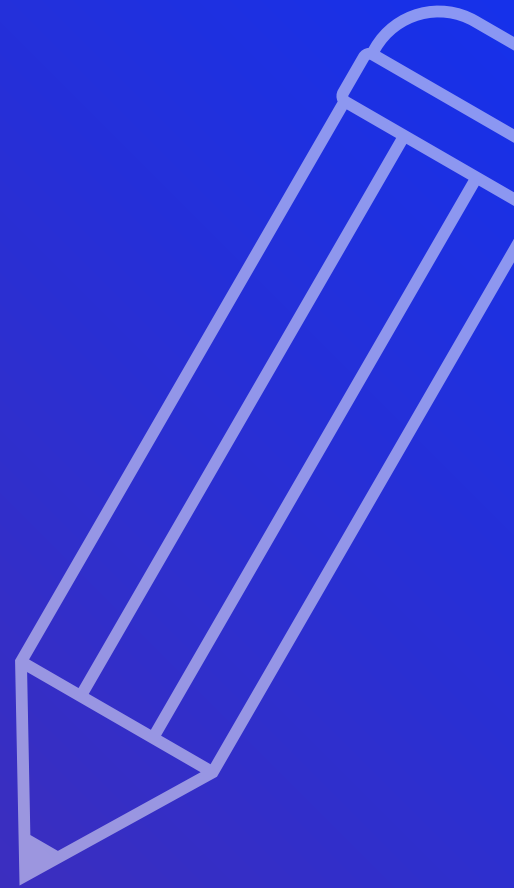
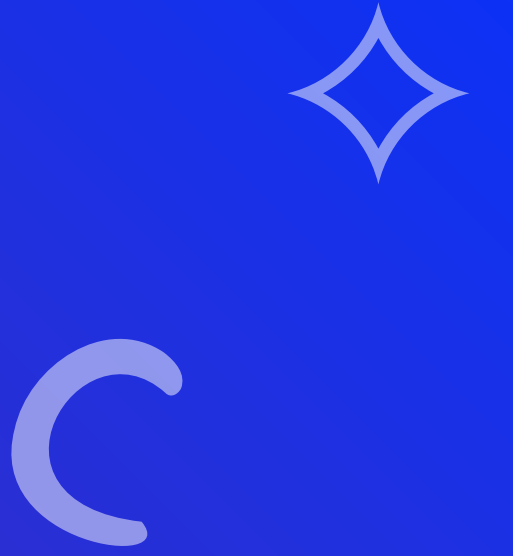
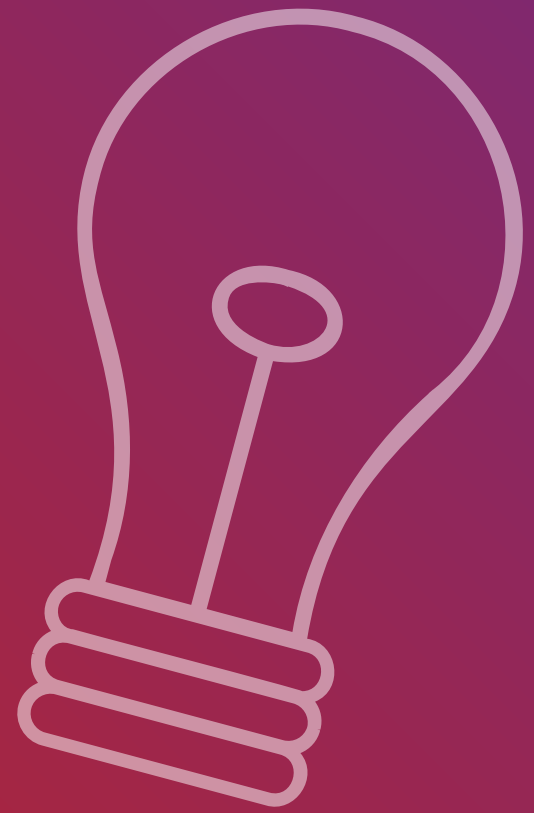
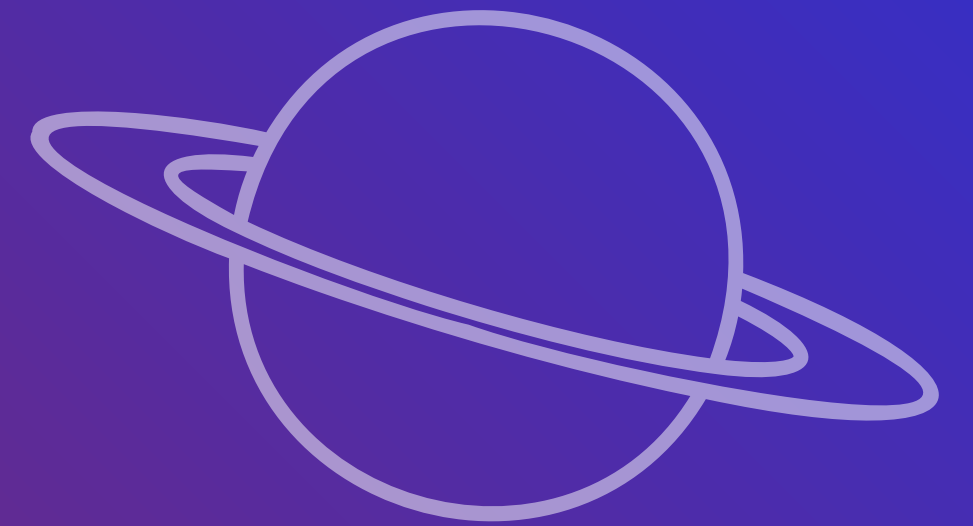


OK TO PLAY?

Pop-Up Exhibition



A



B

Matthew De Souza
COMD 3505





Overview



The purpose of this exhibit is to showcase the evolution of video game purchasing and the establishment of the ESRB system. The transition from physical to digital purchasing is important as it gives children a way to buy violent video games while avoiding restrictions. Is it ok to let children play and be exposed to mature content?



Poster Panels

Conflict

Mortal Kombat and Night Trap. They were deemed too violent, which added a lot of pressure on the gaming companies. During the series of Senate Hearings, a quote was said that became popular, "Violent video games lead to violent children". Just a year later, in 1994, because of newfound media attention, implementing the ESRB became a necessity.

VIOLENT VIDEO GAMES CONTROVERSY

A graphic featuring a red diagonal banner with the text "VIOLENT VIDEO GAMES CONTROVERSY" and a keyboard with keys labeled "E", "S", "R", and "B".

Poster Panels



Poster Panels

BEGINNINGS (1976-1994)

The very first video games were made. This was a revolutionary thing and it would only advance and become much more prominent over the many years.

Two games in particular that were released in 1993 being Mortal Kombat and Night Trap. They were deemed too violent, which added a lot of pressure on the gaming companies. These games created a massive shift in the minds of parents everywhere.

Just a year later, in 1994, because of newfound media attention, implementing the ESRB became a necessity. The ratings went as followed: 'Ao' for "Adults only 18+", 'M' for "Mature 17+", 'T' for "Teens", 'E10' for "Everyone 10+", 'E' for "Everyone", and finally "eC" for "Early Childhood".

CONFLICT (2000-2006)

This new system seriously affected different console manufacturers. Jason Tocci (a journalist who wrote the book "Seeking Truth in Video Games Ratings") believed that Mortal Kombat and Night Terror became more of a beacon to other game designers.

The rating is determined by a group of three specially trained raters. The raters are of various ages and background and cannot have any ties to the computer and video game industry. They are not expert game players and are kept anonymous to ensure the integrity of the process.

According to a Mark J.P Wolf he says, "The ESRB requires a game publisher to fill out a detailed questionnaire explaining what's in a game and submit it along with actual videotaped footage of the game, showing the most extreme content and an accurate representation of the context and product as a whole."

PRESENT (2013-2023)

However, despite having such a massive positive effect, it is still very much flawed and improvements could be made that can make video game rating systems more appropriate in terms of their function as extra security. Being able to keep children away from harmful content at an early age is crucial, as exposing them to that kind of content can have a severe effect on them.

Video games are meant to be fun and freeing, however, as technology advances, it becomes harder to maintain surveillance of children and what they are playing. Things are becoming more digital than physical so children are able to sidestep physical obstacles and buy Adult-rated games.

Digital purchasing is a massive advantage for children to play mature games without a parent knowing. Modern consoles such as Xbox and Playstation have added "Family Settings" which allows parents to create rules and regulations for the console and all accounts on the console has to follow these rules. But the issue is that unless you have prior knowledge of this system, there is no way that a parent would know about it.

The ESRB Rating system has done everything they can currently to prevent kids from being exposed to mature and violent games but since the creation and advancement of technology with apps like Youtube and Twitter, stopping a child from being exposed to such content is nearly impossible.

Reader Rail

OK TO PLAY

START

Summary

Conflict

Solution

The ESRB is the current classification system for video games to protect children from content that may be inappropriate for them. It is an attempt to prevent employees from selling a mature or adult rated game to minors without their parent or guardian who are of age. The ESRB doesn't rate the quality of games, but is actually describing the sort of content that you should expect to see, which could be things that are considered very offensive.

A response was made to many amounts of criticism regarding video games with excessively violent and/or sexual content. This system has more benefits rather than negative effects. It keeps order and provides stability within the gaming community.

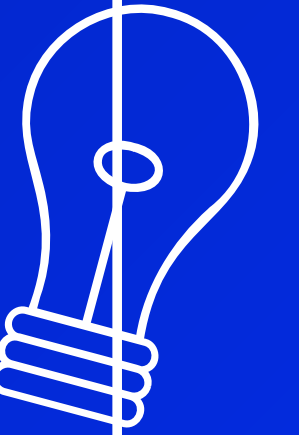
Video games are meant to be fun and freeing, however, as technology advances, it becomes harder to maintain surveillance of children and what they are playing. Things are becoming more digital than physical so children are able to sidestep physical obstacles and buy Adult-rated games.

They are to do this by putting a credit card or money into the console and buy it from in-game stores. Gaming companies have added precautions and security measures to prevent purchase its not enough.

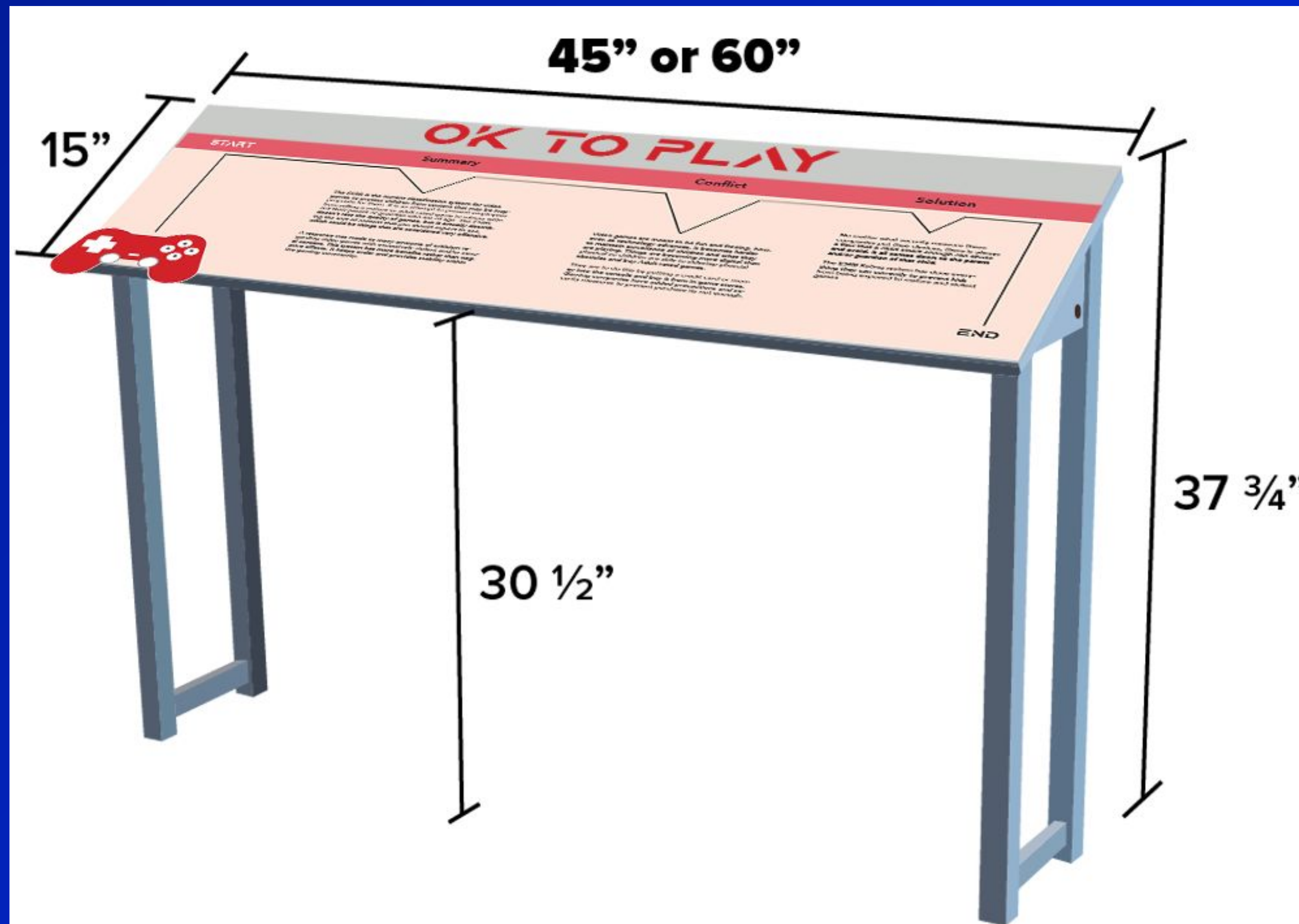
No matter what security measure these companies put their devices, there is always a flaw that a child smart enough can abuse and avoid. It all comes down to the parent and/or guardian of that child.

The ESRB Rating system has done everything they can currently to prevent kids from being exposed to mature and violent games.

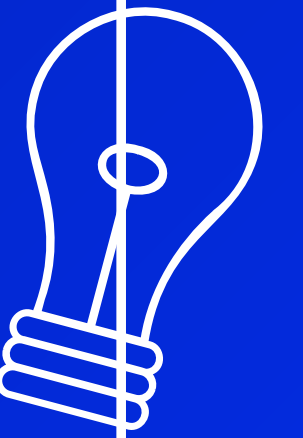
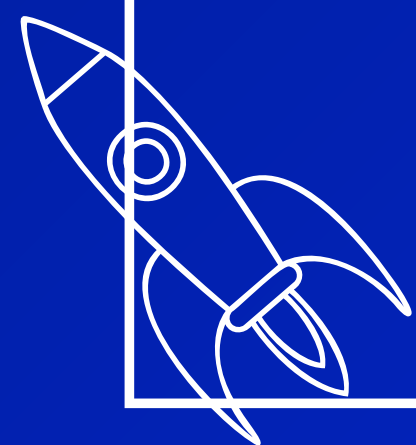
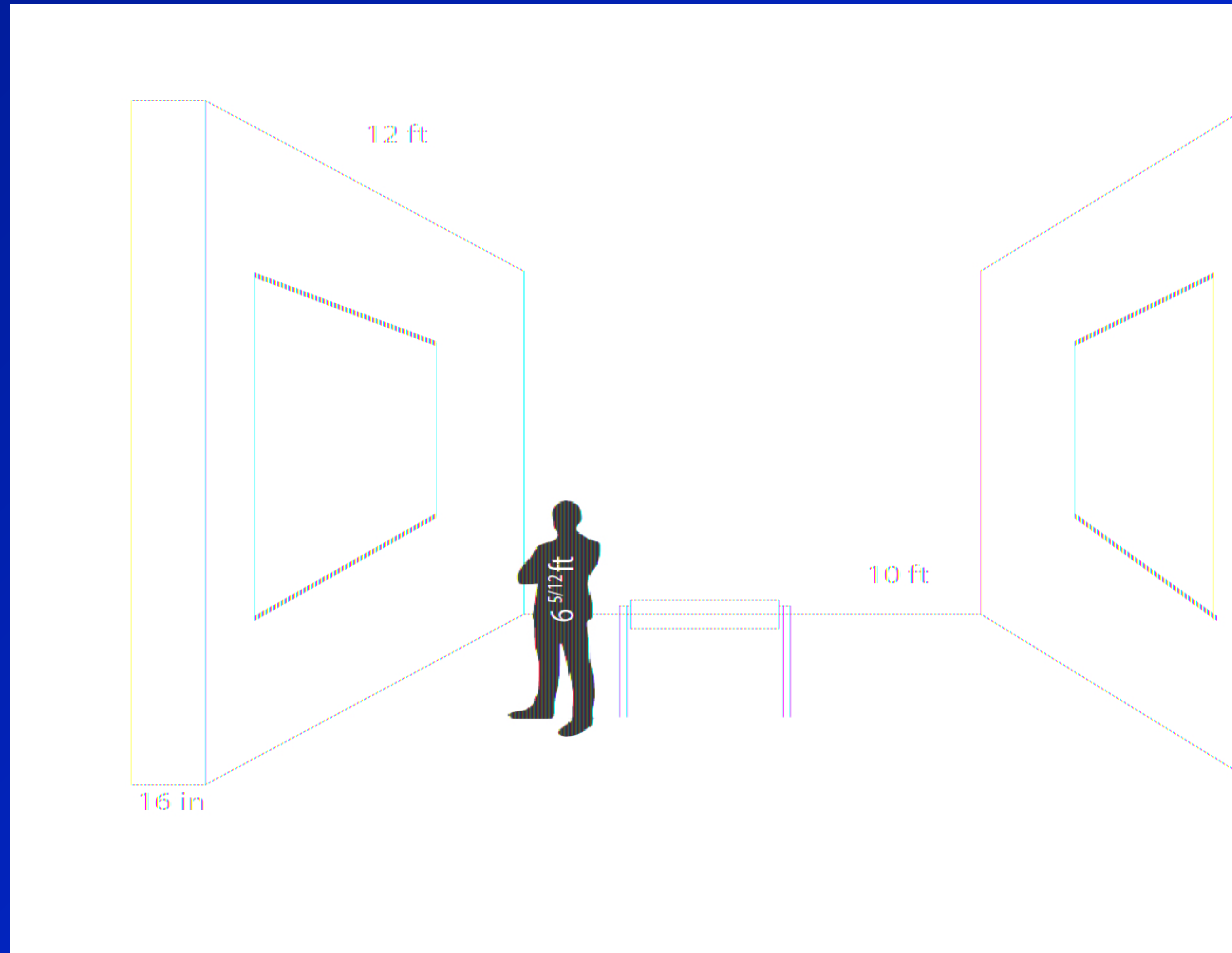
END



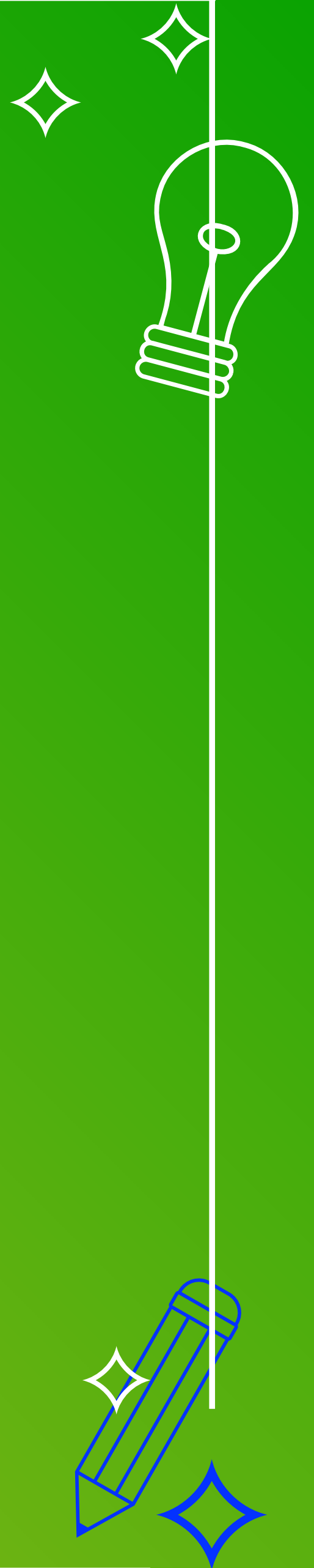
Reader Rail



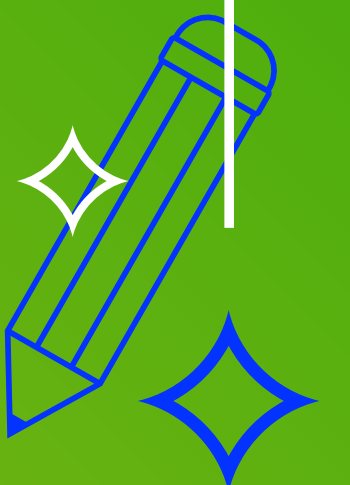
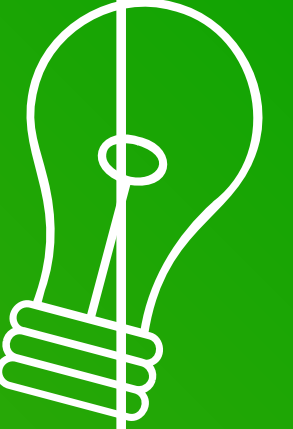
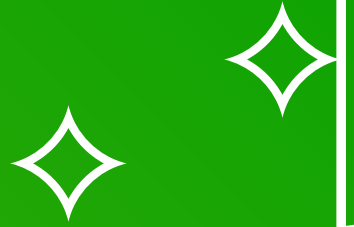
Exhibition Grid



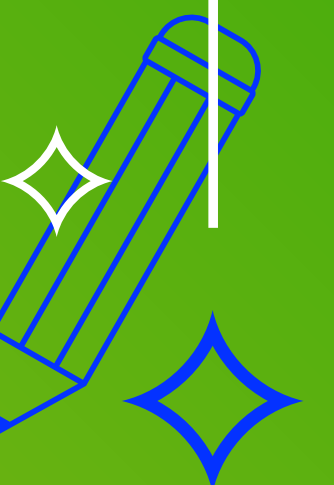
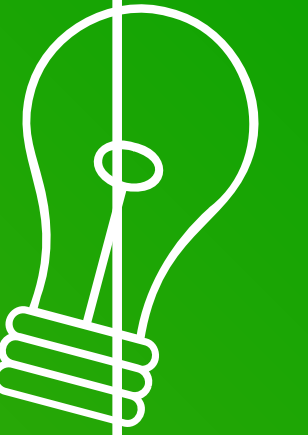
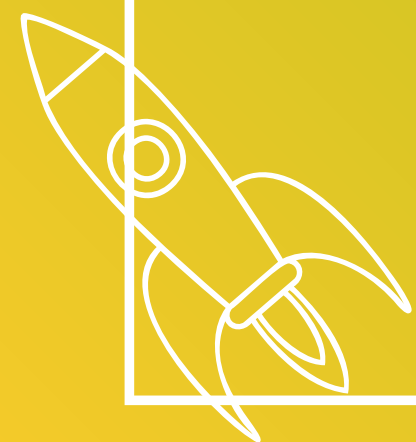
Exhibition Rendering



Wayfinder Renderings



Wayfinder Renderings



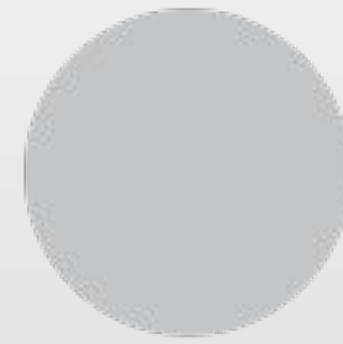
Wayfinder Renderings



Colors/Fonts



(C, M, Y, K = 15, 100, 100, 0)



(C, M, Y, K = 0, 0, 0, 27)



(C, M, Y, K = 100, 0, 0, 0)



(C, M, Y, K = 0, 77, 45, 6)



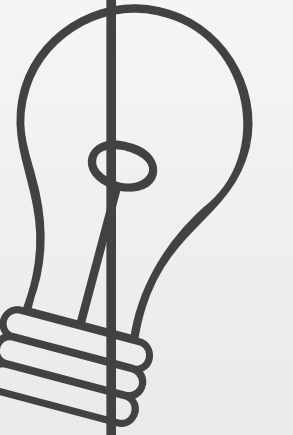
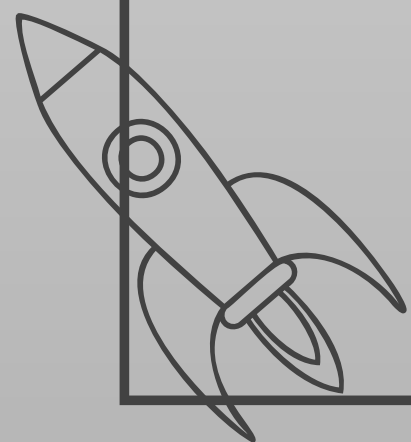
(C, M, Y, K = 75, 5, 100, 0)



(C, M, Y, K = 0, 0, 0, 100)

Avenir

AQUIRE



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