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John Ferrara, the creator of Fitter Critters, a game that encourages healthy eating habit in kids, vividly shows how good game design needs to have a message.

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Playful Design (eBook, 2012) [WorldCat.org]

In the following interview, " Playful Design " author John Ferrara (@PlayfulDesign) explains what he sees as the real gaming revolution — not “ gamification,” or the application of gaming characteristics to existing applications and processes, but how games themselves can and will be a “force of cultural transformation.”

A gaming revolution, minus the hype - O'Reilly Radar

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