THE FOLLOWING **PRESENTATION** HAS BEEN APPROVED FOR

ALL AUDIENCES

BY THE SECRET CIRCLE OF INDIE ELITE IVORY TOWER CJ INC.

INDEPENDENT GAMES SUMMIT

GAME DEVELOPERS CONFERENCE®
SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9
2012

TRAILER-BLAZING

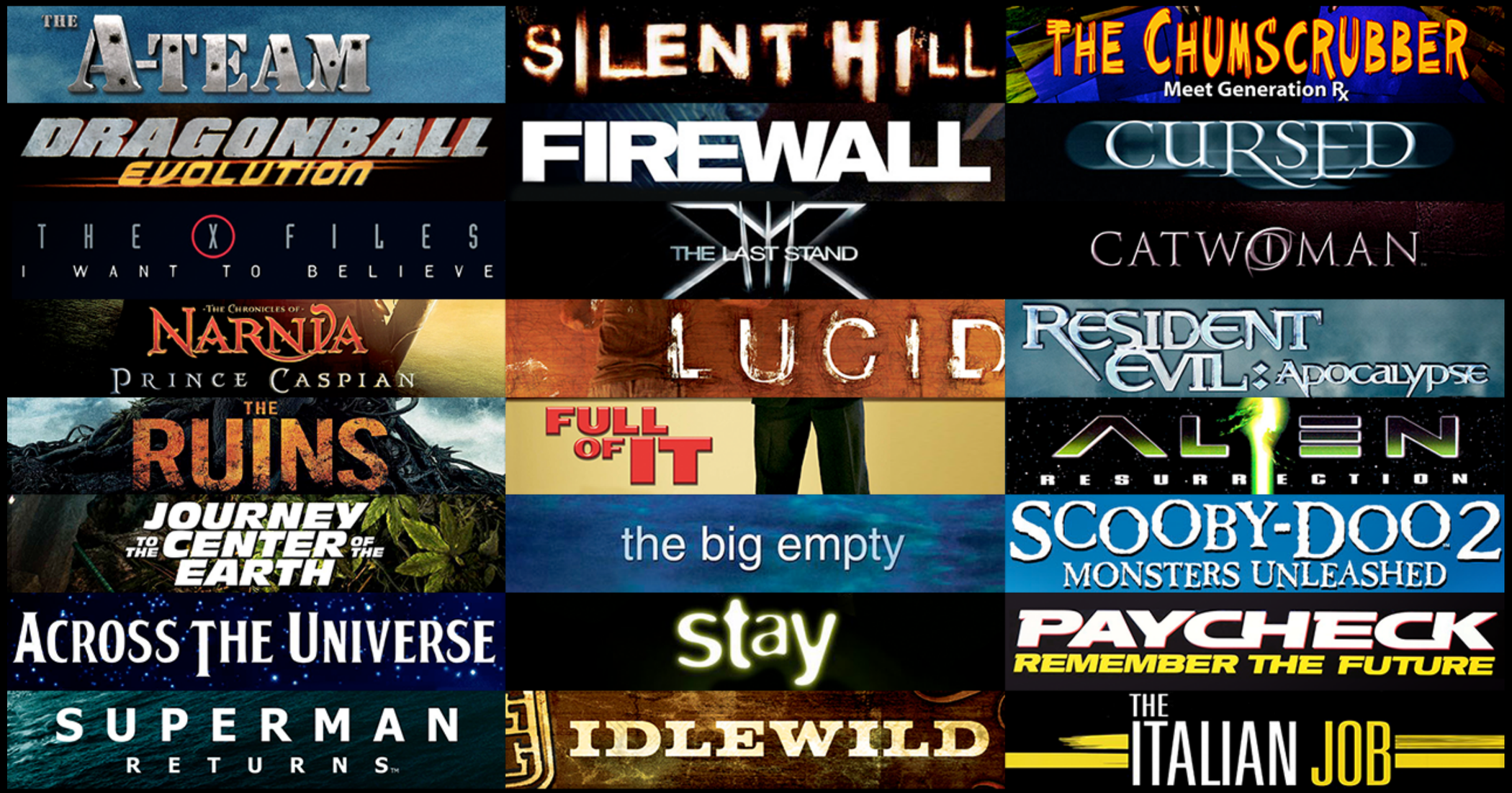
CREATING THE TRAILERS
YOUR GAME DESERVES!

@KERTGARTNER

DYNAMITE!

M
Mario

T-120
VIDEO
FREAK

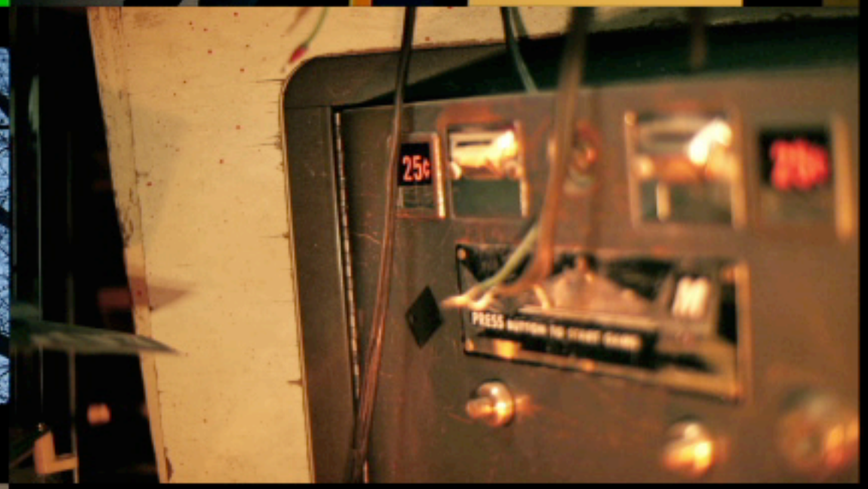

THE A-TEAM
SILENT HILL
THE CHUMSCRUBBER
Meet Generation Rx
DRAGONBALL EVOLUTION
FIREWALL
CURSED
THE X FILES
I WANT TO BELIEVE
X3
THE LAST STAND
CATWOMAN
The Chronicles of NARNIA
PRINCE CASPIAN
LUCID
RESIDENT EVIL: Apocalypse
THE RUINS
FULL OF IT
ALIEN
RESURRECTION
JOURNEY TO THE CENTER OF THE EARTH
the big empty
SCOOBY-DOO 2
MONSTERS UNLEASHED
ACROSS THE UNIVERSE
stay
PAYCHECK
REMEMBER THE FUTURE
SUPERMAN
RETURNS
IDLEWILD
THE ITALIAN JOB

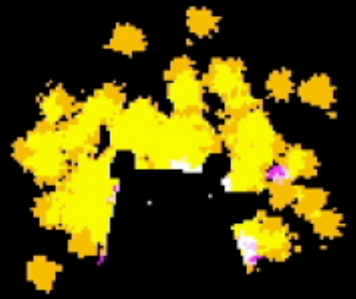
WINNITRON 1000

WINNITRON
INDIE GAME ARCADE NETWORK
AUSTRALIA
PITTSBURGH
SHANGHAI
WINNIPEG
NETHERLANDS
NEW ZEALAND
NEW YORK

CANABALT
2-PLAYER

STEP 1





VLAMBEER

WHAT IS A GAME TRAILER SUPPOSED TO DO?

Capture your audience's attention…
Entertain your audience…
Ensure your audience understands your game…

CAPTURE YOUR AUDIENCE'S ATTENTION!

The first 5-10 seconds are critical

19.4% of a video's audience defects in the first *10* seconds*

44.1% click away after *60* seconds*

*Source: Visible Measures Sept 2010

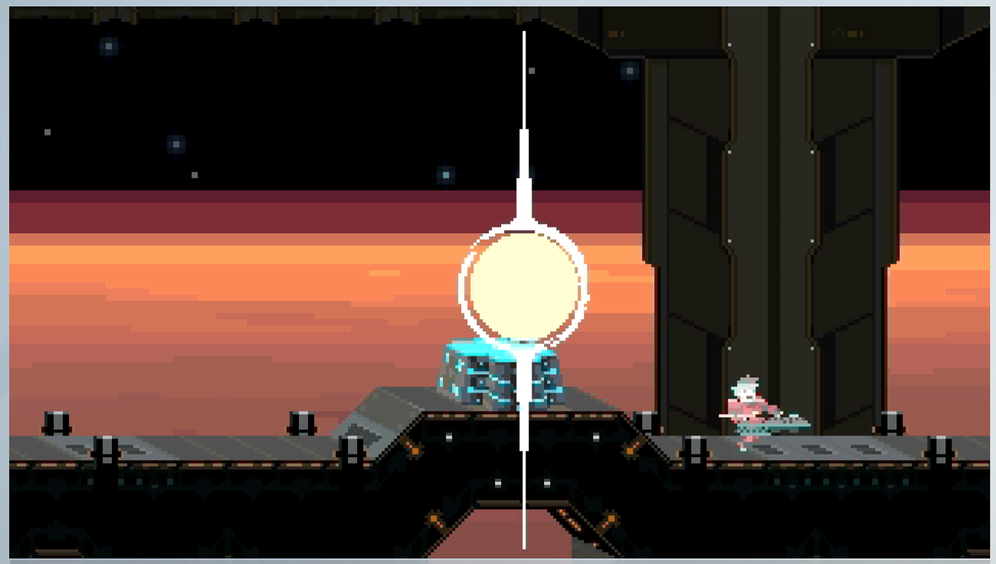
HERE WE ARE NOW!
ENTERTAIN US!

WHAT IS YOUR GAME ABOUT?

FOCUS YOUR TRAILER AROUND ONE CORE CONCEPT

SUPER T.I.M.E. FORCE

SUPER T.I.M.E. FORCE



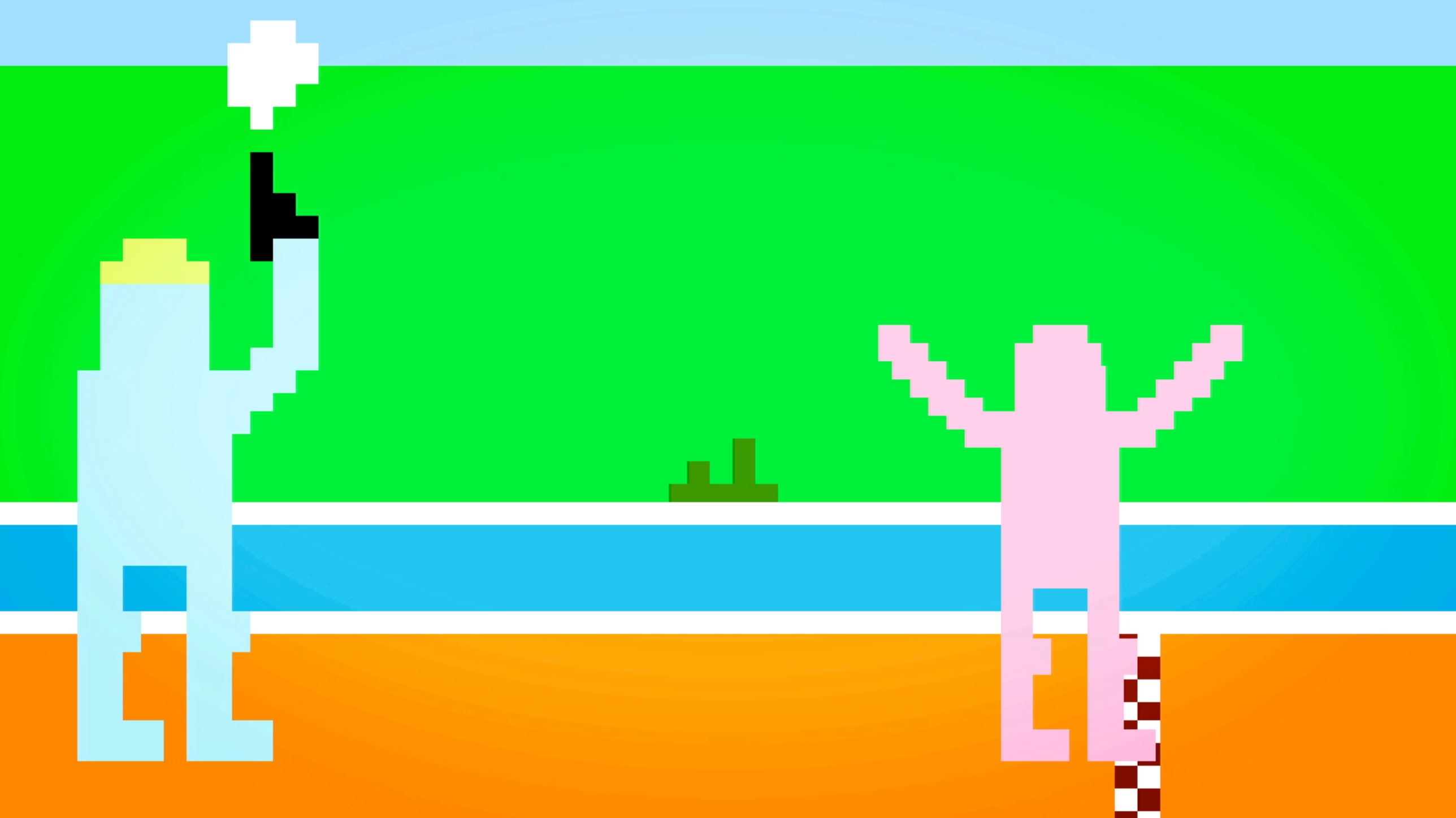
Nice and quick teaser: 1m17s

Slowed down gameplay footage

Zoomed in footage in specific areas

Trailer and music **builds to a climax**

Has a **Beginning, Middle, and End**



REALISTIC SUMMER SPORTS SIMULATOR

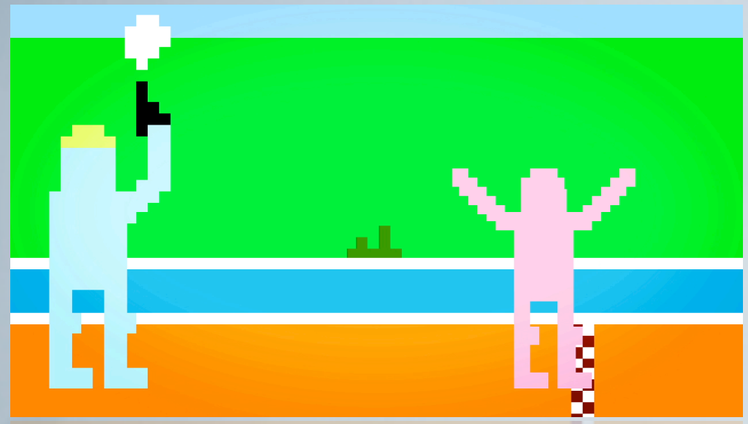
RSSS is a parody and is hilarious to play

Explains the tone through VO & visuals

Zoomed in for specific moments gameplay

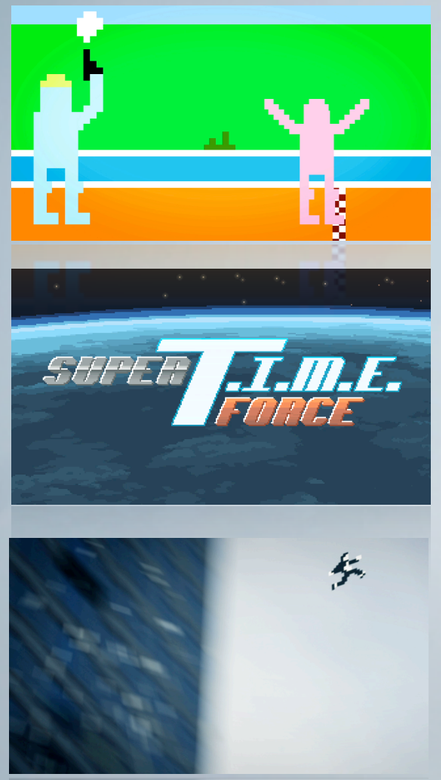
Builds to a call to action: “BUY!”

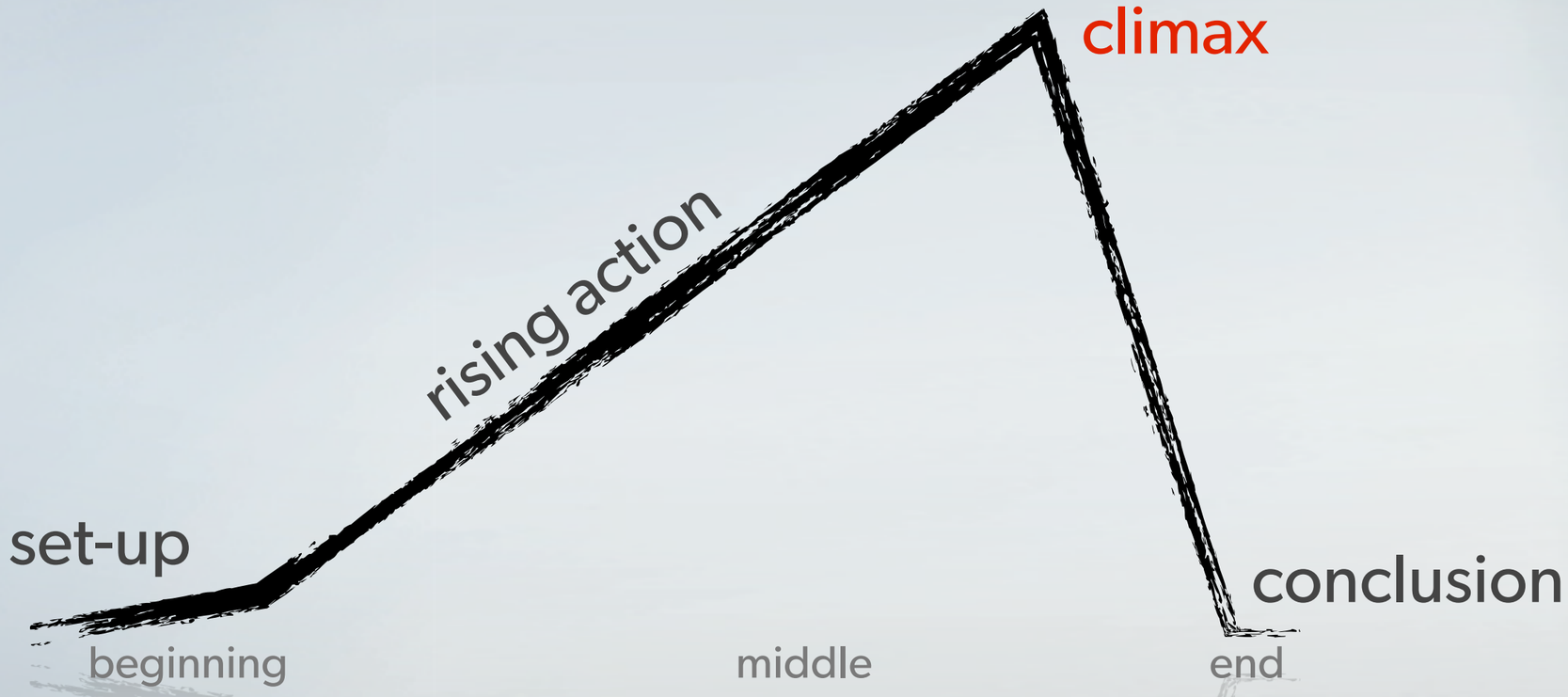
DRAMATIC STRUCTURE



KEEPS YOUR VIEWER **ENGAGED!**

DRAMATIC STRUCTURE





AM I CREATING A STORY WITH MY TRAILER?

TECHNICAL STUFF!

Capturing high quality gameplay footage

CAPTURING FOOTAGE

CAPTURING FOOTAGE

Screenflow
(OSX)

Camstudio
(WIN)

Fraps
(WIN)

Camtasia
(WIN)

CAPTURING FOOTAGE

OS X: SCREENFLOW

- Best screen capture application on any platform
- **$99** - Records everything, Screen, camera, mouse, windows
- Great editing tools, well designed,can hide the cursor and replace it with whatever you want
- **Possible to edit your whole trailer in Screenflow**

TELESTREAM.NET/SCREEN-FLOW

CAPTURING FOOTAGE (Windows)

FRAPS, CAMSTUDIO, CAMTASIA

- Camstudio: **$FREE!**
- Fraps: **$37**
- Camtasia: **$299** (WIN)
- **Best out of the bunch is Camtasia, but it is infuriating to work with!**

TECHSMITH.COM/CAMTASIA CAMSTUDIO.ORG FRAPS.COM

CAPTURING FOOTAGE (Hardware)

BLACKMAGIC INTENSITY

CAPTURING FOOTAGE (Hardware)

DSLR VIDEO

- Works great for iOS games that make unique use of the hardware (accelerometer, gyroscope)
- Great way to show off social interaction with the game or to showcase touch interface

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2008 SEP 25 - Rob Kruyt, 24 hours

Prime Minister Stephen Harper with local MP James Moore, pointed a borrowed camera at the assembled media in Vancouver. Vanc 24 Hours p6.

CAPTURING FOOTAGE (Hardware)

DSLR VIDEO

FINGLE

AQUARIA

WHAT MAKES A **SUCCESSFUL** **GAME TRAILER?**

HIGH QUALITY
GAMEPLAY FOOTAGE

HIGH QUALITY
GAMEPLAY FOOTAGE

ENGAGE AND ENTERTAIN
YOUR AUDIENCE

HIGH QUALITY
GAMEPLAY FOOTAGE

ENGAGE AND ENTERTAIN
YOUR AUDIENCE

TEASE THE AUDIENCE THAT WHAT THEY'VE SEEN
IS ONLY A **GLIMPSE OF WHAT'S TO COME**

CREATE A STORY!

ADD DUBSTEP!

THANKS!

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ALEC HOLOWKA
BIT COLLECTIVE

@kertgartner

kertgartner.com

want even more information? **bit.ly/trailer-blazing**