

Abstract:

In the world of video games, several different elements have an effect on the player. The primary motivation for this study was to see what role colors have in creating affection to the player, as well as exploring how colors create a mood to the player and to what degree colors play in this multimodality.

The goal was to identify the different aspects of mood and emotion in videogames, and how colors are used to create a potential mood and emotion to players, and the role of colors in the multimodality. The different aspects in focus are semiotics, affordance, HUD, tropes, UI, music, action, shape, and form. This is to see how these aspects of the multimodality works together with colors to create mood and affection.

The method used in this thesis is combining both academic theories and analysis of different mainstream games. The main theories about colors related to mood, emotion, and affection are by Richard Coyne and combined with Plass and Kaplan theories. To explore the different parts of the multimodality, Gibson's theories concerning affordance and Peirce's semiotics tools were used to see how they related to games. These theories are combined with an analysis of different games to highlight what role colors have when alone and how they influence different parts of the multimodality. A survey was conducted that put different videogames figures and shapes combined with colors to see the reaction of the survey takers. The result was that colors combined with a shape and a form could create a reaction and affection in different players. An interview with a game designer was also conducted to see how game designers are using colors to create the mood and understanding to the player. The result was that game developers are designing games with colors in mind and using color as a tool to help the player, but the meaning of color and mood is not a fixed element.

Combining the presented theories, survey, interview, and the analysis, an argument can be made. The argument is that when it comes to mood, affect, and emotion in videogames, colors does not have a real effect on its own, but combined with something else in the multimodality it can. In games, the focus is the gameplay, characters, world, actions, and not necessarily the colors. Color is a helpful tool to tell the player about the game by indicating something or to help amplify the mood. Color use are essential to make the player understand the game, but it is not completely necessary. Colors in itself cannot create mood, but can help amplify an action, object, settings, the mood, or emotion in the multimodality.