

'15

GDC

AUDIO GIGS:

How to Find, Get, & Keep them Coming

presented by **Richard Ludlow**

About Me

Where I'm coming from



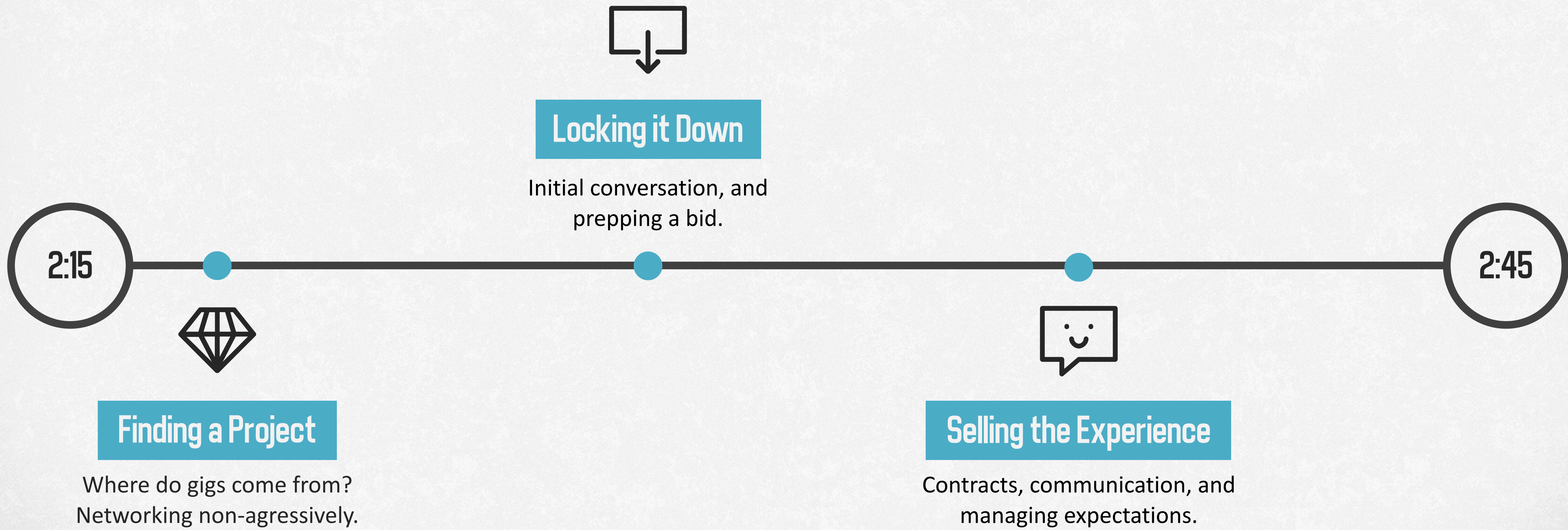
Richard Ludlow

Audio Director



Session Overview

What will we be covering?

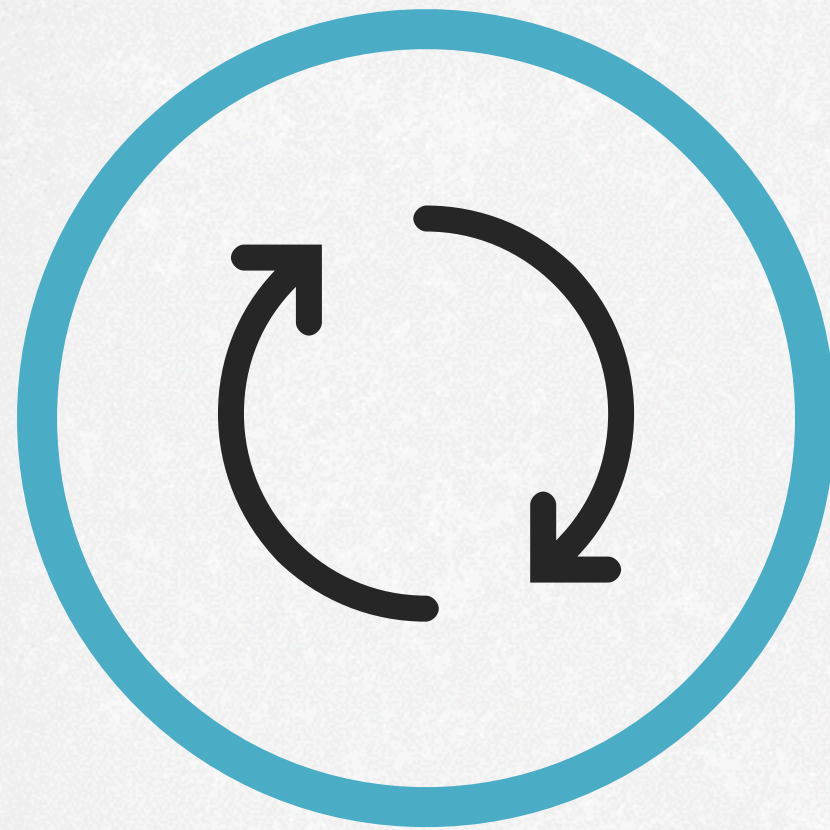


Finding a Project



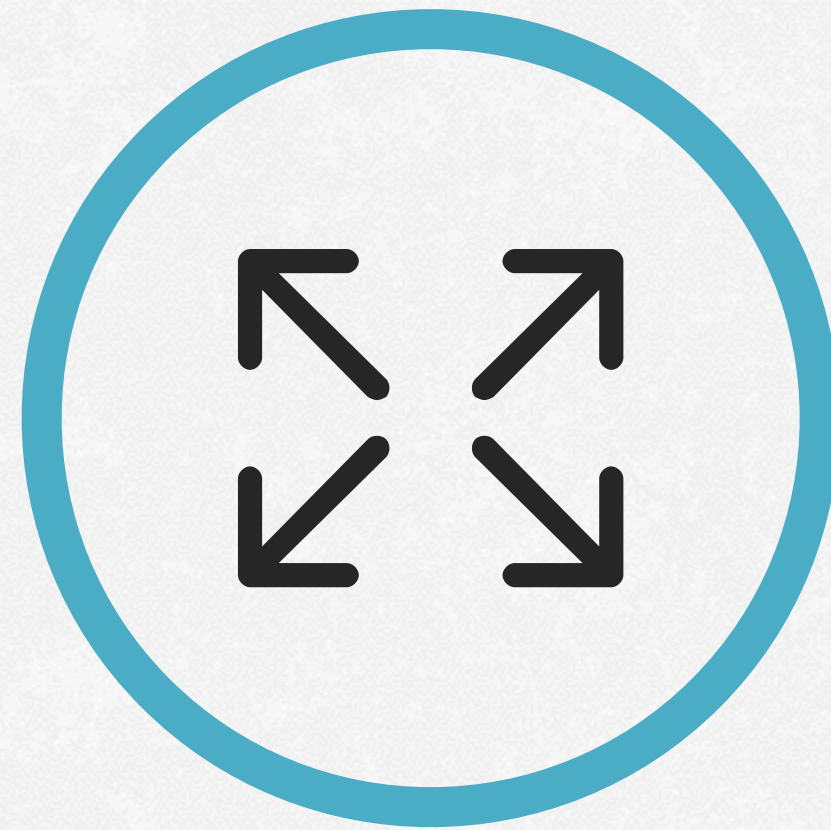
Where do **Gigs** come from?

Hint: You're asking the wrong question!



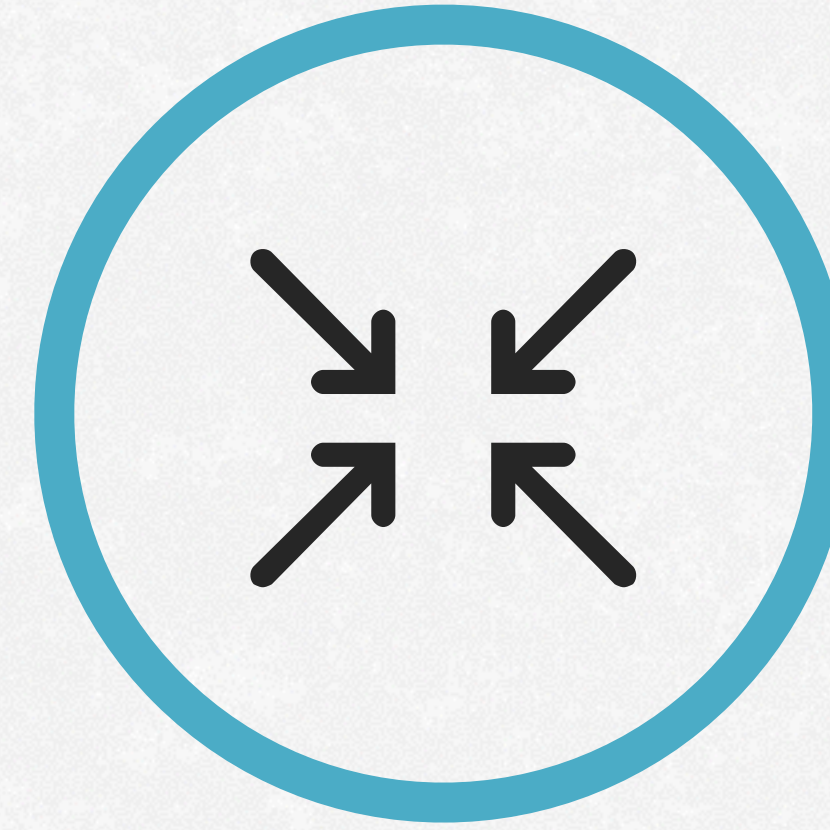
Returning Clients

Developers you've worked with in the past coming back for more.



Referrals

Your existing clients evangelizing you to their fellow developers.



Recognition

A developer has heard your work in another game and reaches out to you.

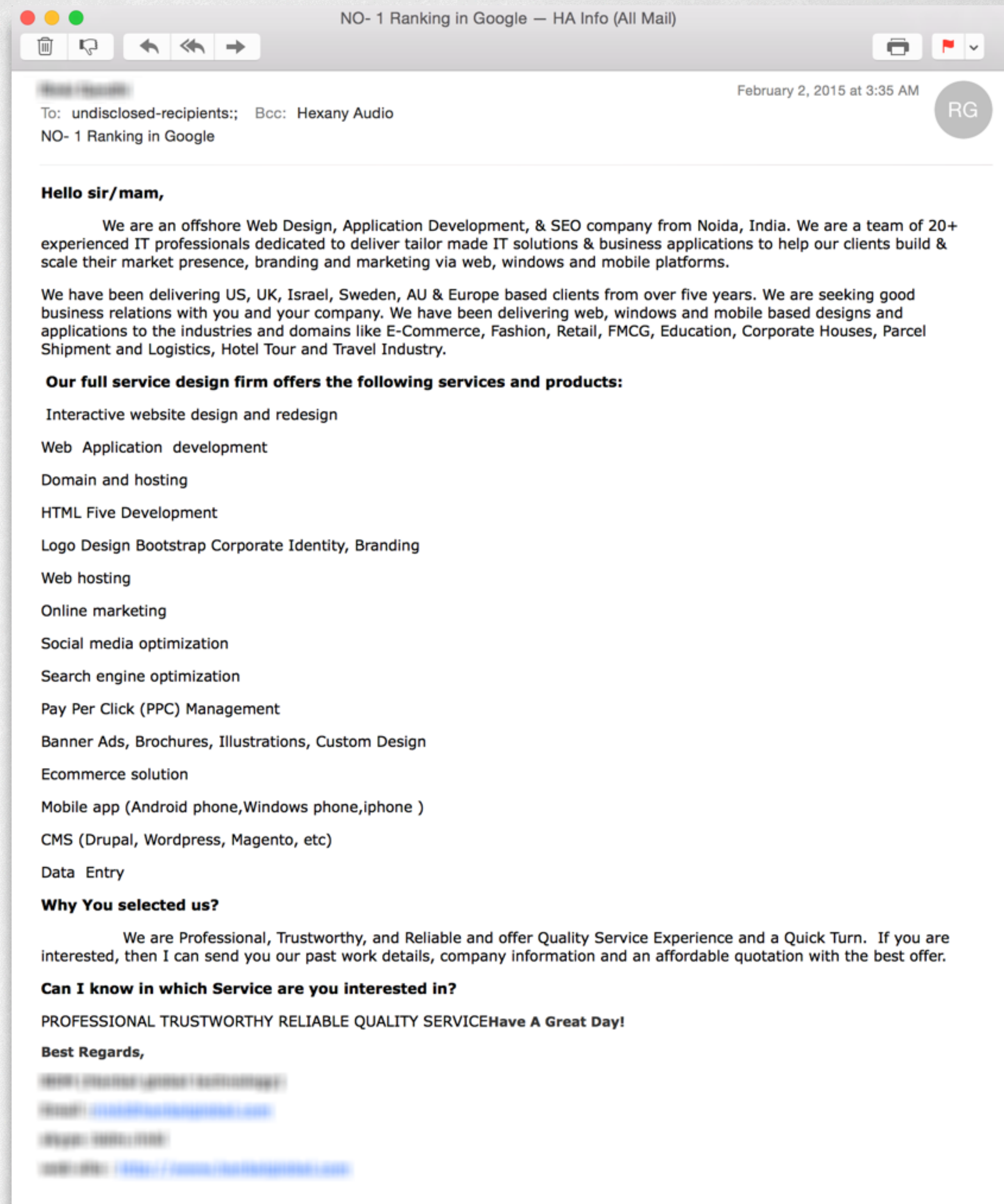


Relationships

You've established a amicable friendship with a developer over time.

Cold calling?

It's tempting, but...



Developing Relationships

It's all about that personal connection

- A** An initial in-person meet-up is crucial for moving the relationship forward
- B** Conferences: GDC, PAX, IndieCade, Gamescom, etc.
- C** Local Meetups: IGDA Chapter, Meetup.com, Universities, etc.
- C** Make sure you follow-up with them!



Non-Agressive Networking

How to not shoot yourself in the foot



A

Don't into any situation expecting or trying to get a gig

B

Approach people with the mindset of just making a new friend

C

Developing a relationship might take a year or two

C

Walk away with 2 meaningful connections this week, not 50 random business cards

Locking it Down



Making a Bid

Your chance to sell yourself to a developer



COVER LETTER:
introduce yourself



CREATIVE & TECHNICAL PROPOSAL:
set yourself apart



COST BREAKDOWNS:
give specific pricing information



Ask Questions

Knowledge is power!



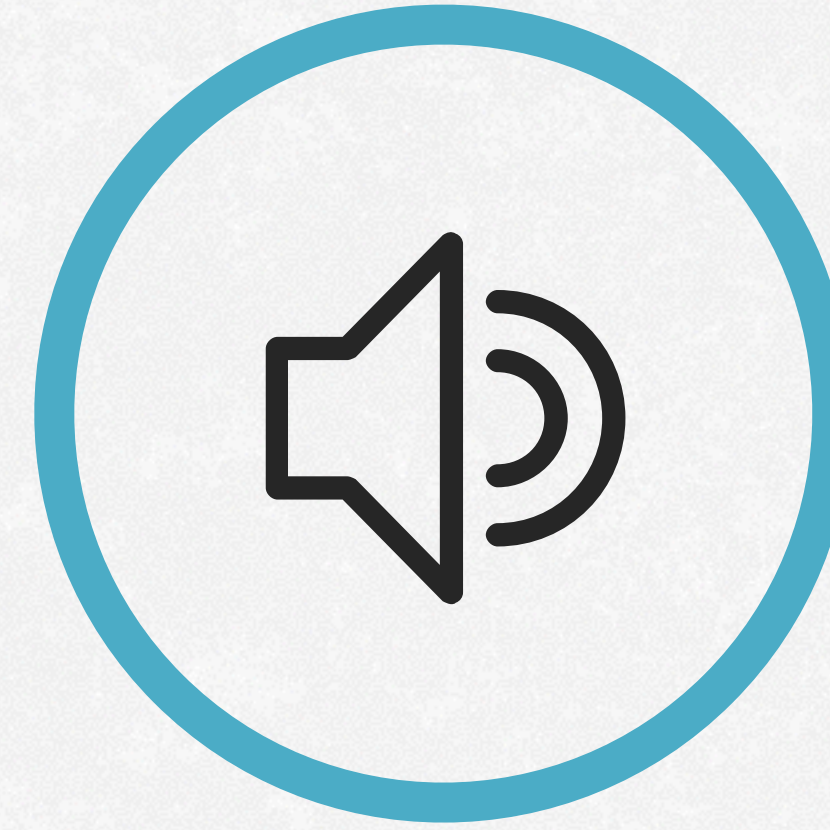
Studio Questions

Learn everything you can about the people you'll be working with.



Game Questions

Get to know as much as you can about the scope and scale of the project.



Audio Questions

Find out if they have a preconceived idea of what they're looking for.



Budget Questions

Try and find out how much they are willing to spend on audio or the entire game.

Studio Questions

Get to know the people

A

How big is your team?

B

What's your team breakdown?

C

Is everyone full time?

D

How long have you been around?

E

Past projects?

F

Do you have a physical location?



Game Questions

Learn about the scope of the project



Platform?



Development cycle length?



Timeline for audio AND ship date?



Story?



Gameplay length?



Characters?



How many levels?



Core mechanics?



Influences?



Do you have a publisher?



Audio Questions

Find out about what they have in mind

A

Musical style?

B

Minutes of music/amount of sound?

C

Interactivity?

D

Middleware?

E

Implementation services?

F

Live players?

G

Work for Hire or License?

H

Cut scenes, trailers, etc.



Budget Questions

See if you can get them to share a number

A

“Do you have a general range that you’re looking to keep audio costs in?”

B

“What’s the estimated budget for the entire game?”

C

“Would you like breakdowns for both Work for Hire and License deals?”



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Cover Letter

Introduce yourself

A.1

Express excitement about the project

A.2

Tell them what's in the following proposal

B

Introduce yourself

C

Thank them and tell them to reach out if they have any questions



Creative-Technical Proposal

Propose your ideas for the game that set you apart

A

Detail how you work with regards to cost

B

Your ideas for the music

C

Your ideas for the sound

D

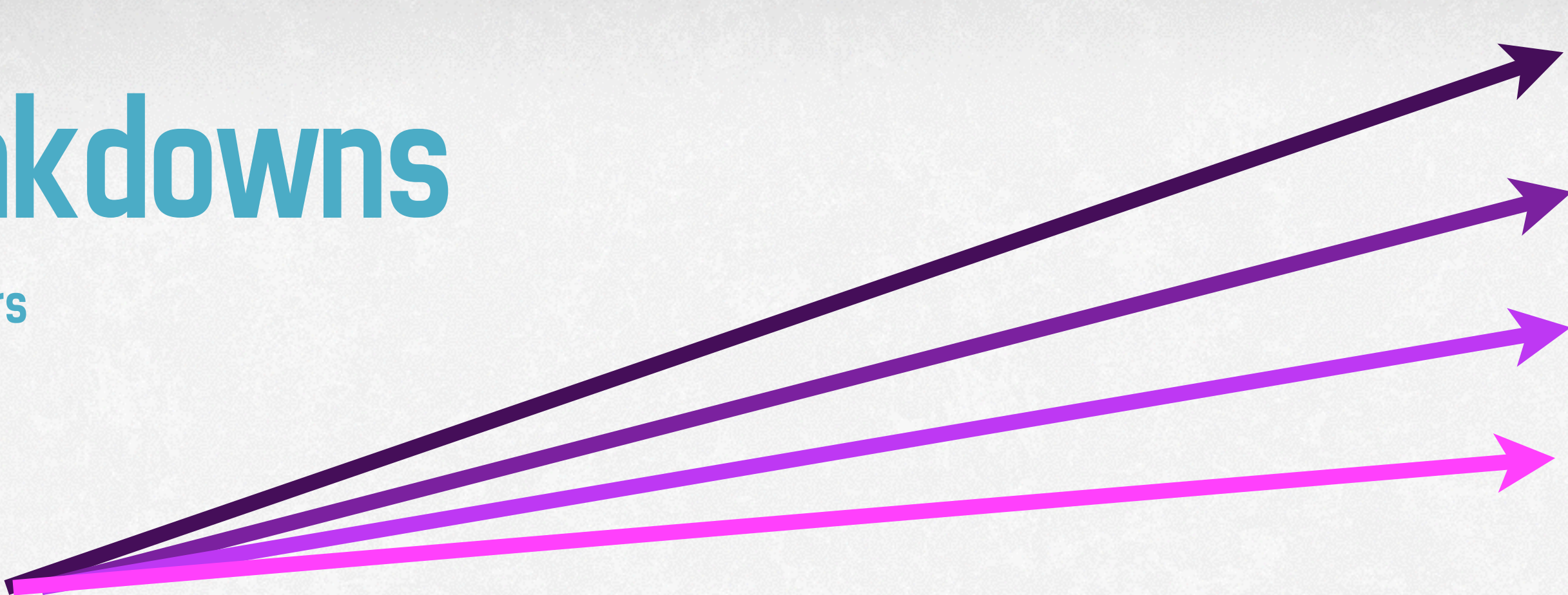
Your ideas for the implementation



Cost Breakdowns

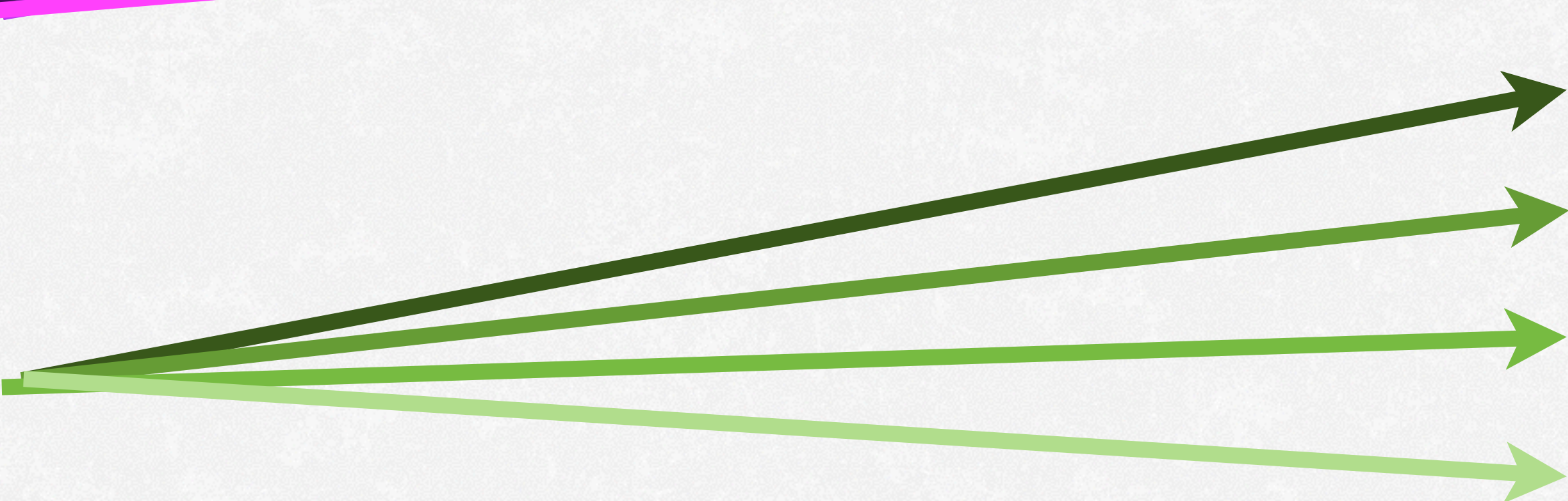
Hit them with the numbers

► MUSIC



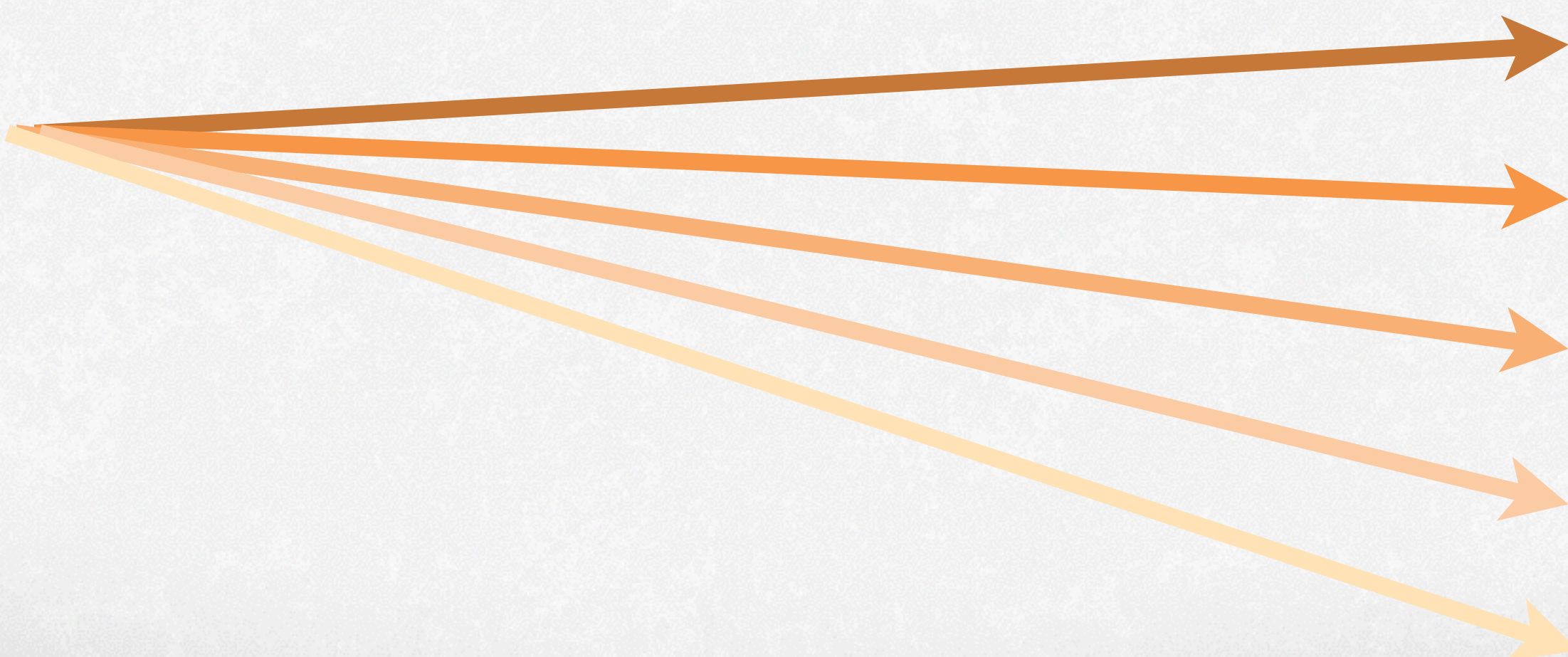
- Themes
- Arrangements
- Transitions
- Stingers

► SOUND



- Primary
- Iterations
- UI
- Ambiences

► DIALOGUE



- Casting
- Actors
- Direction
- Recording
- Editing, Processing

Selling the Experience



Purpose of a Contract

Key elements in all contract types



A

Who owns the copyright?

D

How much are you getting paid?

B

What is being delivered?

E

What are the developer's rights?

C

What are the delivery milestones?

F

What are your rights?

Audio Style Guides

Communicating with examples



A

In-depth concept discussion & request tracks devs have in mind

B

Send devs tracks based on this discussion

C

Get detailed feedback on the tracks (likes/dislikes)

Clear Communication

Find a common language to communicate in



Don't use musical or technical terminology



Use mood, emotion & narrative



Any little bit of art helps!



What do you want the player to feel?

To Summarize...

What did we talk about?

► Finding a Project

- Returning, Referrals, Recognition, and...
- Relationships
- Cold calling kind of sucks

► Selling the Experience

- Email me for our contracts
- Give style guides a try
- What do you want the player to feel?

► Locking it Down

- 1. How much work? 2. What type of experience?
- Ask the right questions
- Bids: Cover Letter, Proposal, Cost Breakdown





Richard Ludlow

rludlow@hexanyaudio.com

****Feel free to email me for copies of the agreements.****