also chose to do research within my "weekly" blog posts to explore what other designers found when playing the game. In relation to The Sims, many designers find it similar to design programs typically used in the field, one said "*While your dimensions might not be exactly accurate down to the last centimetre, it's the best you're going to get outside of super expensive design tools that professionals use*". (Gammon, R 2019) Which is why I take such an interest in the game, for its real-life design aspects.

RESPONSE TO FEEDBACK

The general feedback I received was to post more about the game play, instead of my plain blogs speaking about them. Which I did take into consideration and embedded video blogs into my written blogs to be more engaged with the game and my readers. Other students also found it difficult to create engagement with an audience between the written blogs, so I also tried to respond to this by adding the video blogs into my website.

SUCCESSES AND LIMITATIONS

The successes I receives, were person achievements and enjoyments whilst playing the games. As well as a few views from BCM students here and there but due to my lack of social media presence (though I did post on Reddit) my project failed with gaining a following or a proper audience for what I was trying to achieve.

CONCLUSION

Playing these games as a designer really heightens my joy and love for design. These virtual worlds allow designers and player like me to simulate a life one can only dream of. Creating a dream home, owning your dream closet of clothes things that one might only be able to afford in a virtual world setting. Animal Crossing has evolved its design capabilities from its earlier versions which could also contribute to the game addition great success. Designers who has never played the game before also became fascinated in the game aside from its already committed fans. This offers a nostalgic feel for players to - to see how far the game designs have come - the same way I feel nostalgia for the Sims because I played it so much growing up.

REFERENCE LIST

– Bitner, J 2020, Animal Crossing: New Horizons – What To Do After the Credits Roll, *The Gamer*, https://www.thegamer.com/animal-crossing-new-horizons-what-to-do-aftercredits/

– Gammon R, 2019, I Used The Sims 4 as an Interior Design Tool for My New Real-Life Apartment, Games Spew, https://www.gamespew.com/2019/06/i-used-the-sims-4-as-aninterior-design-tool-for-my-new-real-life-apartment/