Game Jams+

- Game **Jams** are **awesome.**

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- DF needs **ideas** and **money.**

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- 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.**

Amnesia Fortnight

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- **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.

Double Fine

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

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- 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**.

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**
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- Have a **Hook**
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- Make It **Complete**

Recap

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

Questions?

- **Thanks for listening!**