

Vlambeer

Clones: Advancing the discussion

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What we did

**Super Crate Box, Radical Fishing,
GUN GODZ**, Serious Sam: The Random Encounter, LUFTRAUSER,
KARATE, Dinosaur Zookeeper, GlitchHiker, etc. etc.

What we got

IGF Finalist 'Design' 2011,

IGF Finalist 'Mobile' 2012,

Fantastic Arcade 'Best Fishing Game'

Dutch Game Award '12, IGF Honorable mentions,

PAX East Boston Indie Showcase 2012, Bytejacker Best Free Indie, IGN 2010 Best Free PC Game, Gamasutra #5 Best Game 2010, EDGE Best Free Friday Game, etc. etc.

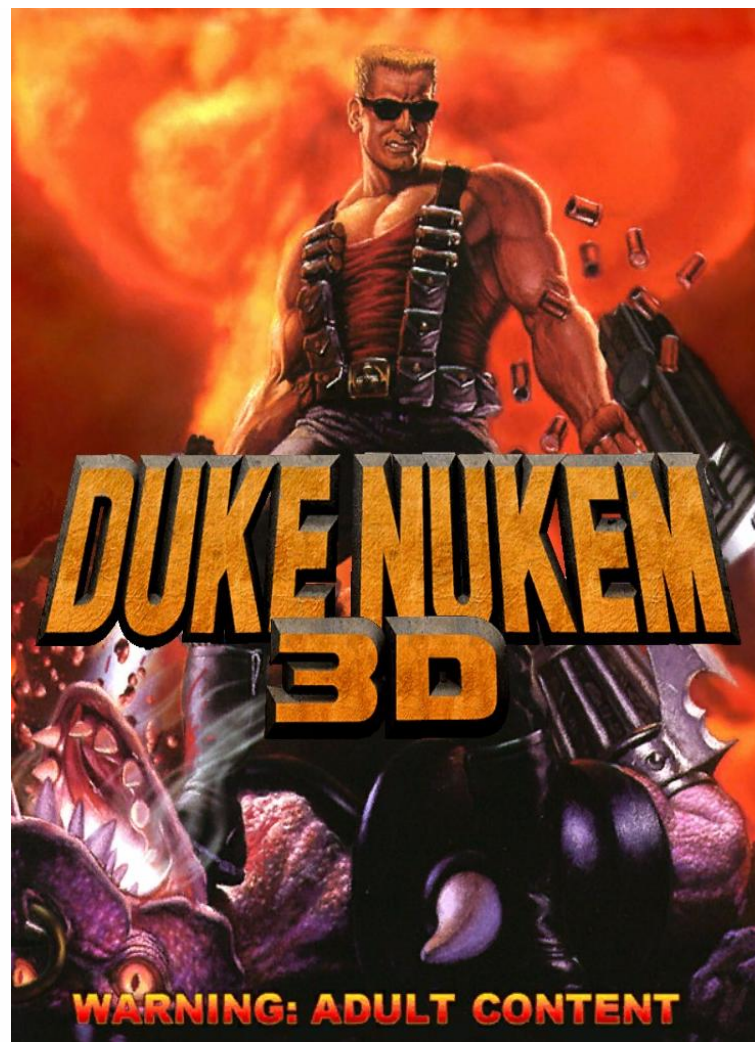
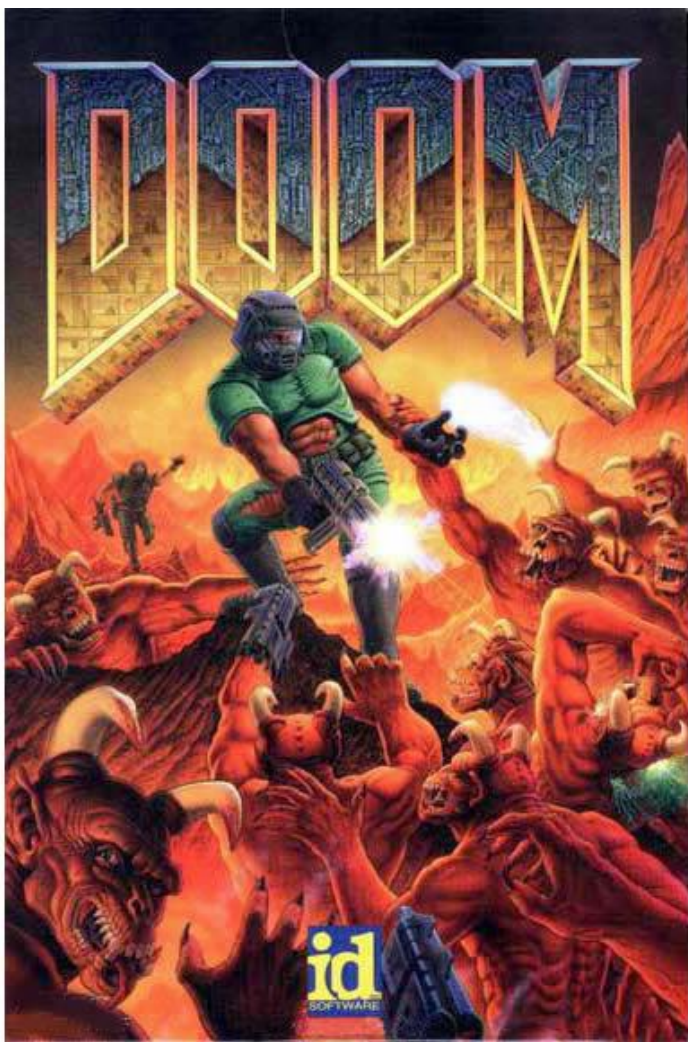
Why we're here

We need you to talk about cloning.

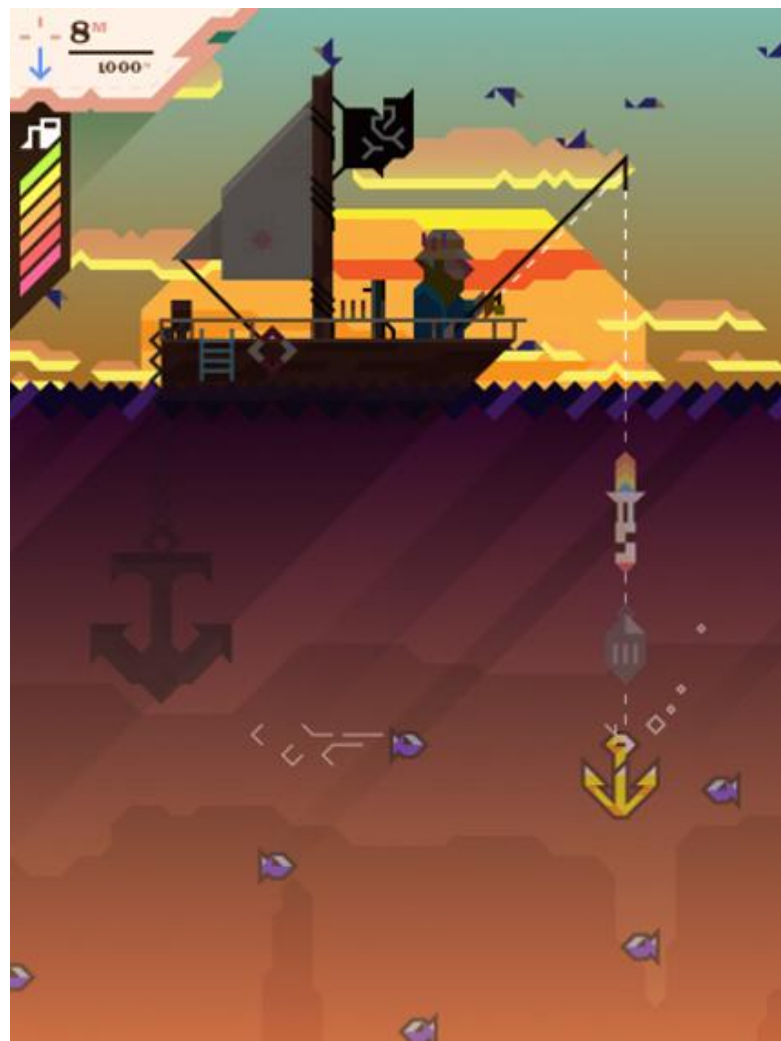
What is cloning

**What is cloning
& what is not.**

**Game design is about problems
& solving them.**



**Clones don't care about problems
& take someone else's solutions.**



Cloning hurts the industry

Cloning hurts the industry

**& the discussion on clones has
completely stalemated.**

Logical Fallacy #1

Clones are a necessity for progress.

FALSE

Iteration is a necessity for progress.

Logical Fallacy #2

Simple games are bound to be cloned.

FUCK YOU

We will make whatever we want.

Logical Fallacy #3

Patents would ruin the industry.

IRRELEVANT

That's a different discussion.

Logical Fallacy #4

Clones are free marketing.

FALSE

Clones are horrible marketing.

Logical Fallacy #5

Clones don't hurt the industry.

FALSE

They do.

Cloning hurts the industry

Cloning stagnates the industry

Loss of skilled people.

Cloning stagnates the industry

Loss of faith in the medium.

Cloning stagnates the industry

Loss of literacy.

Cloning damages people

Not just studios.

**Cloning demotivates
& demotivation kills.**

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& demotivation kills.**

How do we save the industry

We shouldn't attack cloning

We should make it irrelevant.

**We should improve literacy
& build a foundation for originality**

How to improve cultural literacy

How to improve cultural literacy

Offer insight into the process.

How to improve cultural literacy

Protect open development.

How to improve cultural literacy

Spread out and multiply.

Discuss cloning

Make original games

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