

## **An approach to Game Analysis: visual patterns discourse in gameplay progression**

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Games, unlike movies, can mostly allow camera view framing control and exploration of large world scenarios to players. This relative freedom makes it more difficult to capture and analyze visual data in video games rather than in films, as every game experience can be somewhat unique to each player. So I propose a methodological approach to understand if there is a visual coherence in games regarding its challenges and climax progression with its visual elements, i.e. a “gameplay visual discourse”.

In my analysis, I will process gameplay images with ImageJ, a software that can extract numerical metadata of a large volume of images and also generates graphic charts from collected data. This analysis will only include visual elements from gameplay, excluding cutscenes. Two techniques will be used: a) Parameter of hue, brightness, and saturation balances extracted from gameplay images, and b) Generate visualization of game scenario’s color scheme from collected data.

I intend with this approach observe gameplay visual impact (by the principle of color and tone contrast) and its affinity within the intensity of game’s progression structure. I hope to get answers to the following questions: What can it be analyzed from a scheme coherence’s graphic charts of gameplay visual data color? How is the relation between image metadata, color and tone scheme, and game challenges intertwined during gameplay? What layers of meaning could emerge from the confluence between game progression and color and tone contrasts in gameplay?