

GDC



# PERFECTING pitchable PROTOTYPES

# Game Jams+

- Game Jams are awesome.

JOIN SOCIAL CHOCOLATE AND THE GRAY AREA FOUNDATION FOR THE ARTS FOR THE:

# GLOBAL GAME JAM 2011

SAN FRANCISCO

48 hours of gaming fun

Friday, January 28th - Sunday, January 30th

4pm Friday - 6pm Sunday

Gray Area Foundation  
For the Arts (GAFFA)  
55 Taylor St  
San Francisco, CA 94102

socialchocolate

The poster for Global Game Jam 2011 in San Francisco features a light blue sky background with white clouds and green hills at the bottom. The title 'GLOBAL GAME JAM 2011' is prominently displayed in large, bold, orange and blue letters. Below the title, the location 'SAN FRANCISCO' and the duration '48 hours of gaming fun' are written. The dates 'Friday, January 28th - Sunday, January 30th' and the time '4pm Friday - 6pm Sunday' are also included. The poster is decorated with red brick wall patterns and yellow question marks, suggesting a game-themed event. Logos for the Gray Area Foundation for the Arts and socialchocolate are present at the bottom.

# Game Jams+

- Game Jams are awesome.
- DF needs ideas and money.





# Game Jams+

- **Game Jams are awesome.**
- **DF needs ideas and money.**
- **How to get both?**



# Game Jams+

- Game Jams are awesome.
- DF needs ideas and money.
- How to get both?
- Pitchable prototypes.





















# Amnesia Fortnight

- Double Fine's prototyping process.



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- Double Fine's prototyping process.
- Game Jam-ish.



# Amnesia Fortnight

- Double Fine's prototyping process.
- Game Jam-ish.
- 2 weeks.





# Amnesia Fortnight

- Double Fine's prototyping process.
- Game Jam-ish.
- 2 weeks.
- ~10 people per team.



# Amnesia Fortnight

- Double Fine's prototyping process.
- Game Jam-ish.
- 2 weeks.
- ~10 people per team.
- Must make **playable** product.



# Amnesia Fortnight

- Every game so far a success.





# Amnesia Fortnight

- Every game so far a success.
- But some more than others.



# Amnesia Fortnight

- Every game so far a success.
- But some more than others.
- Why?



# Know Your Goals

- Many **benefits** from prototyping:





# Know Your Goals

- Many **benefits** from prototyping:
  - Creative expression.



# Know Your Goals

- Many **benefits** from prototyping:
  - Creative **expression**.
  - Leadership **experience**.



# Know Your Goals

- Many **benefits** from prototyping:
  - Creative **expression**.
  - Leadership **experience**.
  - Tech **R&D**.





# Know Your Goals

- Many **benefits** from prototyping:
  - Creative **expression**.
  - Leadership **experience**.
  - Tech **R&D**.
  - **Saving the company**.





# Know Your Goals

- Many **benefits** from prototyping:
  - Creative **expression**.
  - Leadership **experience**.
  - Tech **R&D**.
  - **Saving the company**.
- No **right or wrong** answer.



# Know Your Vision

- Focus is essential.



# Know Your Vision

- Focus is essential.
- Two weeks is very little time.





# Know Your Vision

- Focus is essential.
- Two weeks is very little time.
- Envision the entire experience.





# Know Your Vision

- Focus is essential.
- Two weeks is very little time.
- Envision the entire experience.
- One sentence.



# Have a Hook

- Need at least one **unique, memorable** idea.



# Have a Hook

- Need at least one **unique, memorable** idea.
- Comes from **anywhere**:





# Have a Hook

- Need at least one **unique, memorable** idea.
- Comes from **anywhere**:
  - Mechanics





# Have a Hook

- Need at least one **unique, memorable** idea.
- Comes from **anywhere**:
  - Mechanics
  - Aesthetic



# Have a Hook

- Need at least one **unique, memorable** idea.
- Comes from **anywhere**:
  - Mechanics
  - Aesthetic
  - Tech



# Have a Hook

- Need at least one **unique, memorable** idea.
- Comes from **anywhere**:
  - Mechanics
  - Aesthetic
  - Tech
  - Monetization



# Have a Hook

- Need at least one **unique, memorable** idea.
- Comes from **anywhere**:
  - Mechanics
  - Aesthetic
  - Tech
  - Monetization
  - Etc...





# Look Different

- Aesthetics are great differentiator.



# Look Different

- Aesthetics are great differentiator.
- Word of visual ideas is vast.



# Look Different

- Aesthetics are great differentiator.
- Word of visual ideas is vast.
- Must support vision.





# Look Different

- Aesthetics are great differentiator.
- Word of visual ideas is vast.
- Must support vision.
- Know it in advance.



# Smell Like Money

- Publishers are for-profit enterprises.



# Smell Like Money

- **Publishers are for-profit enterprises.**
- **You probably are, too.**





# Smell Like Money

- **Publishers are for-profit enterprises.**
- **You probably are, too.**
- **Game needs to feel like viable commercial product.**



# Smell Like Money

- **Publishers are for-profit enterprises.**
- **You probably are, too.**
- **Game needs to feel like viable commercial product.**
- **At least a whiff of money.**



# Make It Complete

- Publishers have very little imagination.





# Make It Complete

- Publishers have very little imagination.
- Neither do gamers or many game developers.



# Make It Complete

- Publishers have very little imagination.
- Neither do gamers or many game developers.
- Build essential experience.



# Make It Complete

- Publishers have very little imagination.
- Neither do gamers or many game developers.
- Build essential experience.
- Cut what isn't.





# Don't Build an Engine

- **Tech is mega-time consuming.**



# Don't Build an Engine

- **Tech is mega-time consuming.**
- **Barely any time to write novel features.**



# Don't Build an Engine

- **Tech is mega-time consuming.**
- **Barely any time to write novel features.**
- **Why spend time anywhere else?**





# Don't Build an Engine

- **Tech is mega-time consuming.**
- **Barely any time to write novel features.**
- **Why spend time anywhere else?**
- **Lots of good, affordable frameworks.**



moai



# Recap

- **Know Your Goals**



# Recap

- **Know Your Goals**
- **Know Your Vision**





# Recap

- **Know Your Goals**
- **Know Your Vision**
- **Have a Hook**



# Recap

- **Know Your Goals**
- **Know Your Vision**
- **Have a Hook**
- **Look Different**



# Recap

- **Know Your Goals**
- **Know Your Vision**
- **Have a Hook**
- **Look Different**
- **Smell Like Money**





# Recap

- **Know Your Goals**
- **Know Your Vision**
- **Have a Hook**
- **Look Different**
- **Smell Like Money**
- **Make It Complete**



# Recap

- **Know Your Goals**
- **Know Your Vision**
- **Have a Hook**
- **Look Different**
- **Smell Like Money**
- **Make It Complete**
- **Don't Build an Engine**



# Questions?

- Thanks for listening!

