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Despite being the fastest growing form of popular culture ever, videogames are seldom considered with as a serious media form. Inside Games Design remedies this by offering a unique insight into the leading designers in the world today, examining, in a series of in-depth interviews, their influences and the processes that translate their vision into a functioning game.

Including industry legends such as David Braben and Michel Ancie and new entrants to the field such as Relentless and Keita Takahashi, the interviews contain candid opinions and practical advice for students about how to enter and work in the industry. Full of color artwork, the book includes process sketches from the production period, shots from the finished games themselves (character and environmental), studio photographs, and marketing artwork. A ludography listing games and awards is provided for each designer, as well as a detailed glossary and bibliography.