



March 20-24, 2023
San Francisco, CA

Improving Game Credits at Your Studio

Katie Golden

Friday March 24, 2023

11:30 - 12:00pm

West Hall, Room 2005

#GDC23

Purpose

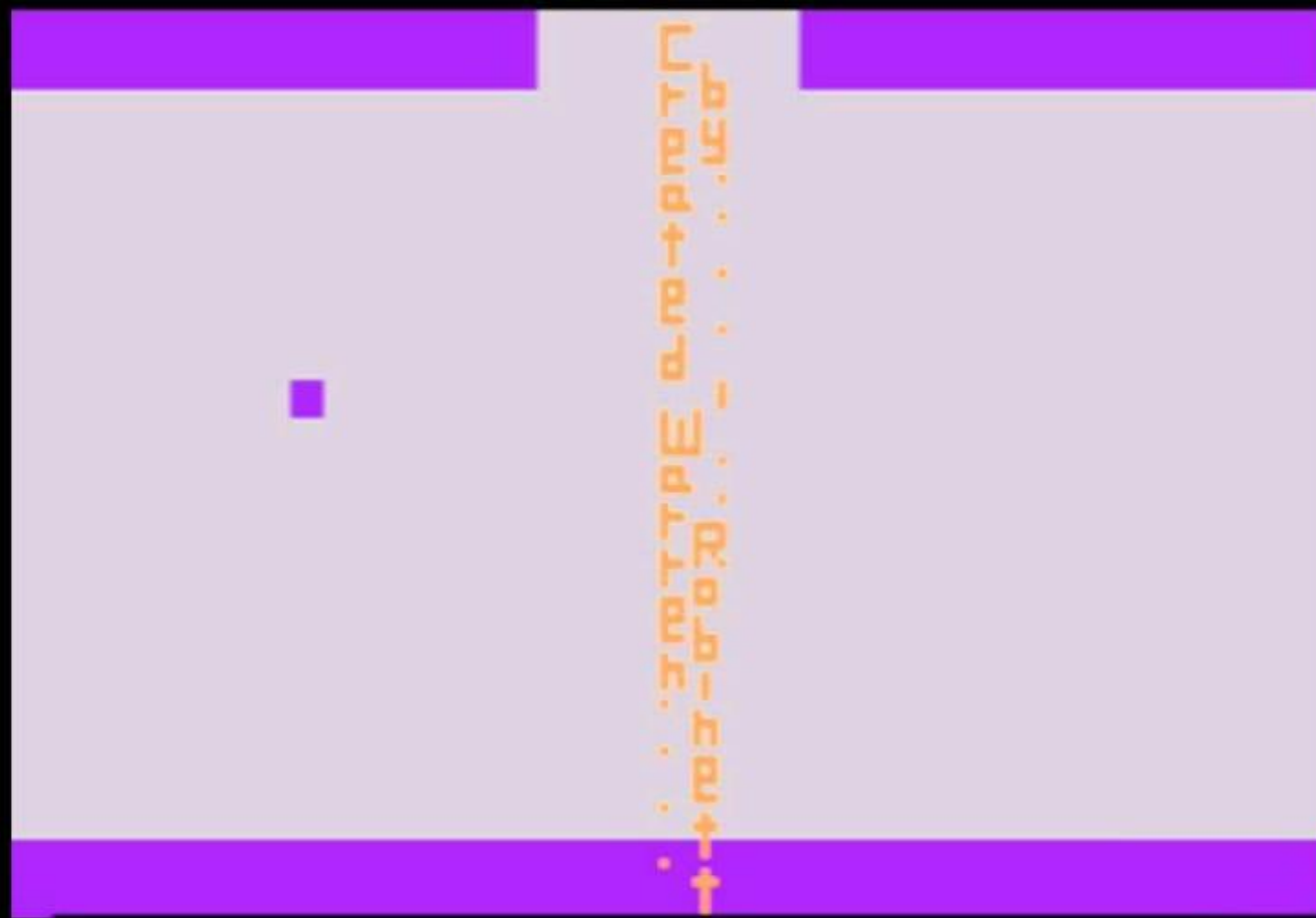
- Equip attendees with knowledge, strategy, tools and action items to improve credits at their game studios

About the Speaker - Katie Golden



- ❖ IGDA Game Credits SIG Chair
- ❖ Working in games for 9 years
- ❖ Senior Product Manager at Riot Games
- ❖ Formerly at Turn10, Bungie, Nintendo
- ❖ Co-Founder of SavePoint Industry Gathering

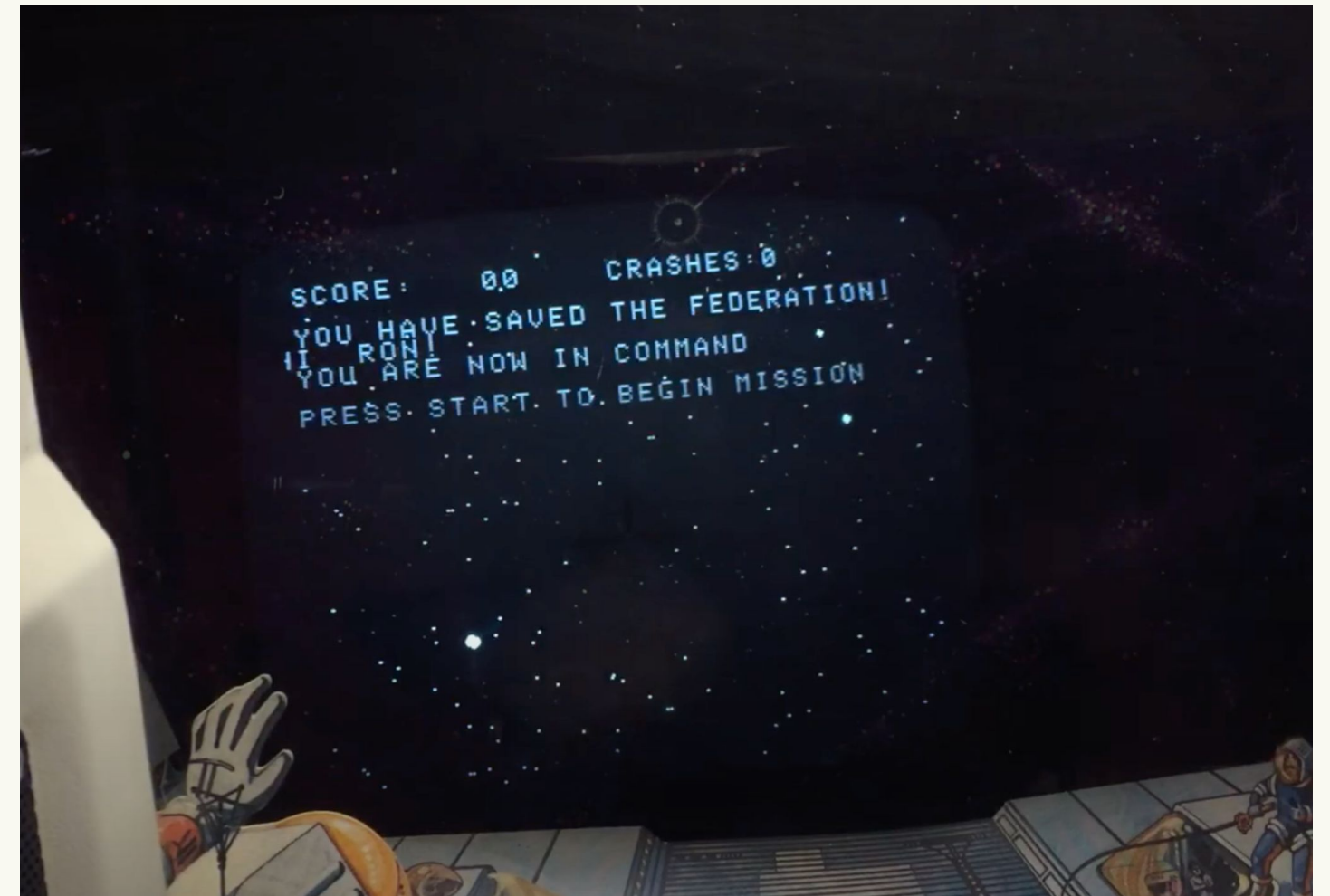
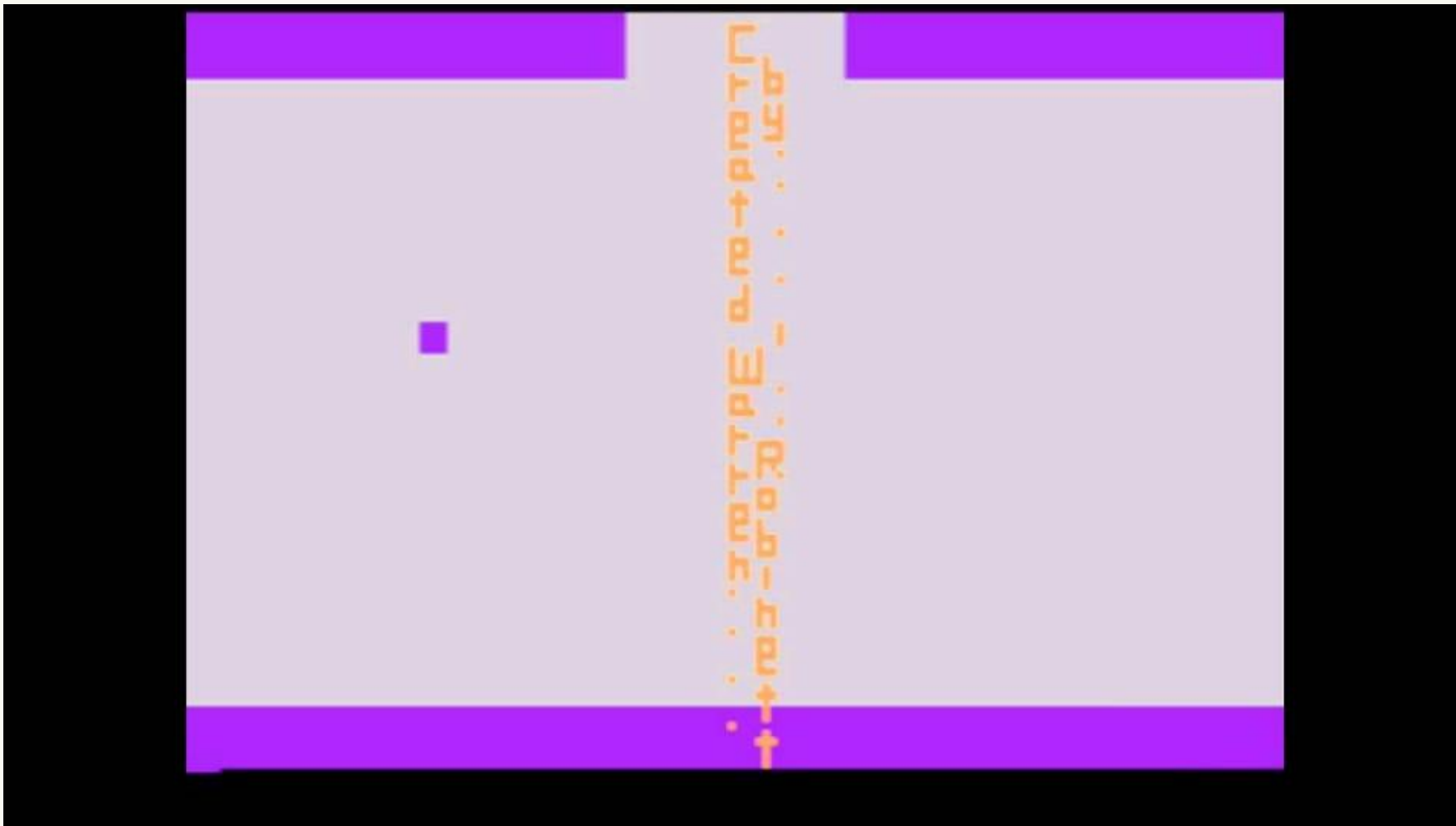
First Easter Egg - Game Credit



<https://www.forbes.com/sites/sethporges/2017/12/20/the-true-story-behind-the-original-video-game-easter-egg-that-inspired-ready-player-one/?sh=53dc4e78297>

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<https://arstechnica.com/gaming/2017/03/the-arcade-worlds-first-easter-egg-discovered-after-fraught-journey/>

State of Game Crediting

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- Inconsistent

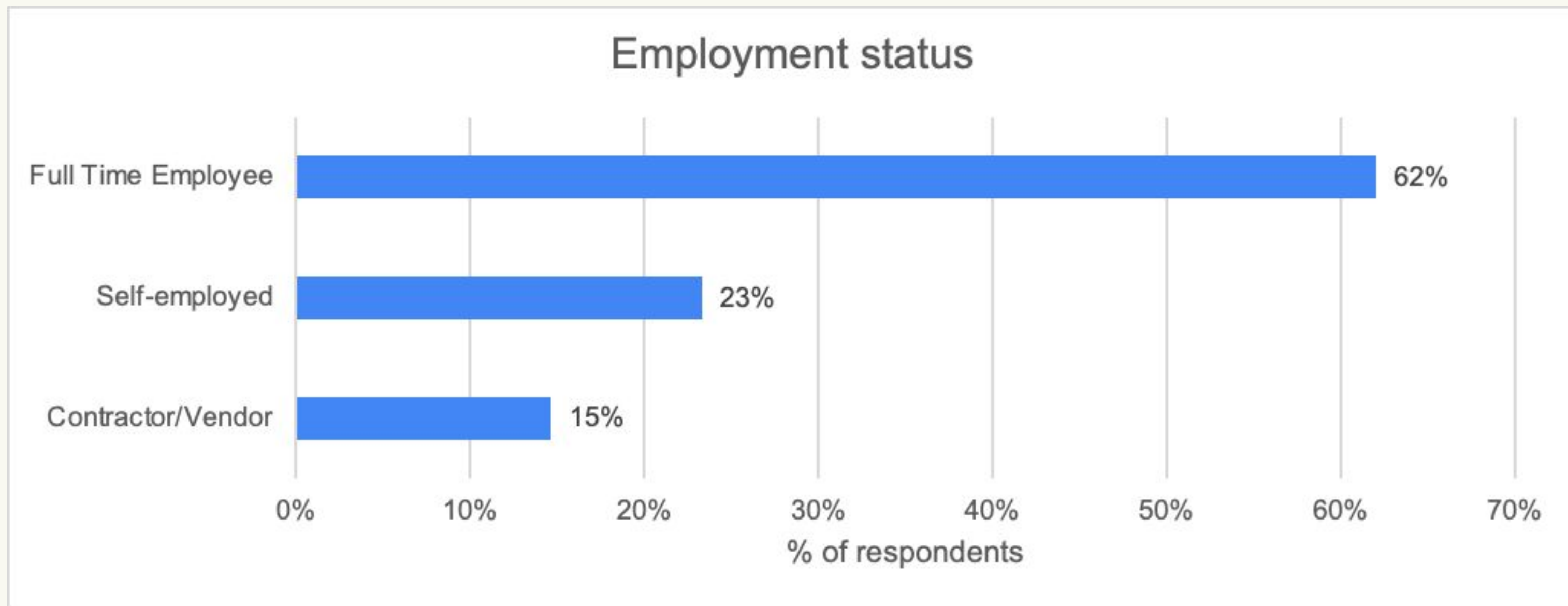
State of Game Crediting

- Inconsistent
- Inaccurate

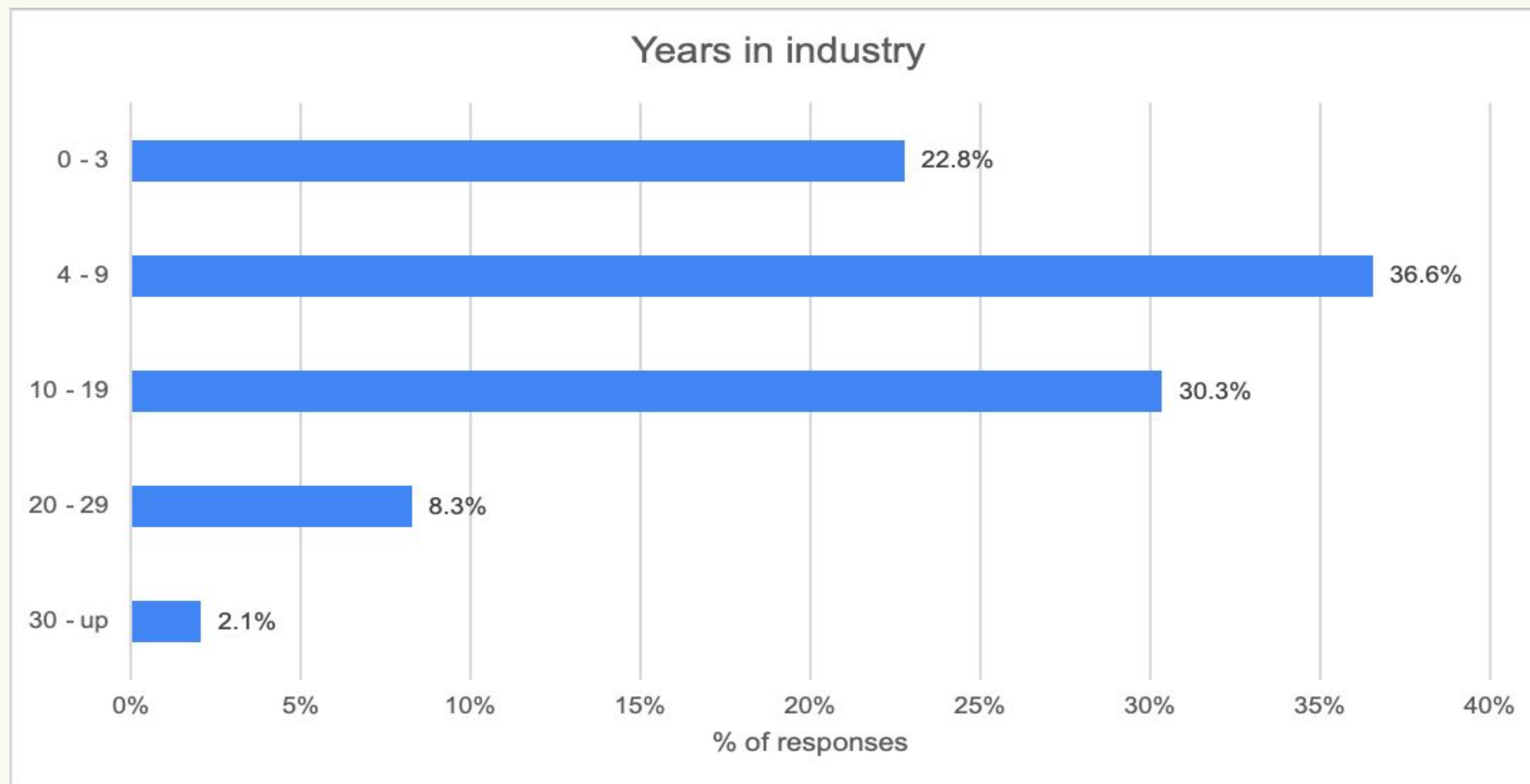
State of Game Crediting

- Inconsistent
- Inaccurate
- Important

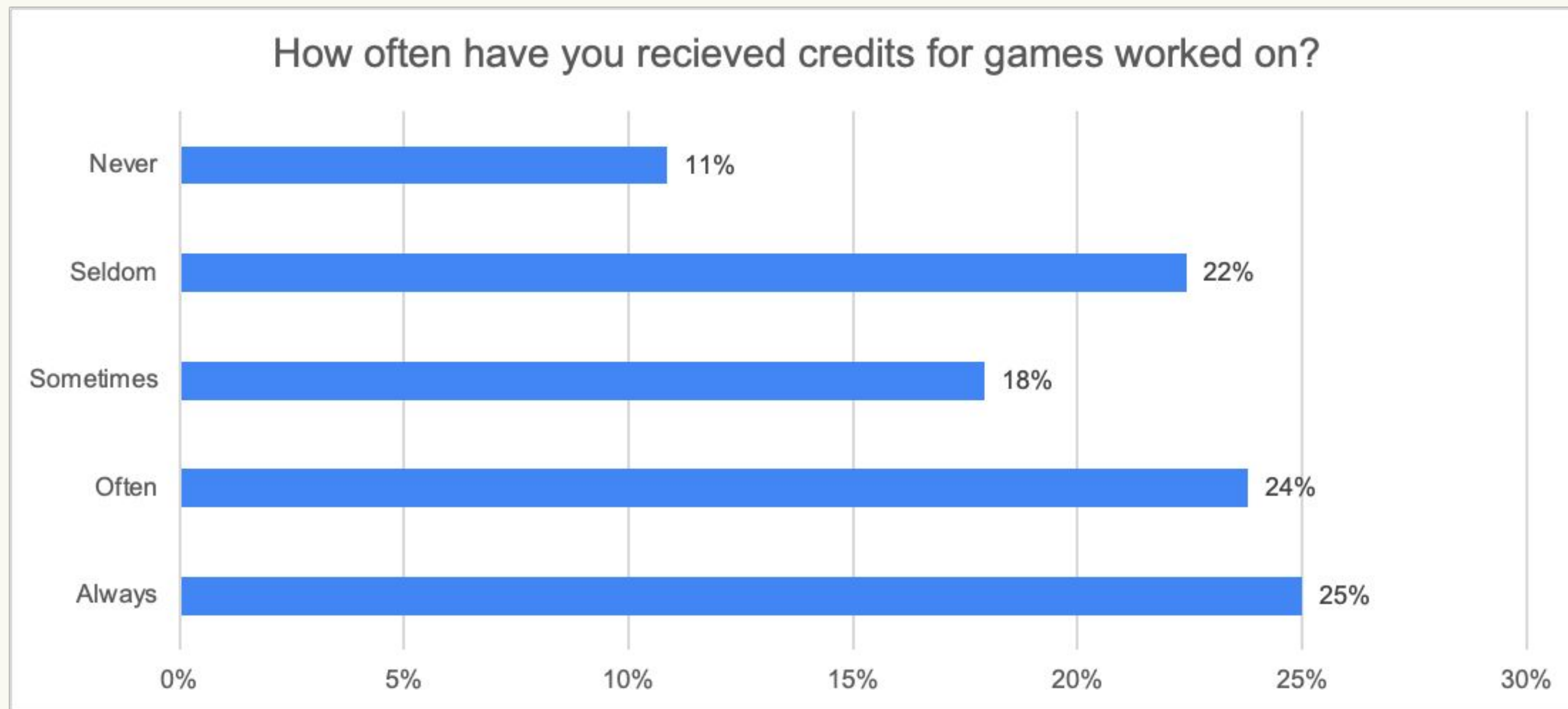
Credits Survey Respondents



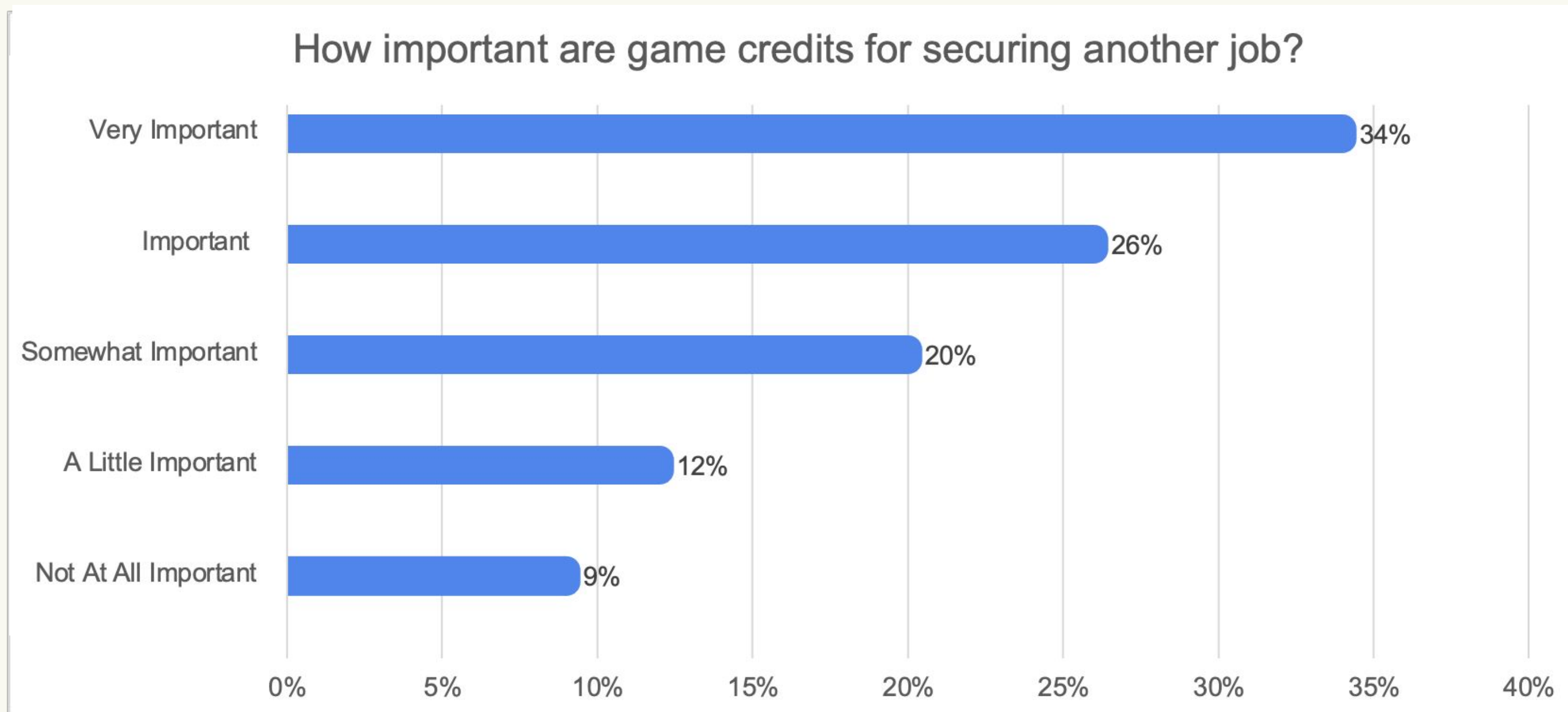
Credits Survey Respondents



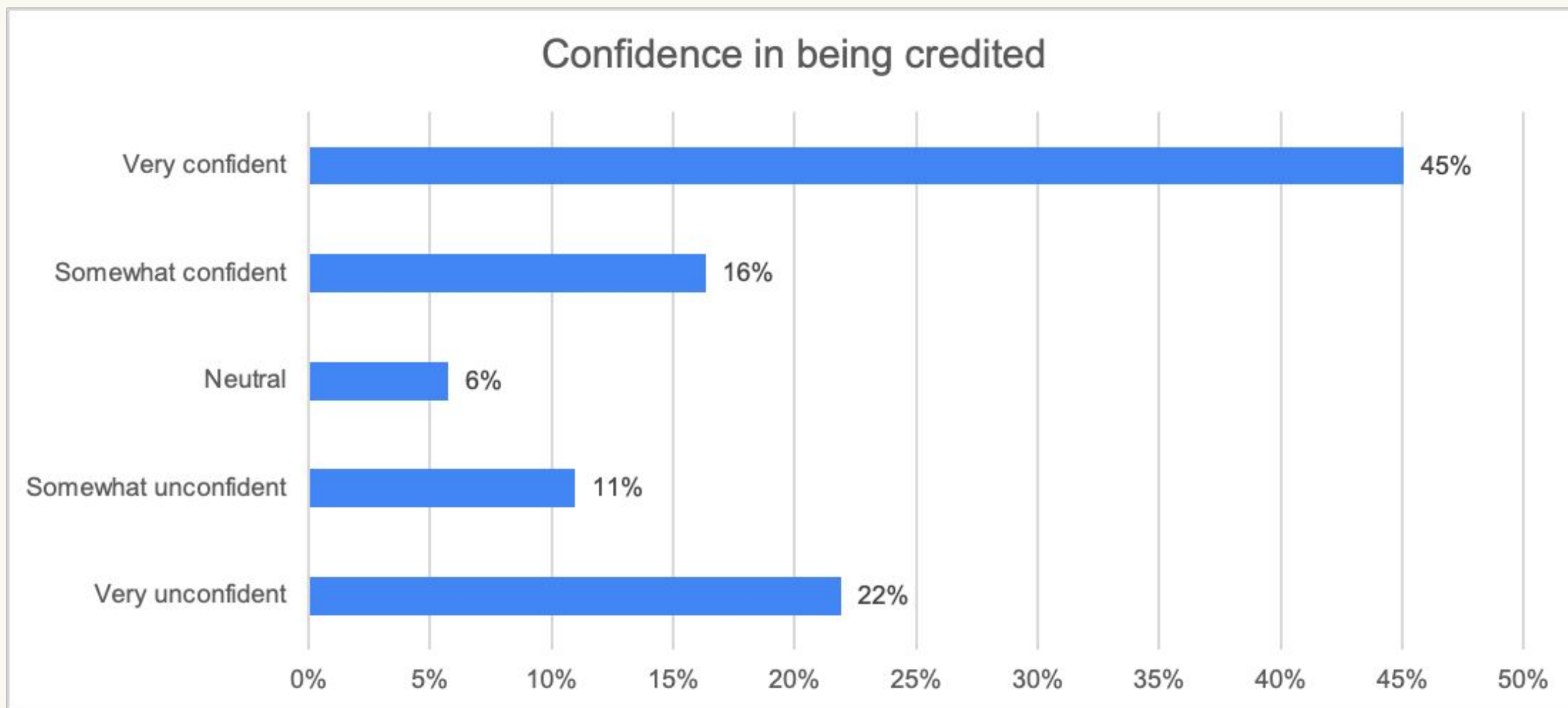
History in Crediting



Importance of Crediting



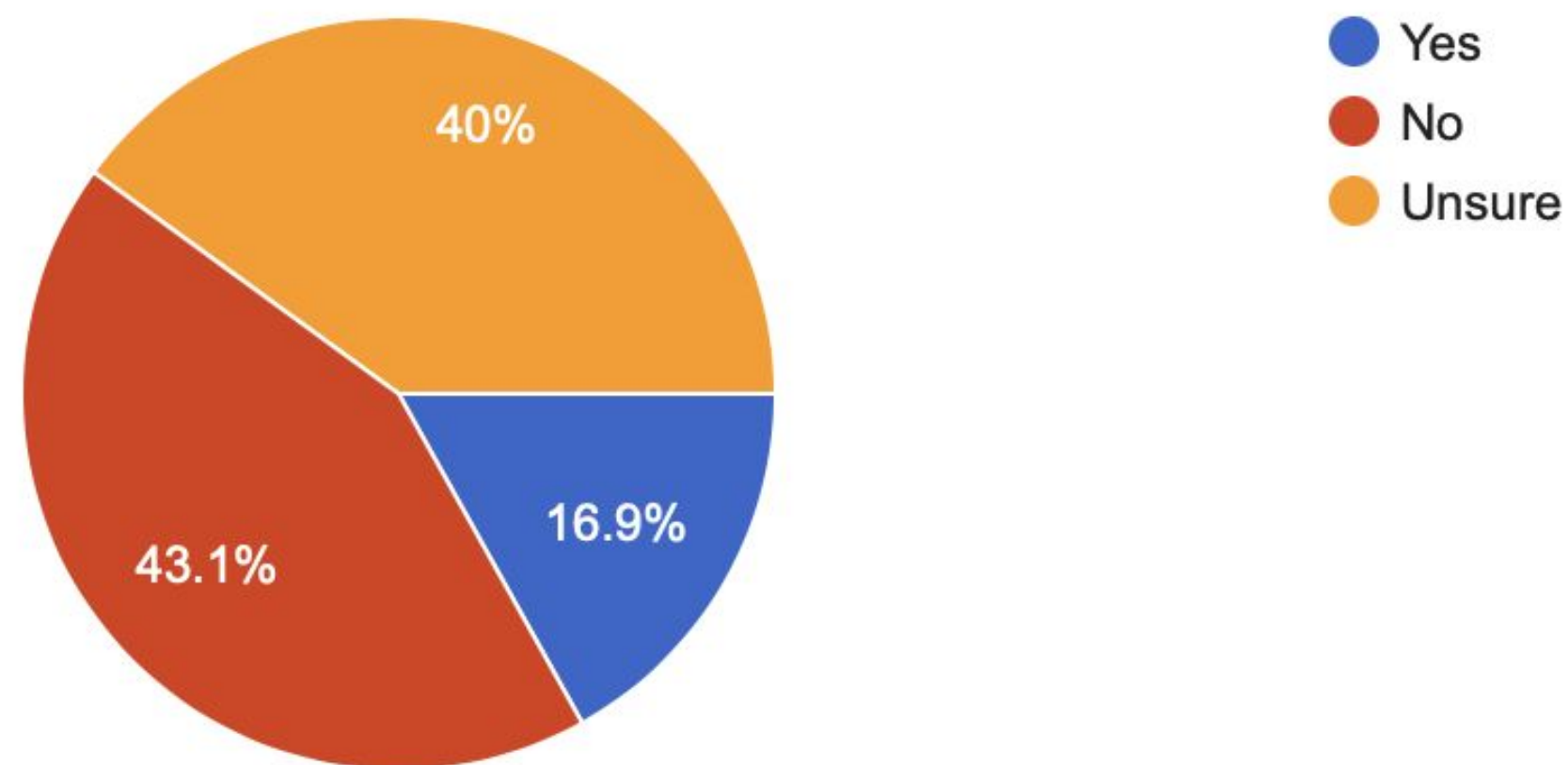
Confidence in Crediting



Unawareness of Credits Policy

I work at/with a **studio or client** that has a documented credits policy.

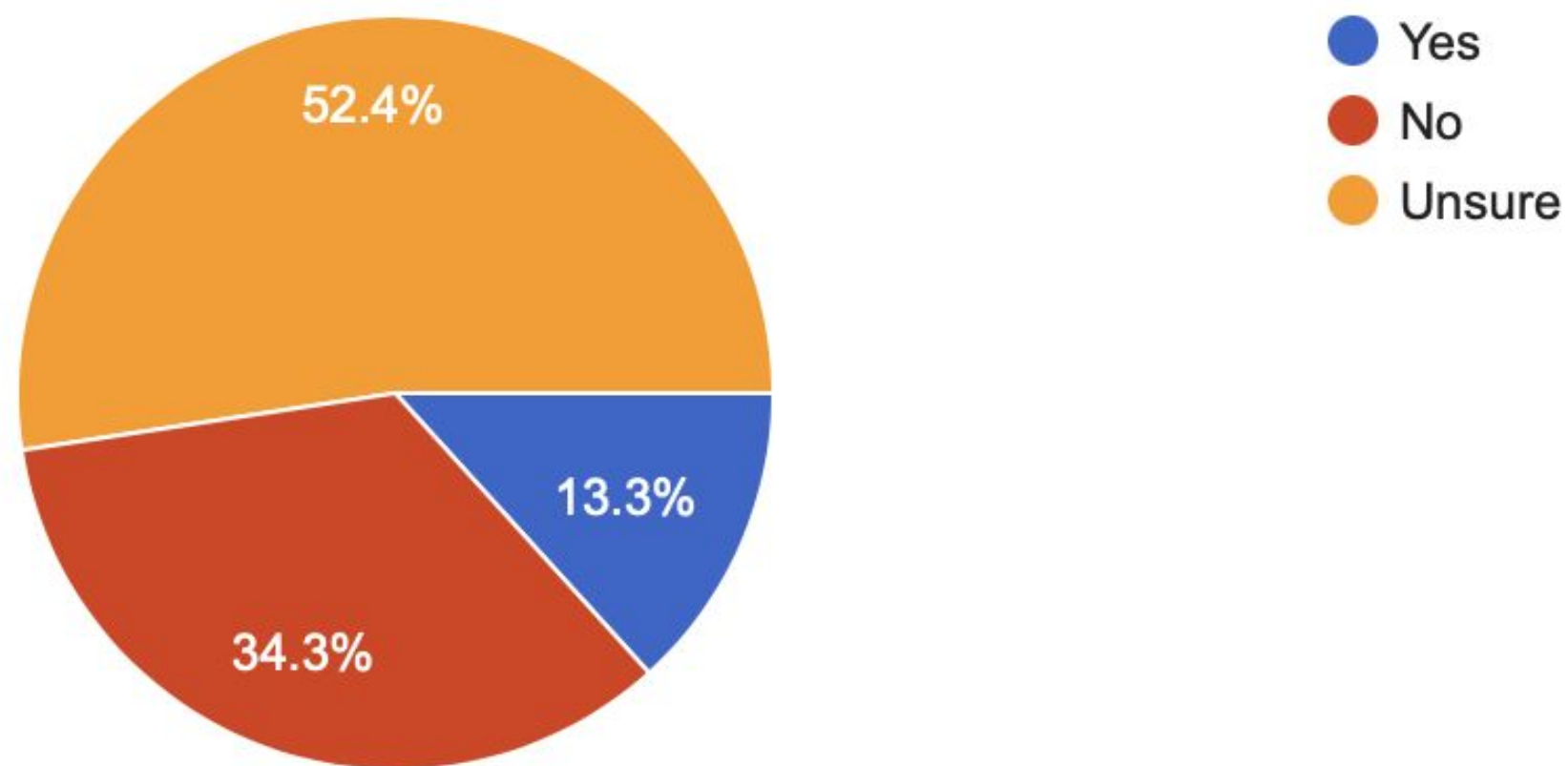
580 responses



Unsure of Age of Credits Policy

Pertaining to the studio you work at or with: **have there been internal changes to the credits policy** that you're aware of in the past 5 years?

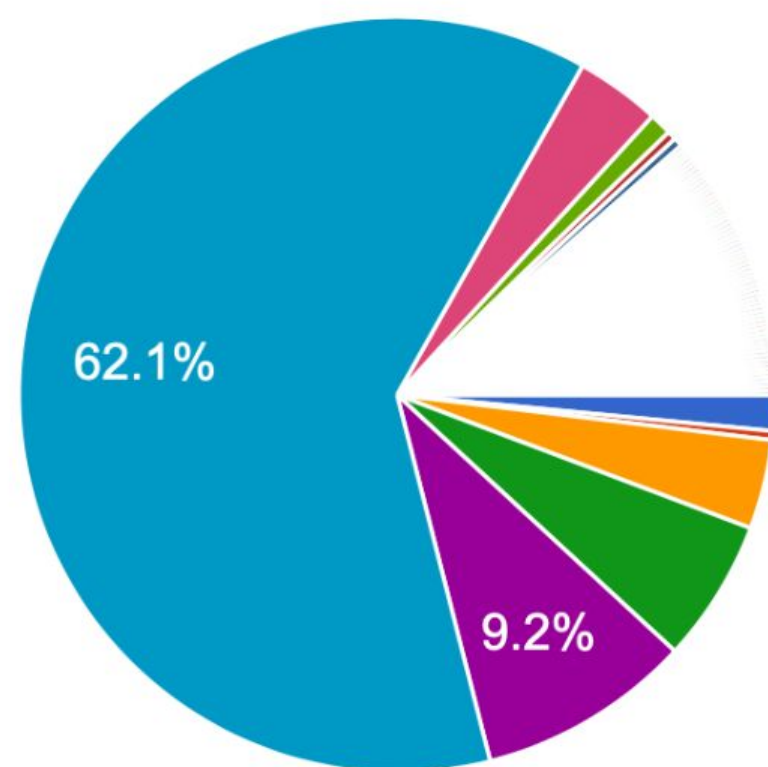
580 responses



Unsure when Additions Happen

If you work on a live game, how often do the credits update to add new employees or contractors to the title?

523 responses



- Less than monthly (<4 weeks)
- Monthly (every 4 weeks)
- Quarterly (every 3 months)
- Yearly (every 12 months)
- Regularly on the release cadence
- Unsure
- Never
- N/A

▲ 1/9 ▼

Discovery

Strategy

Toolkits

Direct Action

Ask about Crediting

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- “Is there a documented credits policy?”
- “When did we last update the game credits policy?”
- “What is the studio’s philosophy on game crediting?”

Crediting Guidelines

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Crediting Guidelines

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- Bias toward inclusion
- Contractors qualify
- Roles rather than titles
- An employee must be credited if they leave before ship

Form a Credits Strike Team

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- Find like-minded people within the studio
- Seek leadership support to champion development
- Present the why: retention and morale
- Share suggested guidelines

Common Issues with Crediting

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- Role drama
- Credits are too difficult to edit
- Engineering and design bandwidth resource constraints

Building Editable Credits

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- Expected result “[Your name] is in the credits as [correction]” and where
- Remember, Credits are a feature!

Call to Action For Us: Keep Going

- Relationship development with vendors, part-time workers

Call to Action For You

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5. Join our Discord
6. Fill out the survey for this talk

Thank you!

Credits

Presenter: Katie Golden

GDC Advisor: Caryl Shaw

Dry run audience members: Jane Dam, Frank Cifaldi, Caryl Shaw

Credits Design Doc Review: Ian Adams

Toolkit Developers: Renee Gittins, Zak Whaley

Reviewers: Trento von Lindenberg

Analytics: John Hopson

Credits SIG Board: Raj Patel, Nazih Fares, Tarja Porkka-Konturri, Alexander Swords, Katie Golden

