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Digital Media  
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Digital Media is any media that is encoded in a format that can easily be processed by a computer. Digital Media can be produced, observed, distributed, changed, and maintained on digital electronic devices. Examples of digital media are; digital images, digital videos, video games, web pages plus web sites (social media), data and database, digital audio (mp3 and audio books). In this day and age Digital Media has a huge impact on society and culture.

To begin with, video games are something that almost everyone has interacted with within the course of their lives. Video game development is the action in which one takes to create a video game. The creator of a game comes up with a concept or idea, develops, programs, engineers, renders, records, mix, produce and tests his idea until it becomes a finished product. Game design deals with the abstract side of things. When creating a game, designers come up with the starting vision for the game such as; the mechanics, the core concepts, the aesthetics, the characters, the levels, and narrative elements.

Furthermore, there are a lot of elements in which go into creating and developing a video game. Some of the components of developing a game include, but is not limited to; a story line, audio assets, characters, levels, and gameplay mechanics. When a story line is created for the game, the company will try to piece together a storyboard for the game. This is more or less a visual representation of the storyline that includes things like sketches, concept art and also text to explain what happens in each scene of a game. After the storyboard for the game has been created, designers will incorporate the blueprint for exactly how they want the game to be played, including things like what the menu or the screen will look like, what the controls will be for the characters, what the game goal is, the rules on how you win/lose the game, and maps that include the different worlds or levels within the game. This is the point in time where developers decide things such as what exactly will happen on the screen when certain buttons are pushed, what is in each world, what can and cannot be interacted with, what scripted events happen, and how the NPC (non player characters) react to the characters being controlled.

Once everything is finalized it is finally ready for the next step in the game developing process, production. The artists in the production phase will be working on building all the animations and art that will be seen on the game. Certain programs will be used in order to

model all of the games environments, characters, objects, and menus. Motion captured data is used to help create a more lifelike movement within the characters, while the characters are being developed programmers are working on coding (game's library, engine, and artificial intelligence). There will also be programmers responsible making the games 2D or 3D engine, which is an application that creates all the textures, lightings and special effects. The artificial intelligence is another important part of creating a game. The programmers working with the artificial intelligence will work on the physics, collisions, and the movement of every single character and object within the game. They specify what happens when a character interacts with another character or another object whether it be a controllable character or a non controllable one. After everything is done by both the programmers and artist, the production team makes sure everything runs smoothly on the hardware that it is being developed for.

The last step of producing a game is called the post production stage, this stage begins once all of the code has been written and art has been completed. An alpha game is then created and sent to a test lab in which programmers find all the bugs and flaws and fix them. Once all the flaws and bugs are fixed, they create a better version of the game, and once more send the copy to a test room where they make sure every single bug and flaw is fixed. When all flaws are fixed the game must now be tested to see if they meet standards by the consoles in which must be followed in order for the game to be approved for release. Once all bugs have been fixed and standards have been met, a final version of the game is made and then is sent the console maker (Nintendo, Sony, Microsoft, etc) to get tested and approved for release on the system in question. The only thing left after approved by a manufacturing company is for the game to be distributed and sold in stores.

As you can see, there are many steps in the production of a video game and digital media makes all of this possible. Digital Media is any media that is encoded in a format that can easily be processed by a computer. Making a video game starts with an idea, goes through production, details are tweaked and fixed, every little detail of the game is questioned and put out there to create the game.