Game Design Model for Gender Inclusivity

By
Roziana Ibrahim

The Issues

Some issues from current games :

• Popular games have the tendency to be designed for the male players in mind due to somewhat excessive masculine design e.g. violence and hyper-sexualized characters
   -> may deter female players

• Some games are being designed for the female market however, these games were too feminized e.g. wedding theme; shopping; and in pink colour.
   -> may exclude the male players

The Issues

Some issues from current game design models:

• The means to ensure gender-inclusivity in current game design models is missing.

• These game design models have not been proven its effectiveness and only rely on the designers that proposed them.

Theoretical Background

Based on a review of previous research :

Summary of preferences between male and female players in terms of:
  • gameplay styles- conflict resolution, risk-taking, rewards
  • content –genre, gameworld, characters
  • play environment – collaborative/competitive, contemplative/action
  • design style – themes, failure management, type of activity

• Game components such as imagery, content and interaction style are some of the elements to emphasize during design.

A Game Design Model for Gender-Inclusivity
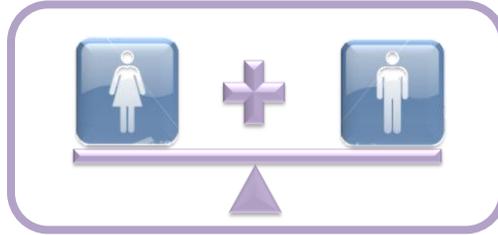
The improved model will help determine whether a game is:

- *Gender-specific*, contains extreme elements of either gender.
- *Gender-inclusive*, contains elements that might appeal to both male and female players.

Consequently, the model can be used to develop *gender-inclusive* games.