

Creating Fun Through Fear

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The oldest and strongest emotion of mankind is fear, and the oldest and strongest kind of fear is fear of the unknown.

-H.P. Lovecraft



What

- What constitutes the different emotional states we call fear
- What scares us in life and fiction
- Strategies for effective horror

Why?



Why?



THE CONSTITUTION OF FEAR

I'll try to terrify you first, and if that doesn't work, I'll horrify you, and if I can't make it there, I'll try to gross you out. I'm not proud.

-Stephen King





Fear

Shock

Horror



Fear

Unknown

Uncertainty

Powerlessness

Isolation



Horror

Empathy

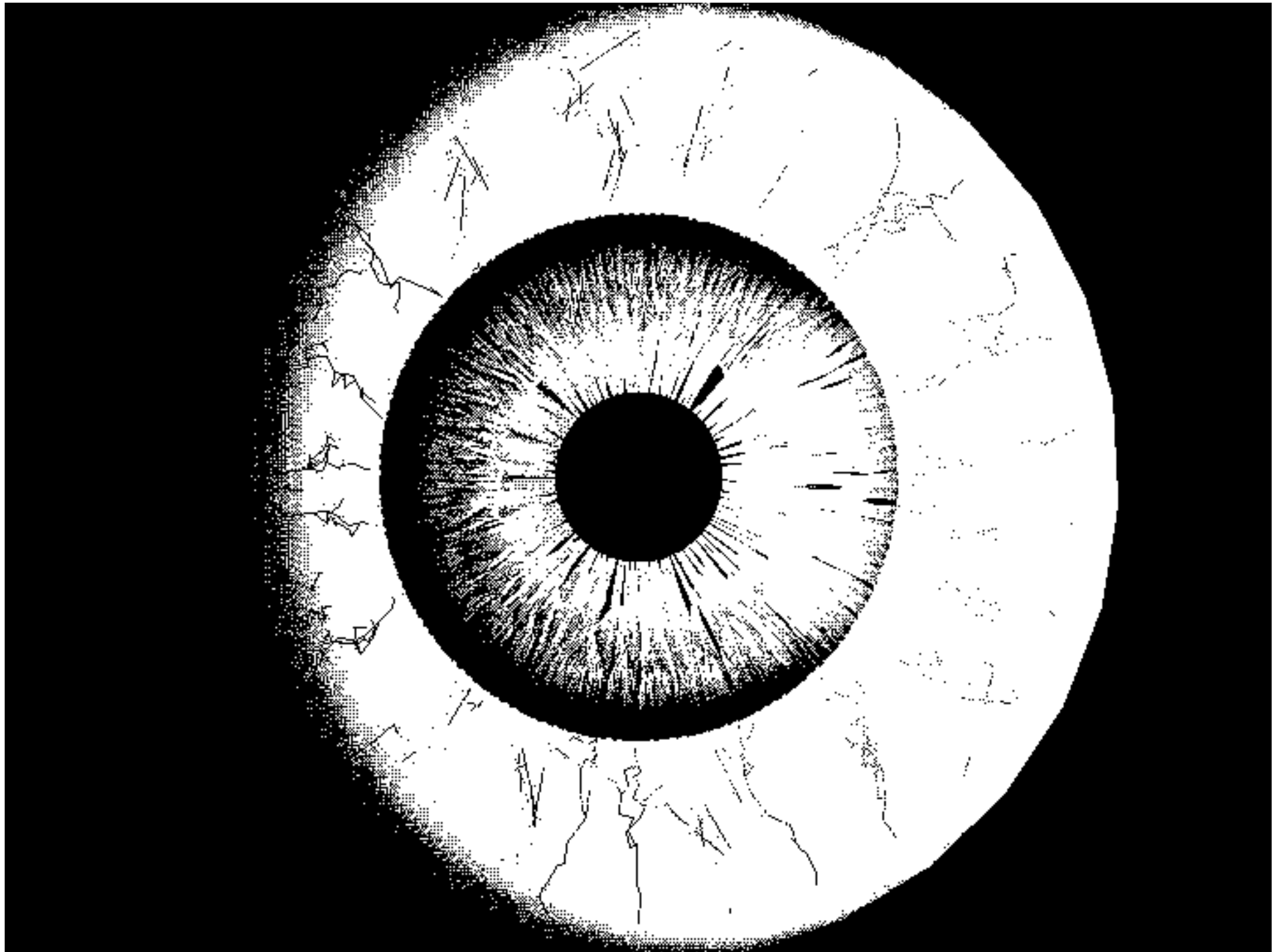
Repulsion

Cumulative Terror

Fear is Primal

...Sometimes a curious streak of fancy invades an obscure corner of the very hardest head; so that no amount of rationalisation, reform, or Freudian analysis can quite annul the thrill of the chimney-corner whisper or the lonely wood.





WHAT WE FEAR



Things I fear

VS

Things in
Horror Media

Guy gets hand cut off

JSchultz99

1 videos

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0:00 / 1:17 360p [Full Screen] [Share] [Settings]

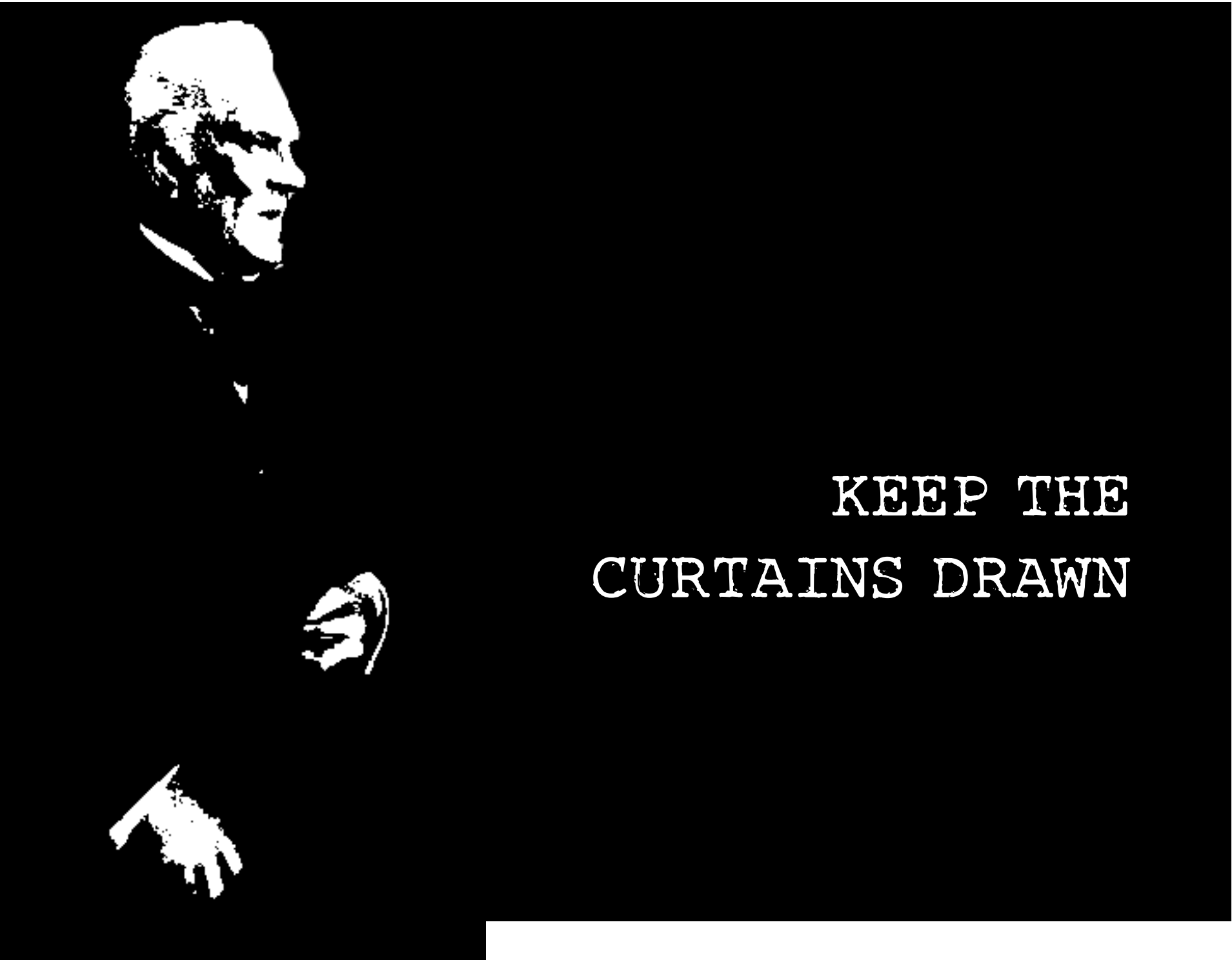
We must know it is fake

But we must believe it
could be real

DESIGN STRATEGIES

Give horror moments
breathing room

Designing emptiness is
hard

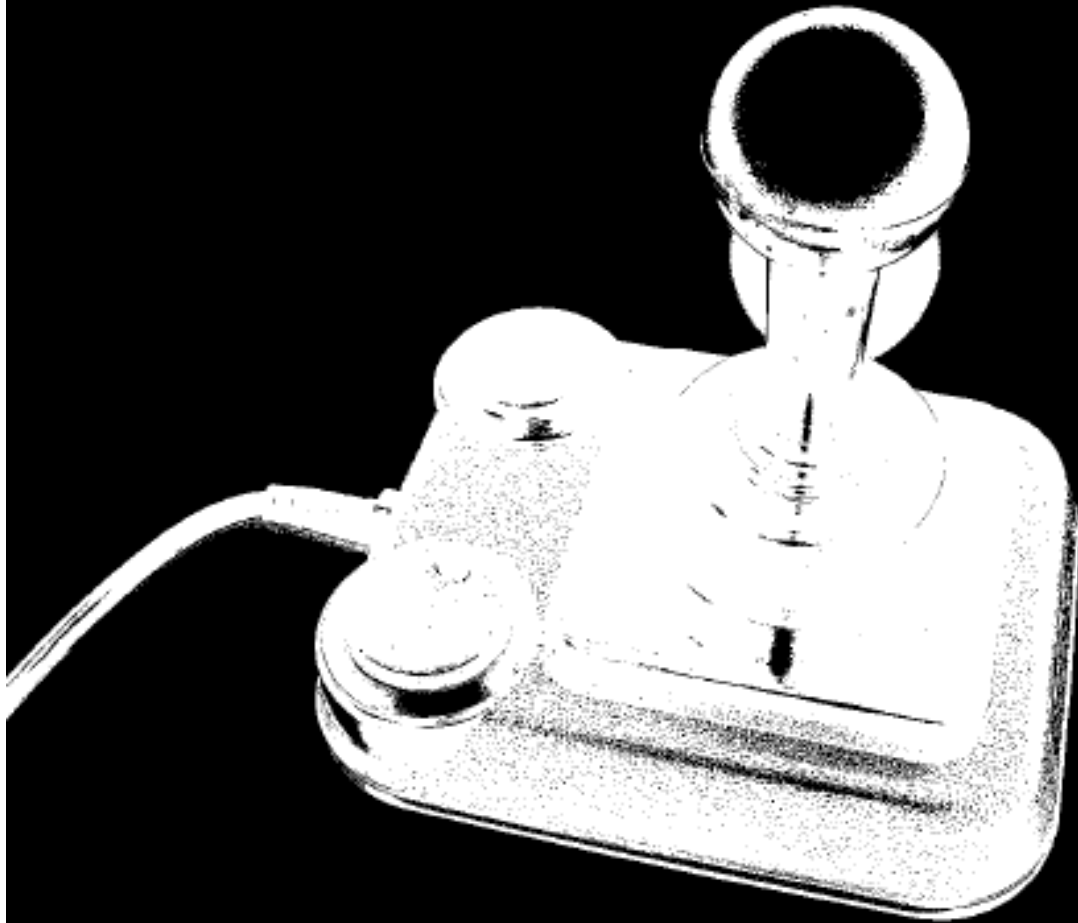


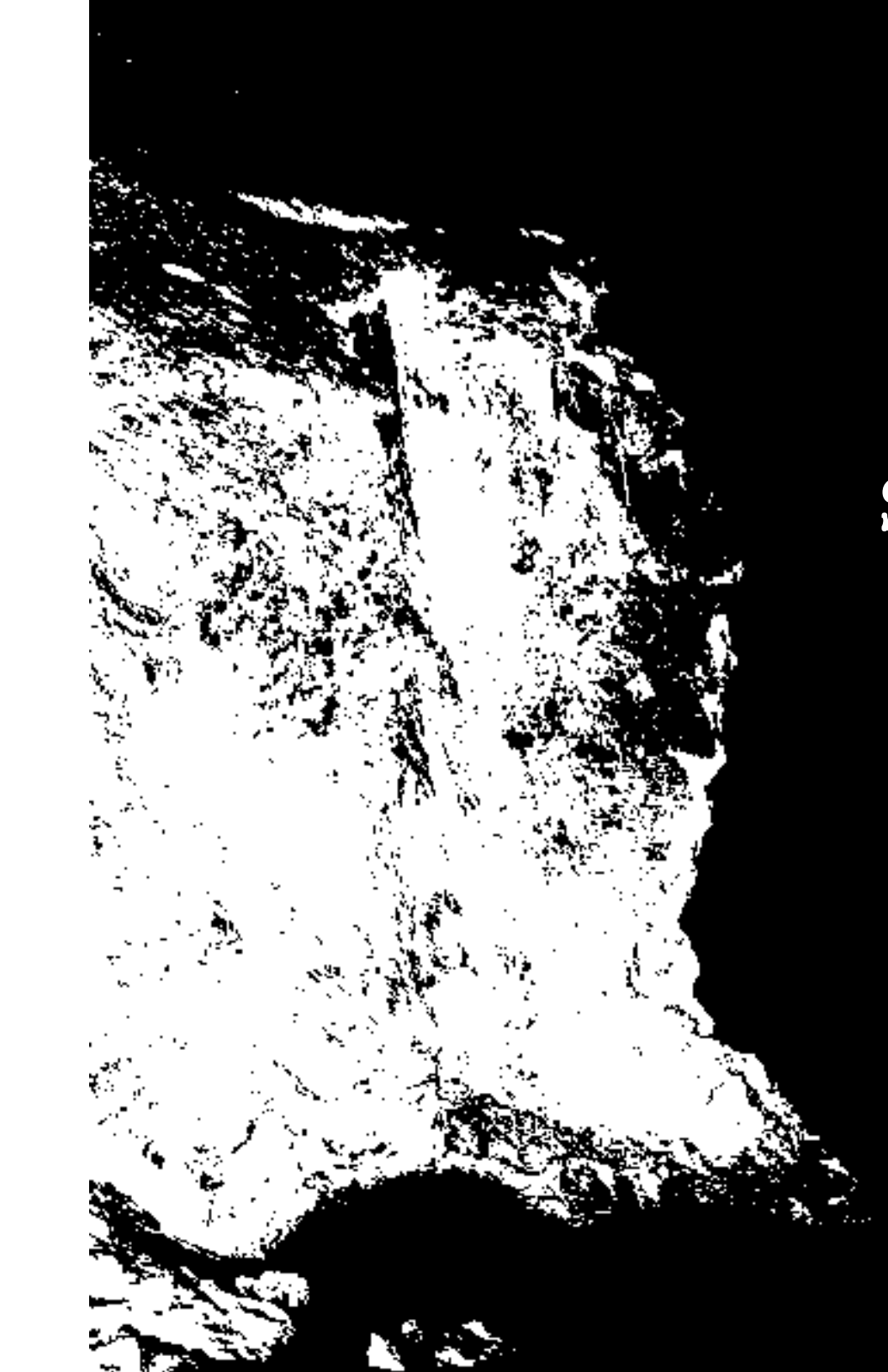
KEEP THE
CURTAINS DRAWN



PLAY WITH PLAYER
EXPECTATIONS

KEEP THE PLAYER IN CONTROL

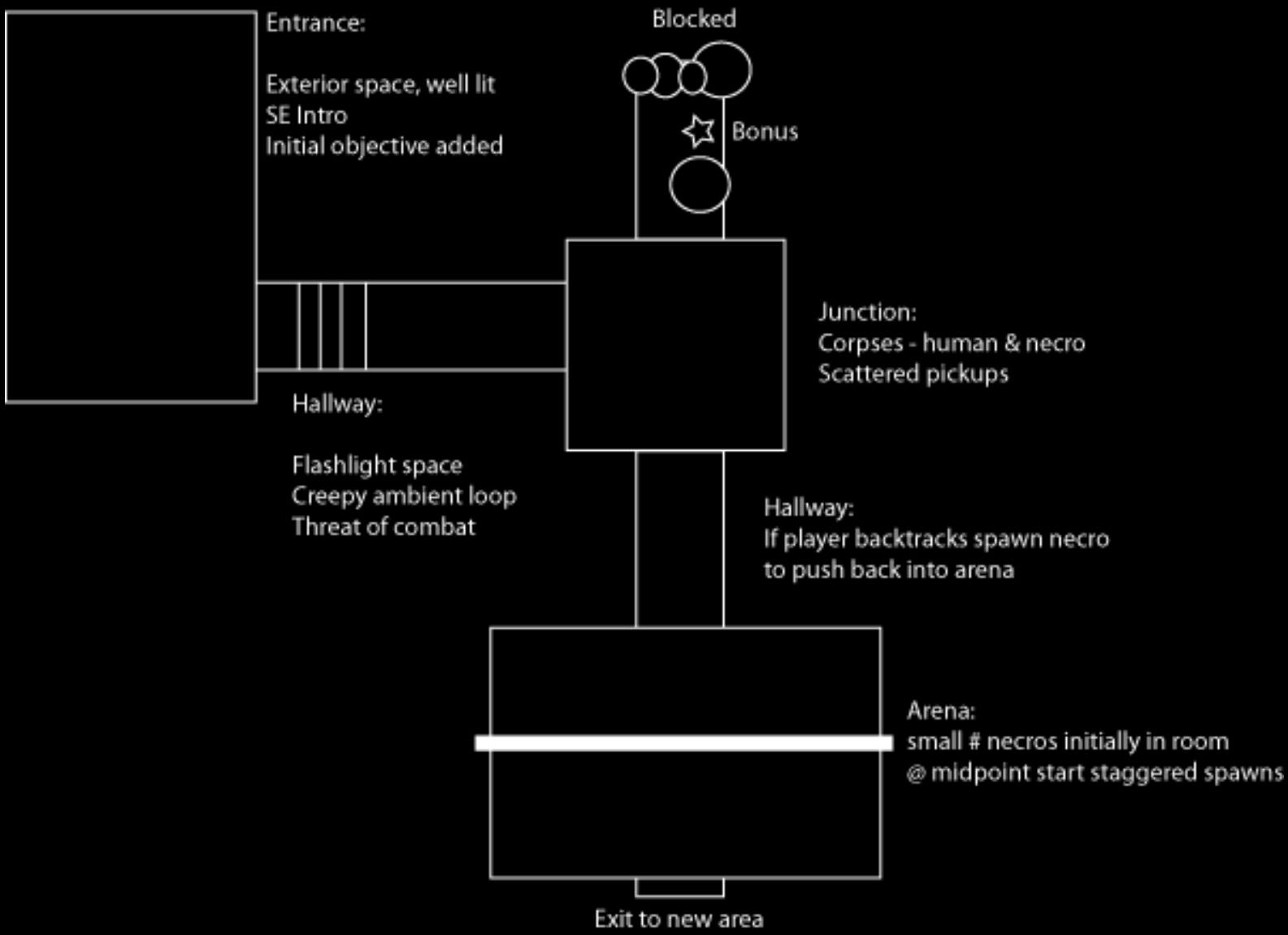




THE GREATEST
SHOCKS COME FROM
MASSIVE CHANGES
IN EMOTIONAL
ENERGY

PROVIDE MOMENTS
OF RELEASE





Review

- The root cause of fear is the unknown
- Fear – Shock – Horror Model
- We must know it is fake, but be able to believe it is real
- Good horror requires careful planning and keeping the whole experience in mind

Q&A

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