

MEANINGFUL PLAY  
IN INTERACTIVE ENTERTAINMENT, MARKETING AND EDUCATION

# DESIGNING GAMIFIED SYSTEMS

by Sari Gilbert



“No one is going to ask you in a hundred years if you are a game player, in the same way that no one asks you if you are a book reader or music listener or food eater. It’s not going to be a question.”

Robin Hunicke, *Us and the Game Industry*, 2013

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# DESIGNING GAMIFIED SYSTEMS

*Designing Gamified Systems* is a fundamental guide for building essential skills in game and interaction design to revitalize and reimagine real world systems – from cities and corporations to schools and the military. Author Sari Gilbert develops a set of core principles and tools for using game thinking and interactive design to build motivation, explain hard concepts, broaden audiences, deepen commitments and enhance human relationships.

*Designing Gamified Systems* includes:

- Topics such as gamified system design, behavioral psychology, marketing, business strategy, learning theory and instructional design
- Interviews with leaders and practitioners in this emerging field who explain how the job of the game designer is being redefined
- Exercises designed to both encourage big-picture thinking about gamified systems and help you experience and understand the challenges and nuances involved in designing them
- A companion website ([www.gamifiedsystems.com](http://www.gamifiedsystems.com)) with additional materials to supplement learning and practice

**Sari Gilbert** is a professor in the Interactive and Game Design department at the Savannah College of Art and Design, where she teaches courses and workshops introducing students and professionals to the practice of gamified system design. Gilbert's twenty years of experience in interactive entertainment include designing and producing the top-selling JumpStart titles and serving as a Senior Producer at Disney Online. She has founded three companies devoted to innovation in the field of interactive entertainment. Gilbert also holds an MFA in Digital Media Design and an MA in Educational Technology.



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# **DESIGNING GAMIFIED SYSTEMS**

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Entertainment, Marketing and  
Education**

**SARI GILBERT**



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