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Gundolf S. Freyermuth

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An Introduction

(With Contributions by André Czauderna, Nathalie Pozzi and Eric Zimmerman)

How did games rise to become the central audiovisual form of expression and storytelling in digital culture? How did the practices of their artistic production come into being? How did the academic analysis of the new medium's social effects and cultural meaning develop? Addressing these fundamental questions and aspects of digital game culture in a holistic way for the first time, Gundolf S. Freyermuth's introduction outlines the media-historical development phases of analog and digital games, the history and artistic practices of game design, as well as the history, academic approaches, and most important research topics of game studies.

Gundolf S. Freyermuth (PhD) is Professor of Media and Game Studies and a founding director of the Cologne Game Lab at TH Köln-University of Applied Sciences in Cologne, Germany. He also teaches Comparative Media Studies at the *ifs international film school* Cologne. His research interests include video games, audiovisuality, transmediality and network culture.

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