

Monument Valley and What We Leave In Hearts and Minds

《纪念碑谷》与我们留在心灵和思想中的东西

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Lead Designer, ustwo

王友健

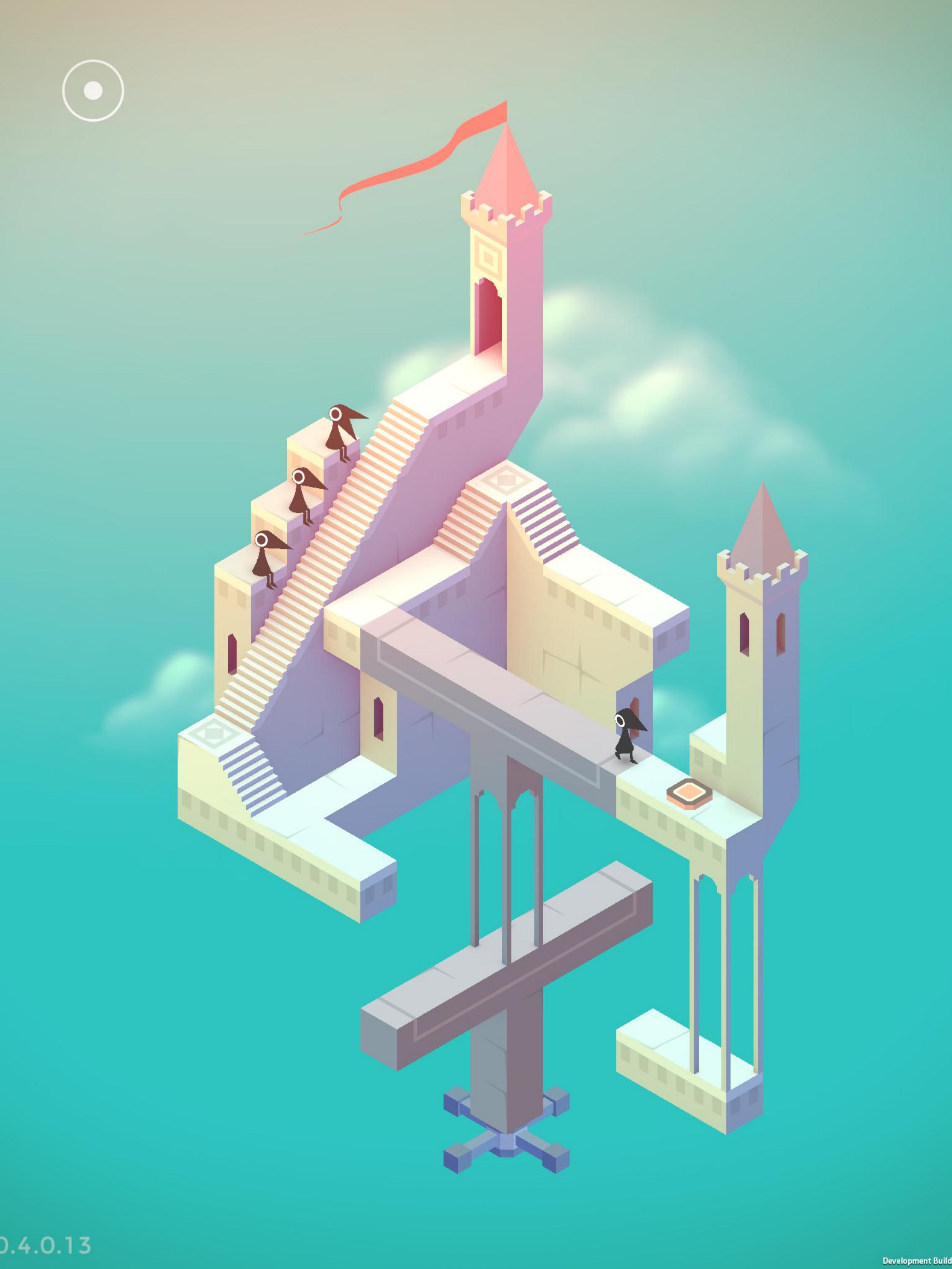
主设计师, ustwo



GAME DEVELOPERS CONFERENCE™ CHINA

SHANGHAI INTERNATIONAL CONVENTION CENTER

SHANGHAI, CHINA · OCTOBER 19-21, 2014



纪念碑谷

MONUMENT VALLEY



HONG KONG
香港

SHANGHAI
上海

LONDON
伦敦

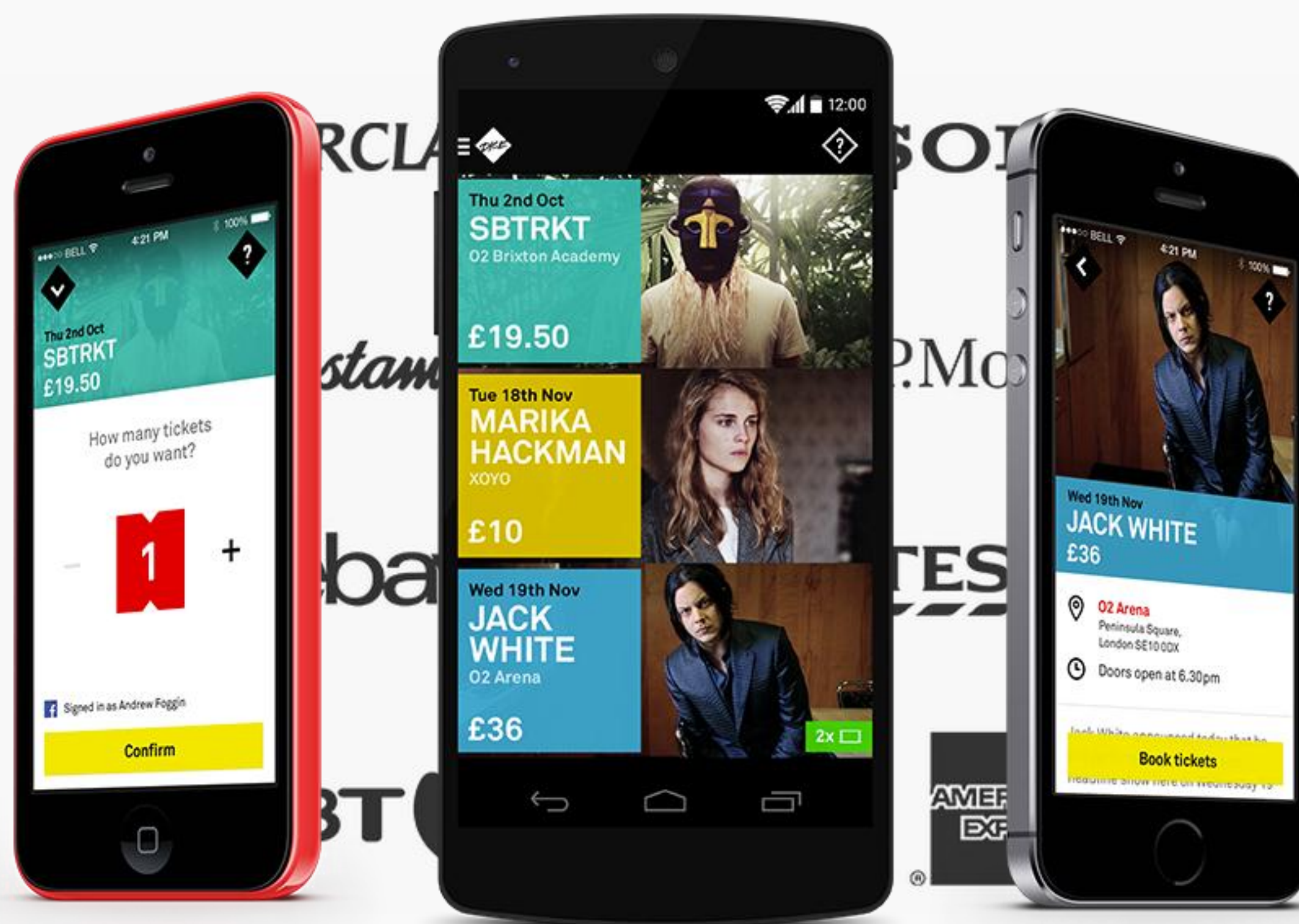
WSTW

Google

QlikView

htc

Late
Rooms
.com

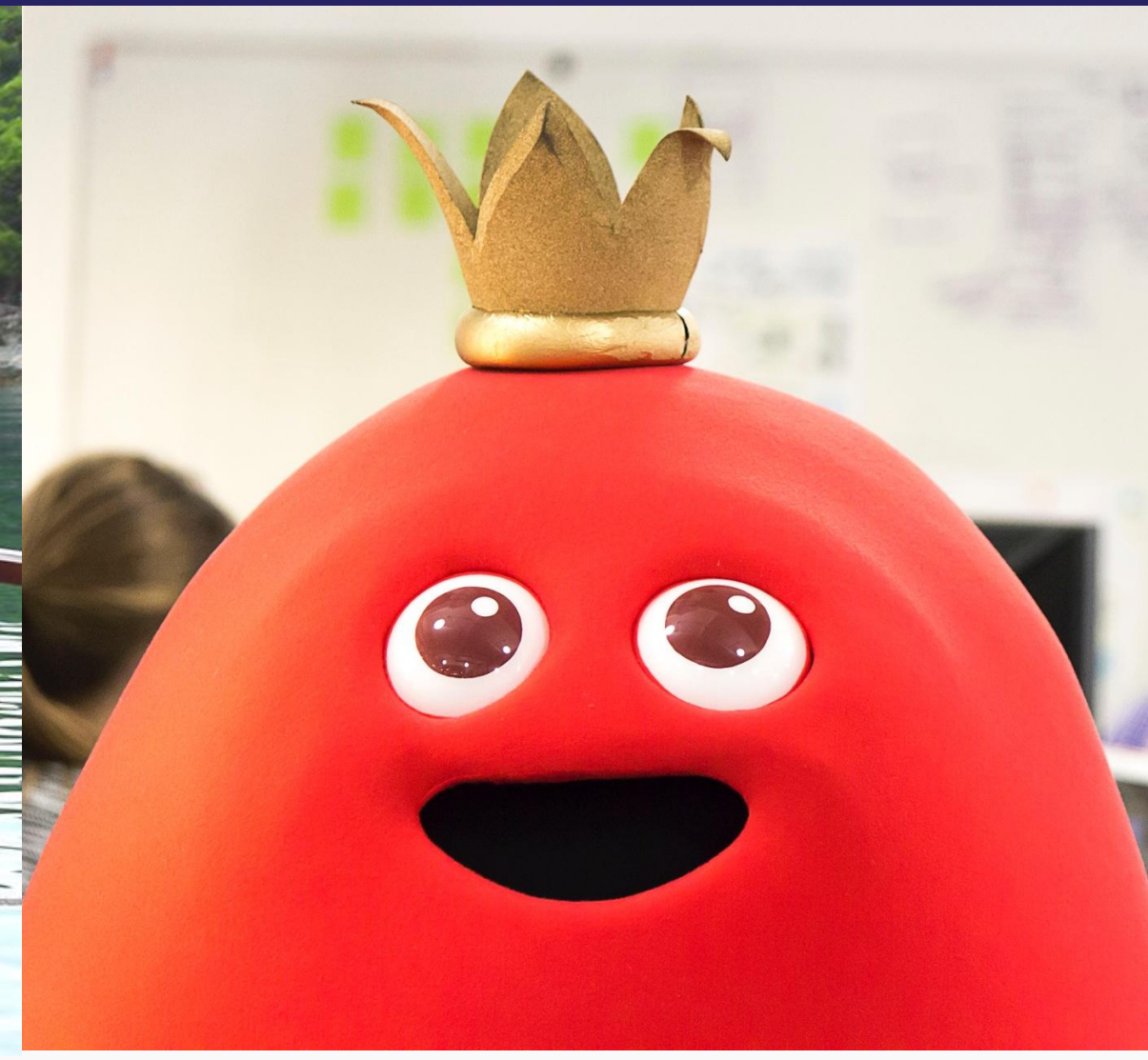


FUJITSU

nook™

NOKIA





STUDIO CULTURE 工作室文化





“DON’ T WORRY ABOUT MONEY.
JUST CREATE SOMETHING AMAZING”

“不用担心钱的问题。
只管创造出令人赞叹的东西！ ”

WHAT SHOULD GAMES TRY TO ACHIEVE?

游戏应当实现什么？

FUN?
乐趣？

ART?
艺术？

RESPECT?
尊重？



FIRST
MONUMENT VALLEY
CONCEPT ART

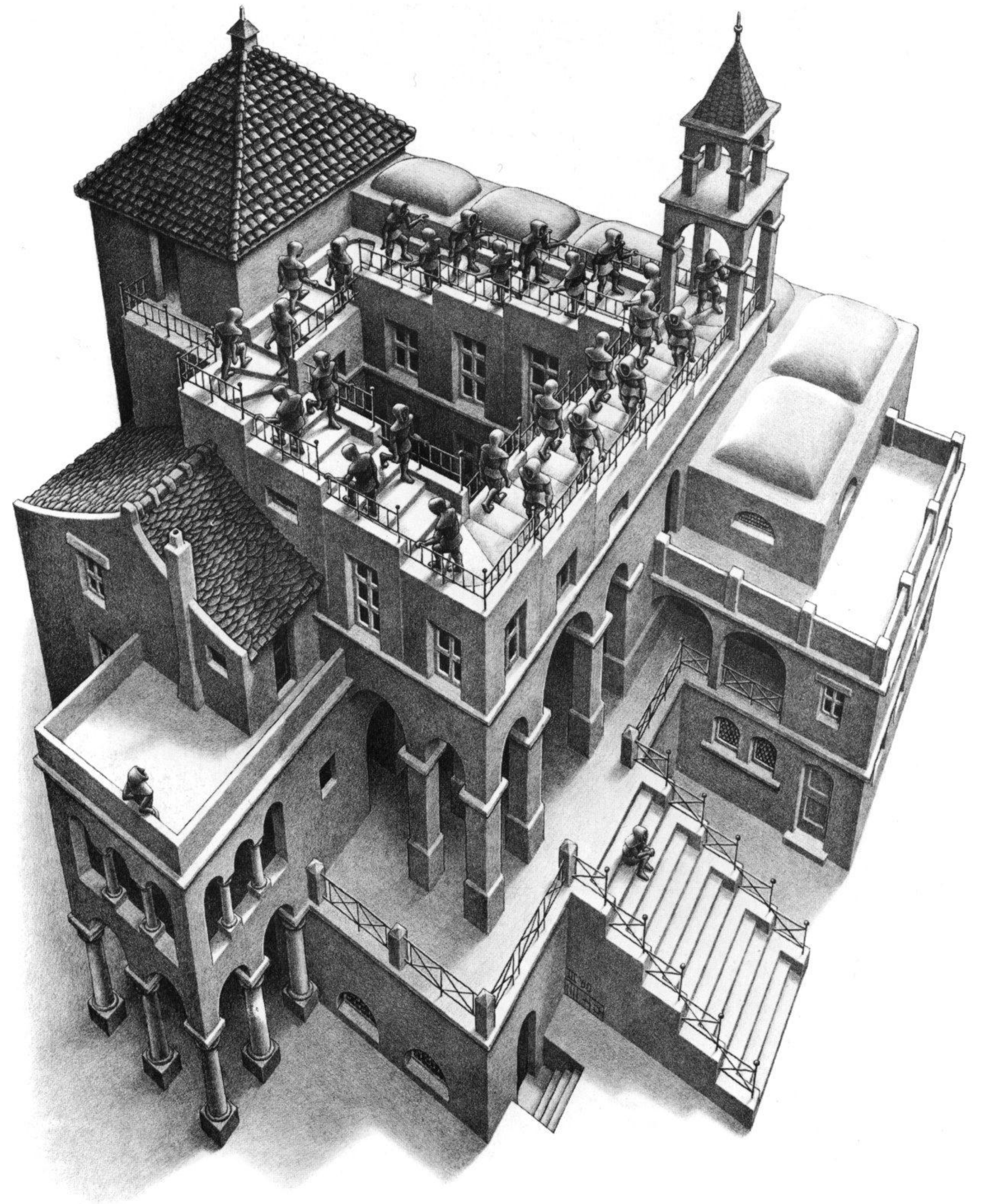
第一张
纪念碑谷
原画

ASCENDING AND DESCENDING

M. C. ESCHER 1960

《上升与下降》

莫里茨·科内利斯·埃舍尔 1960年



WINDOSILL

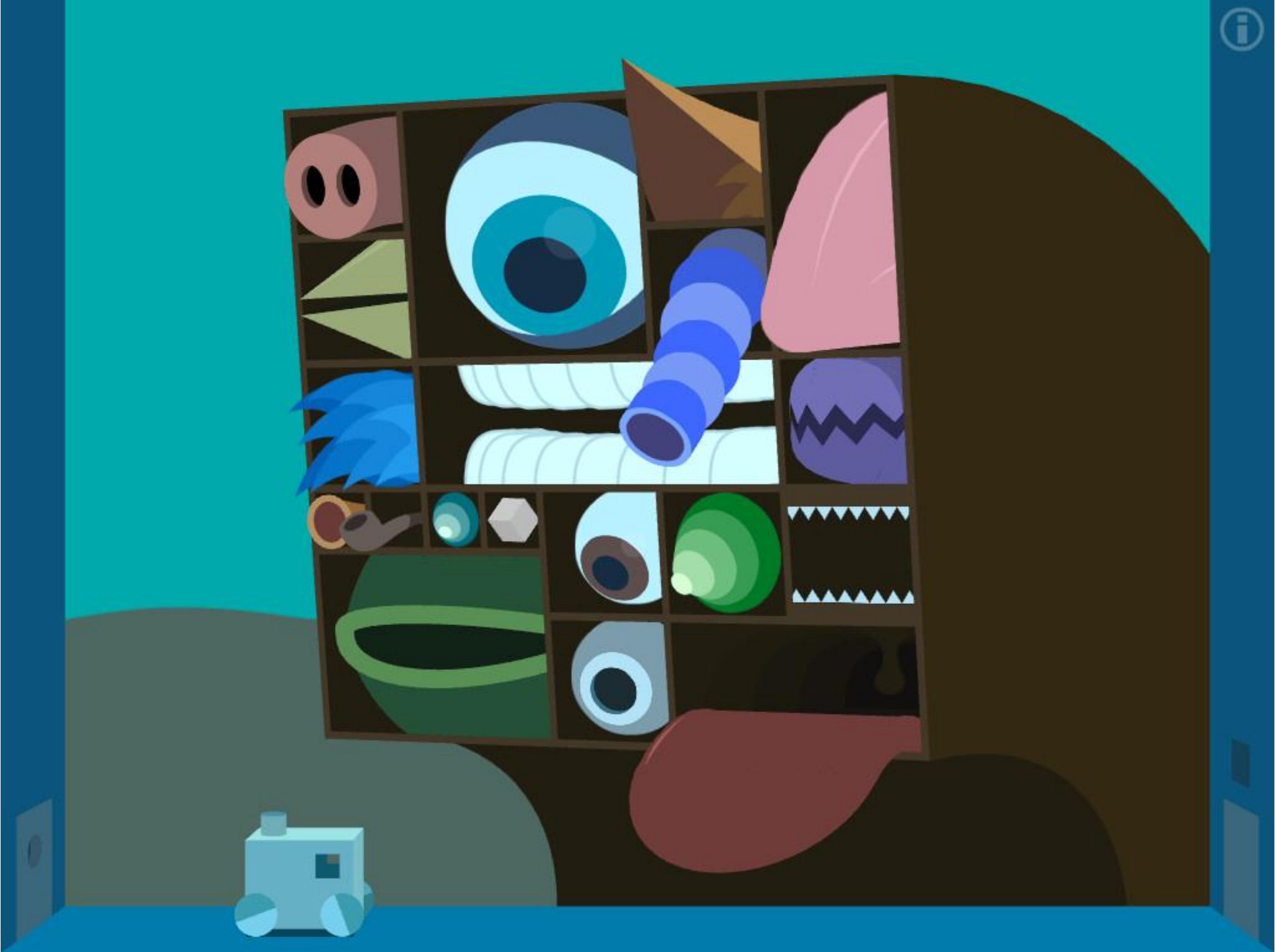
VECTORPARK

2009

《玩具车大冒险》

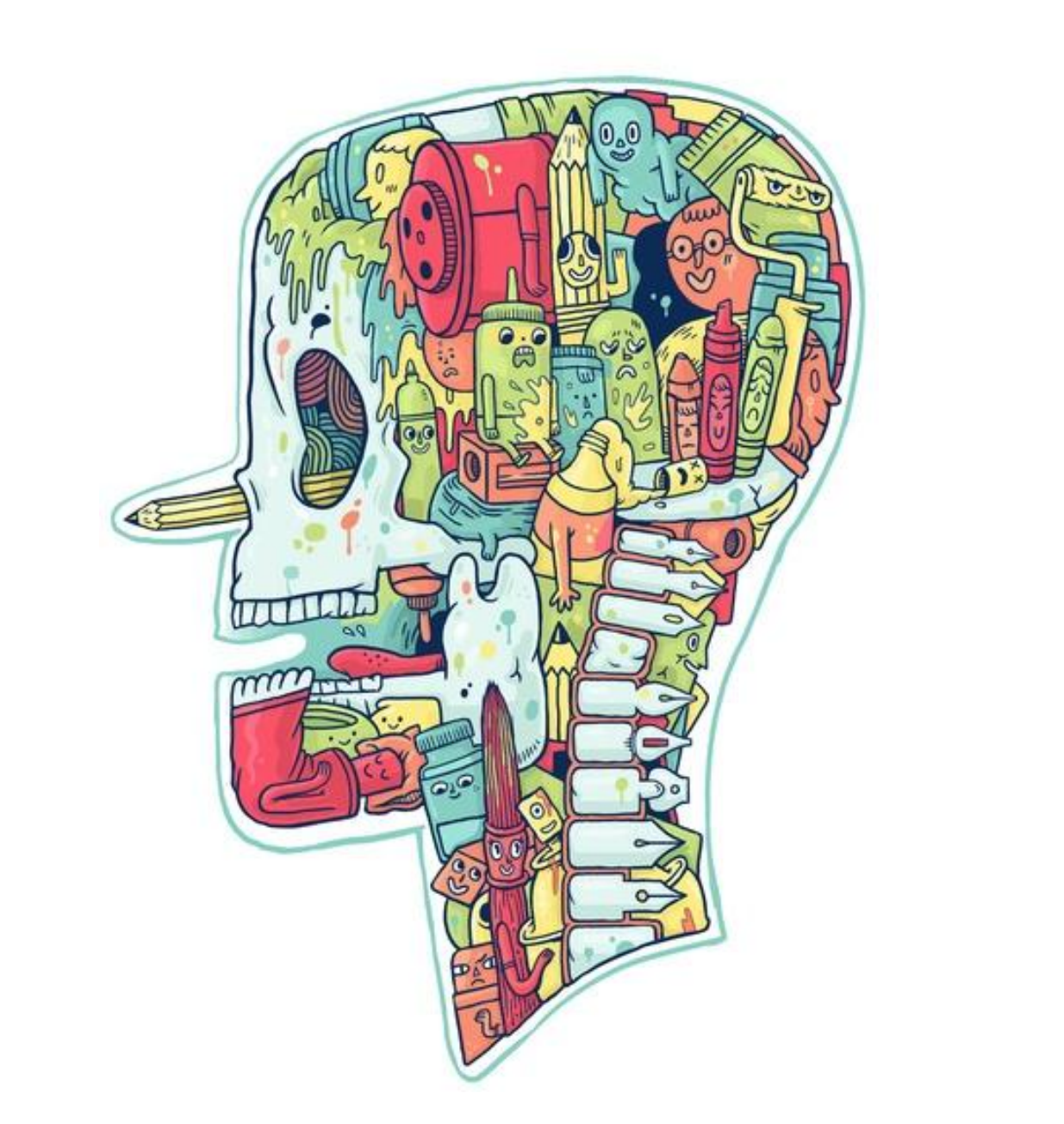
VECTORPARK

2009年





LITTLE WORLDS 小世界



TRADITIONAL VALUES

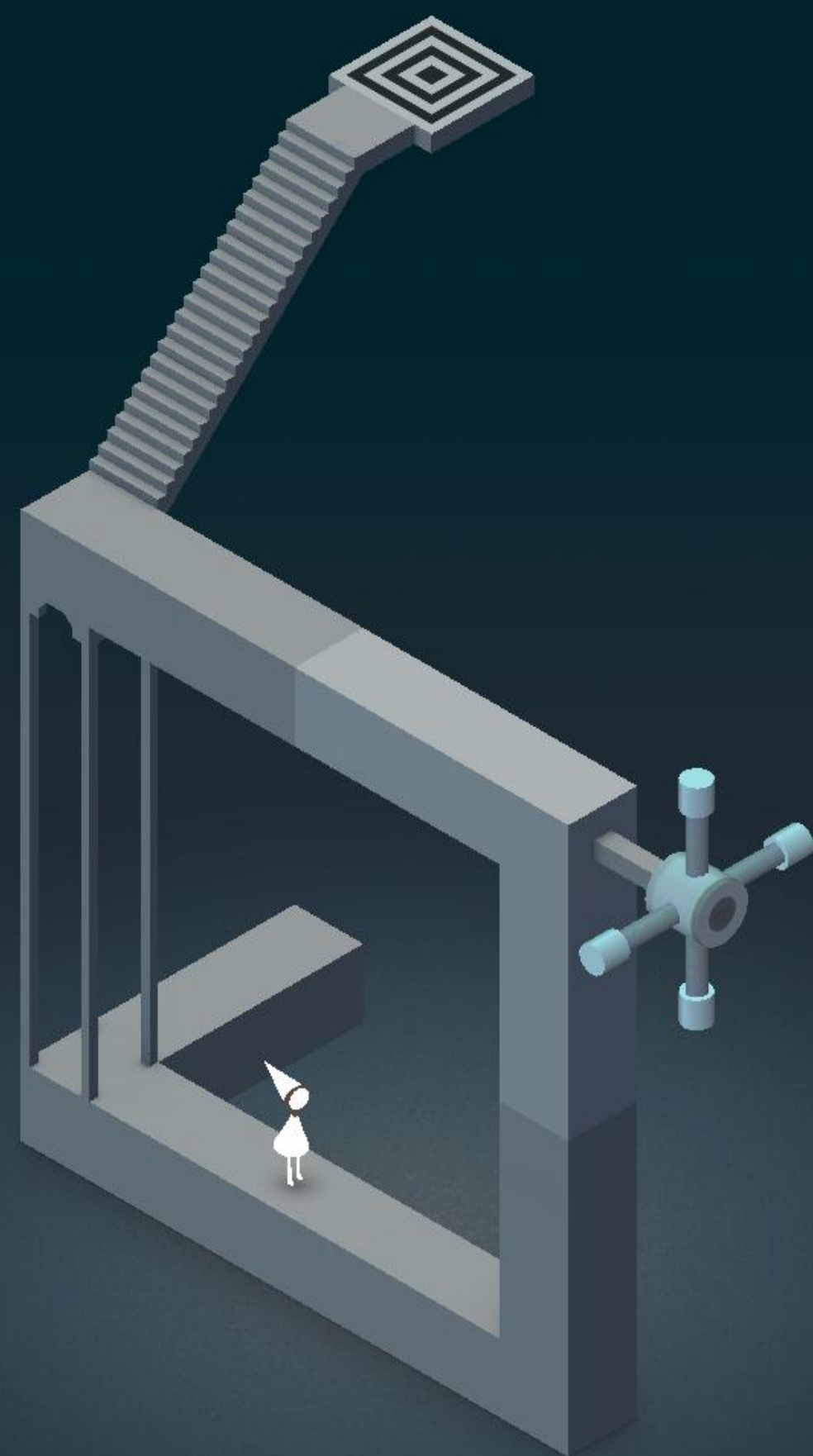
- OVER TIME, INCREASE IN DIFFICULTY
- MORE CONTENT IS BETTER
- MORE CHOICE IS BETTER
- CLEAR INSTRUCTIONS AND REWARDS
- PREMIUM MOBILE GAMES ARE DEAD

传统价值观

- 随着时间的推移增加难度
- 内容越多越好
- 选择越多越好
- 明确的指示和奖励
- 付费手机游戏已死

PUT USER EXPERIENCE FIRST
将用户体验放在第一位



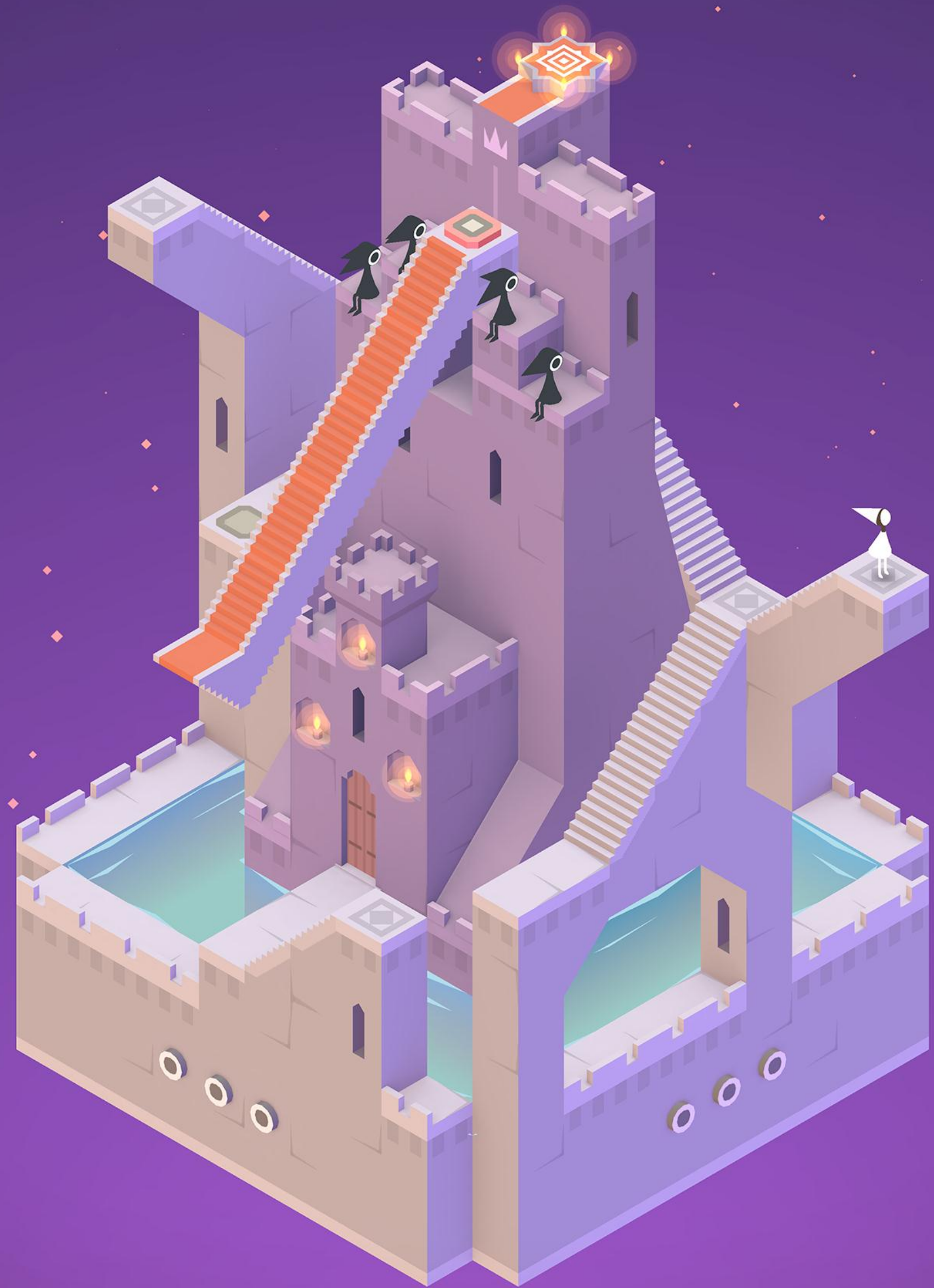


PUT USER EXPERIENCE FIRST

将用户体验放在第一位

ALLOW THE PLAYER TO DISCOVER FOR
THEMSELVES

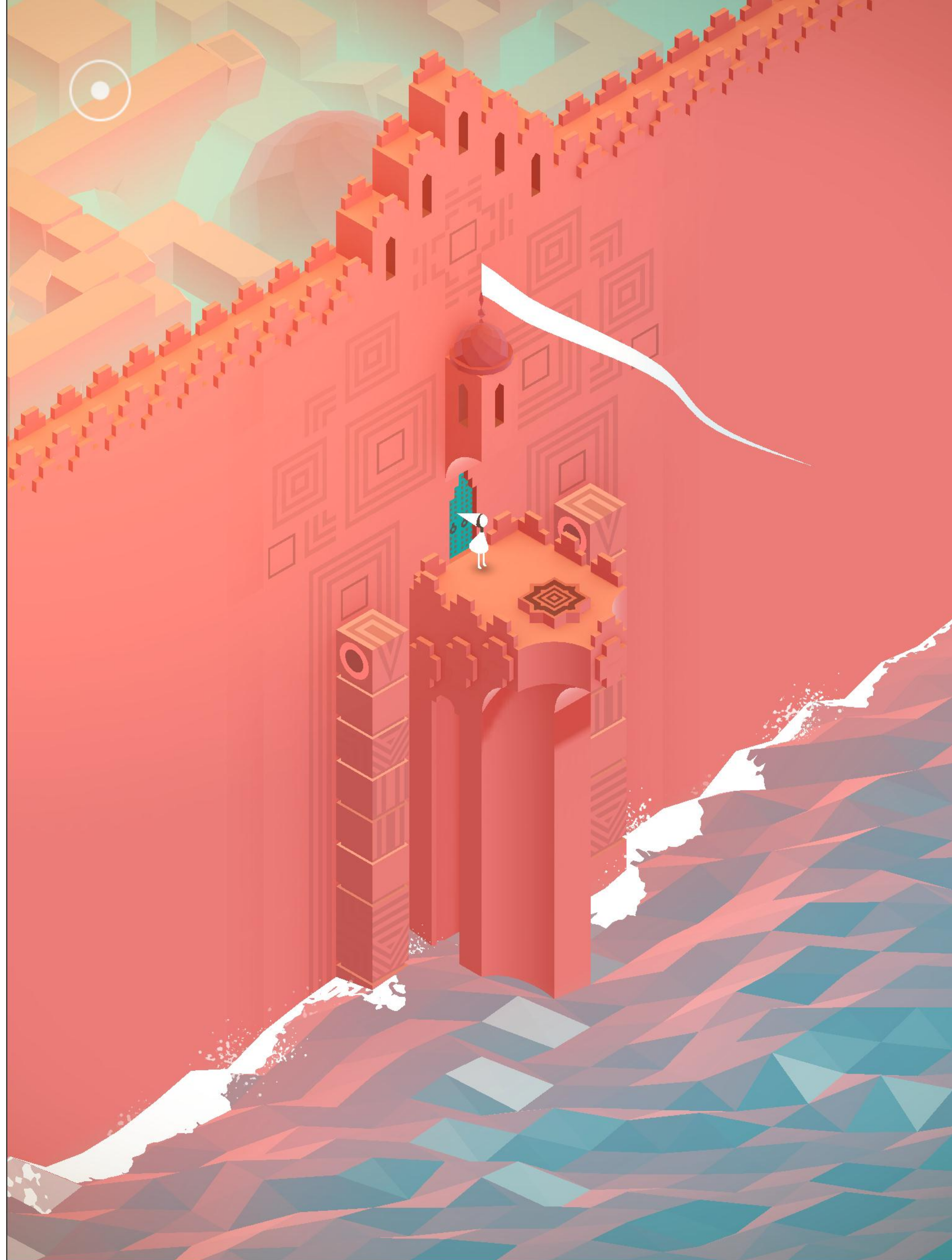
让玩家自己去发现



PUT USER EXPERIENCE FIRST
将用户体验放在第一位

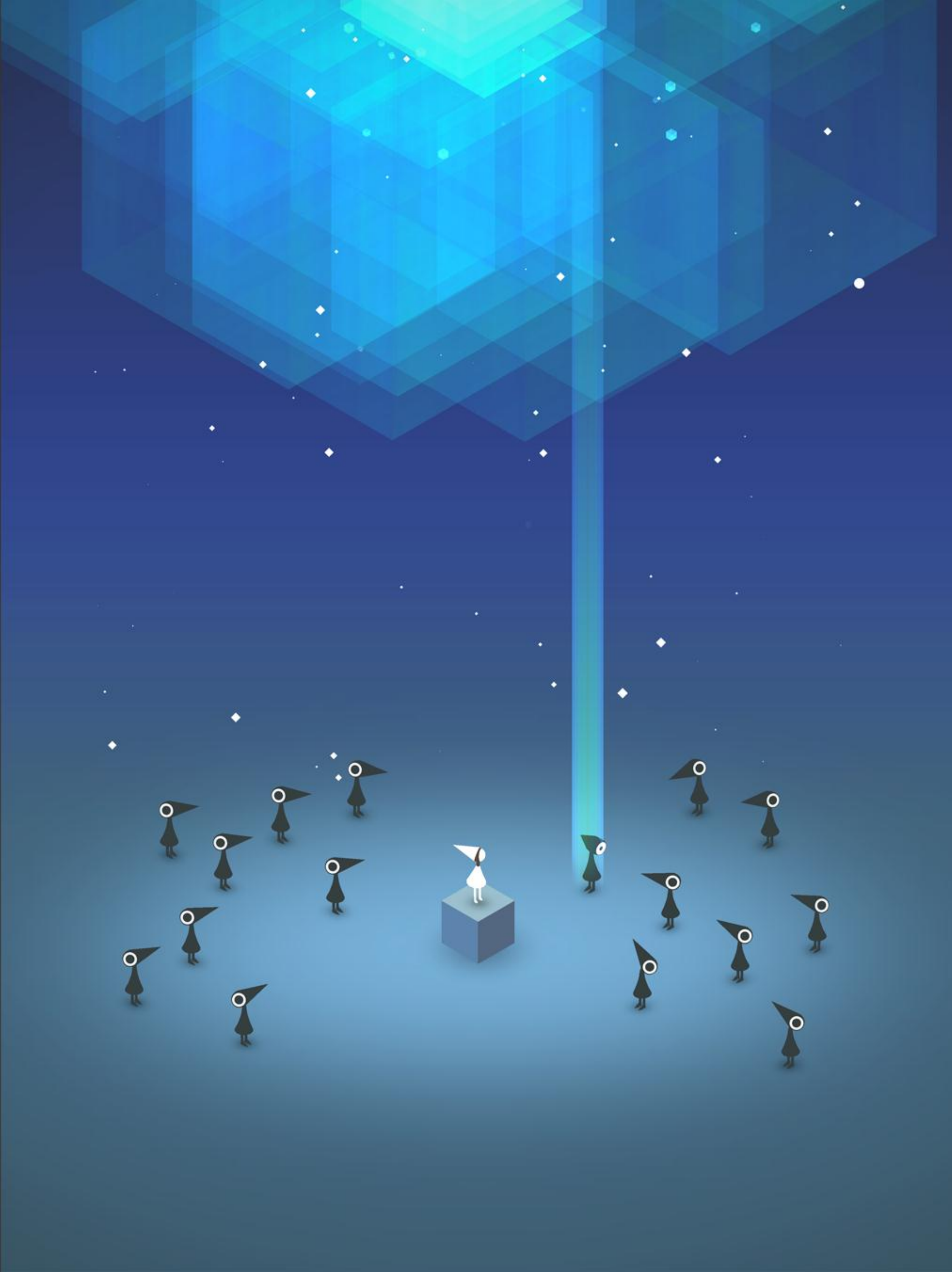
FOCUS ON THE THINGS
THAT MAKE OUR GAME
SPECIAL

将重点放在能使游戏独树一帜的事物上



PUT USER EXPERIENCE FIRST
将用户体验放在第一位

GET THE PLAYER TO FALL IN LOVE
让玩家爱上游戏



PUT USER EXPERIENCE FIRST
将用户体验放在第一位

THE ENDING IS IMPORTANT TO THE STORY
结局对故事来说很重要



A PREMIUM PRICE SUGGESTS A PREMIUM EXPERIENCE

较高的价格是为了表明这是一个优质的游戏

\$3.99 / 25 RMB

The background is a vibrant yellow gradient. In the upper half, there is an isometric illustration of a game level. A small, dark, hooded character with a white circular eye is standing on a tan-colored wall. The wall has a crenelated top edge. To the right of the character, a set of stairs leads up to a higher platform. The overall style is clean and minimalist, typical of indie game art.

MAKE GAMES HONESTLY
诚实地制作游戏

The background is a vibrant yellow gradient. In the lower half, there is another isometric illustration of a game level. A small, dark, hooded character with a white circular eye is walking along a tan-colored wall. The wall has a crenelated top edge. To the right of the character, there is a large, arched opening in the wall. The overall style is clean and minimalist, typical of indie game art.

RESPECT THE USER
尊重用户

- #1 PAID APP IN OVER 30 COUNTRIES 30多个国家的付费应用第一名
- PROFITABLE IN ONE WEEK 在一周内实现盈利
- ONE MILLION COPIES IN FOUR MONTHS 在四个月内售出一百万份



UNITY
BEST 3D VISUALS
WINNER 2014

2014年最佳3D视觉效果



APPLE
DESIGN AWARD
WINNER 2014

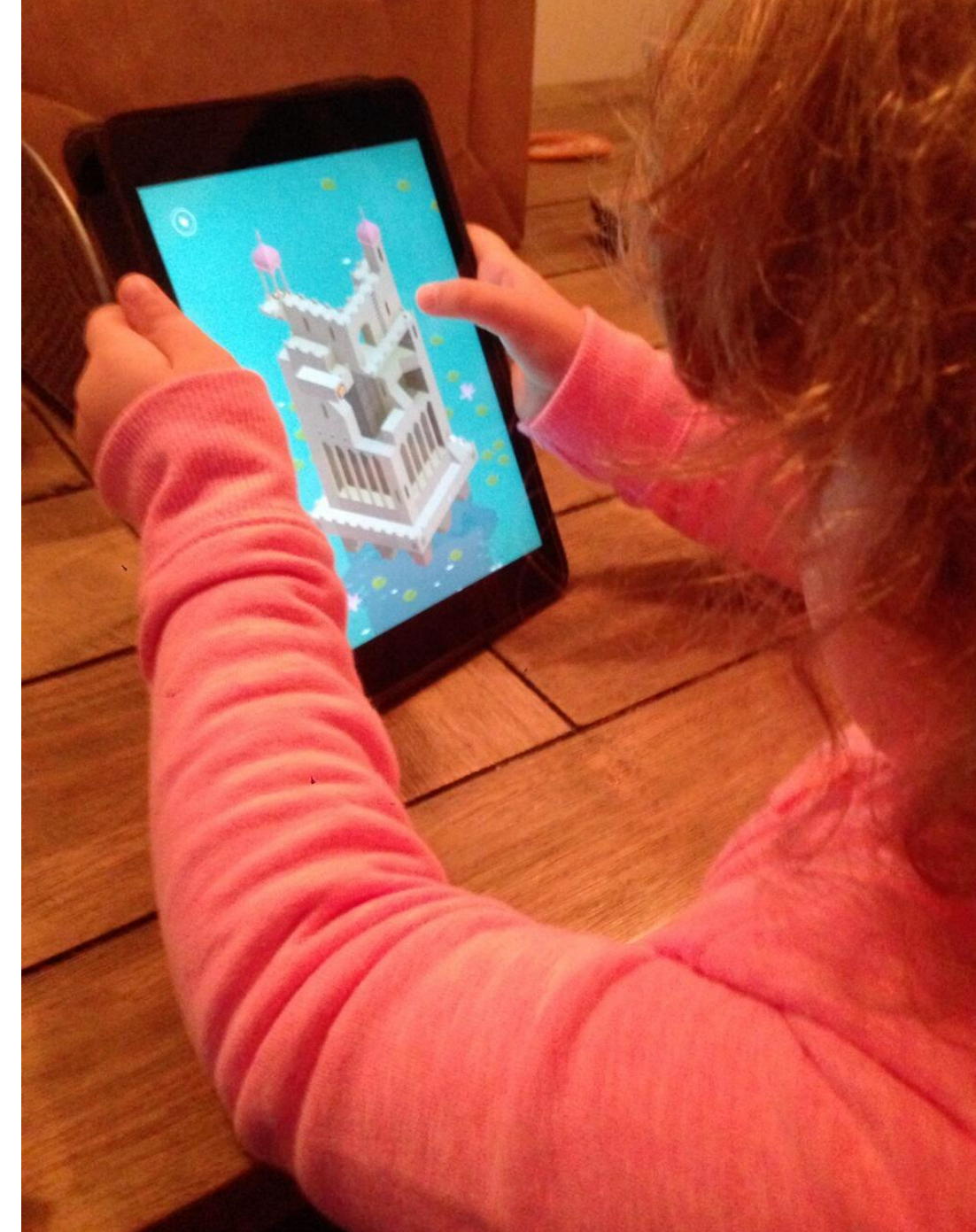
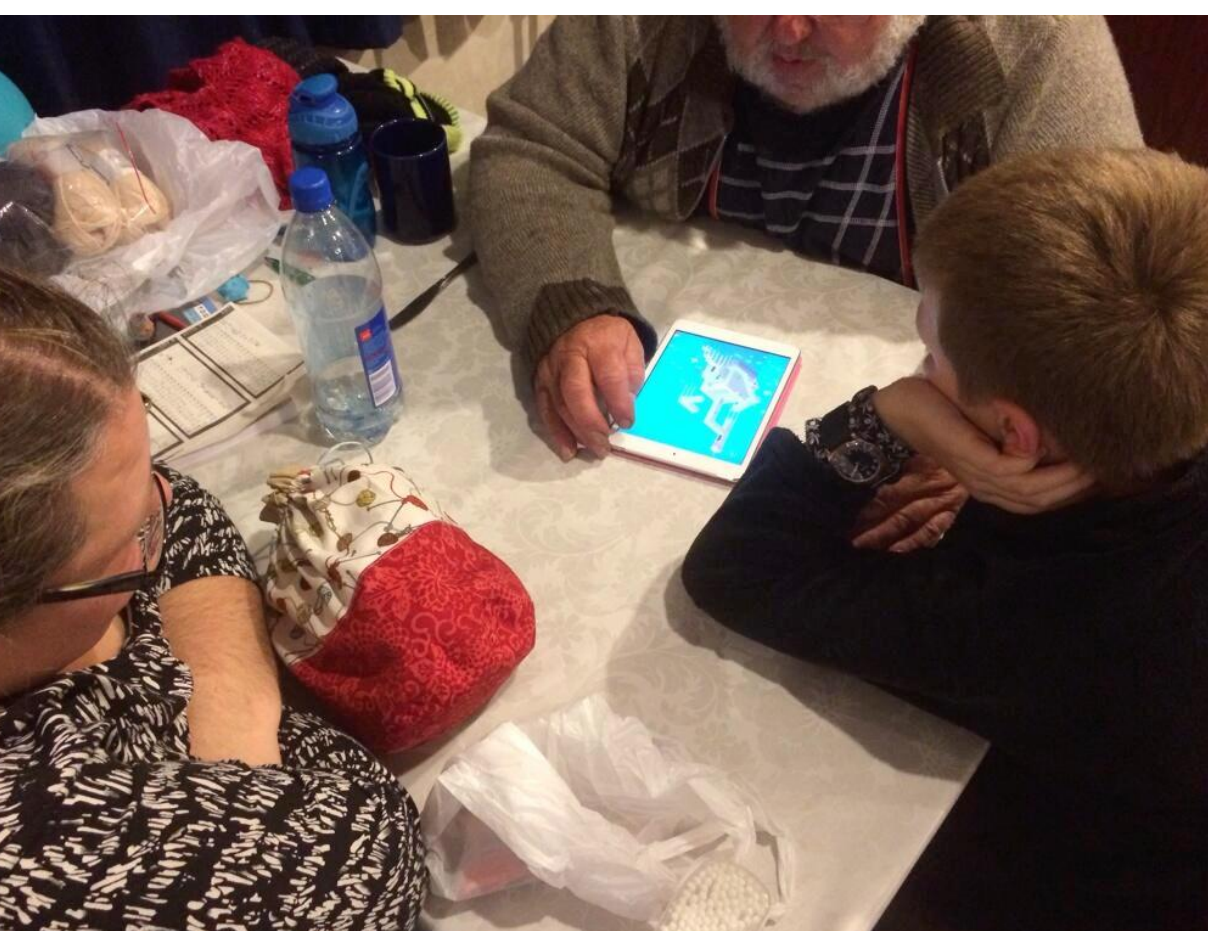
2014年最佳设计奖



UNITY
COMMUNITY CHOICE
WINNER 2014

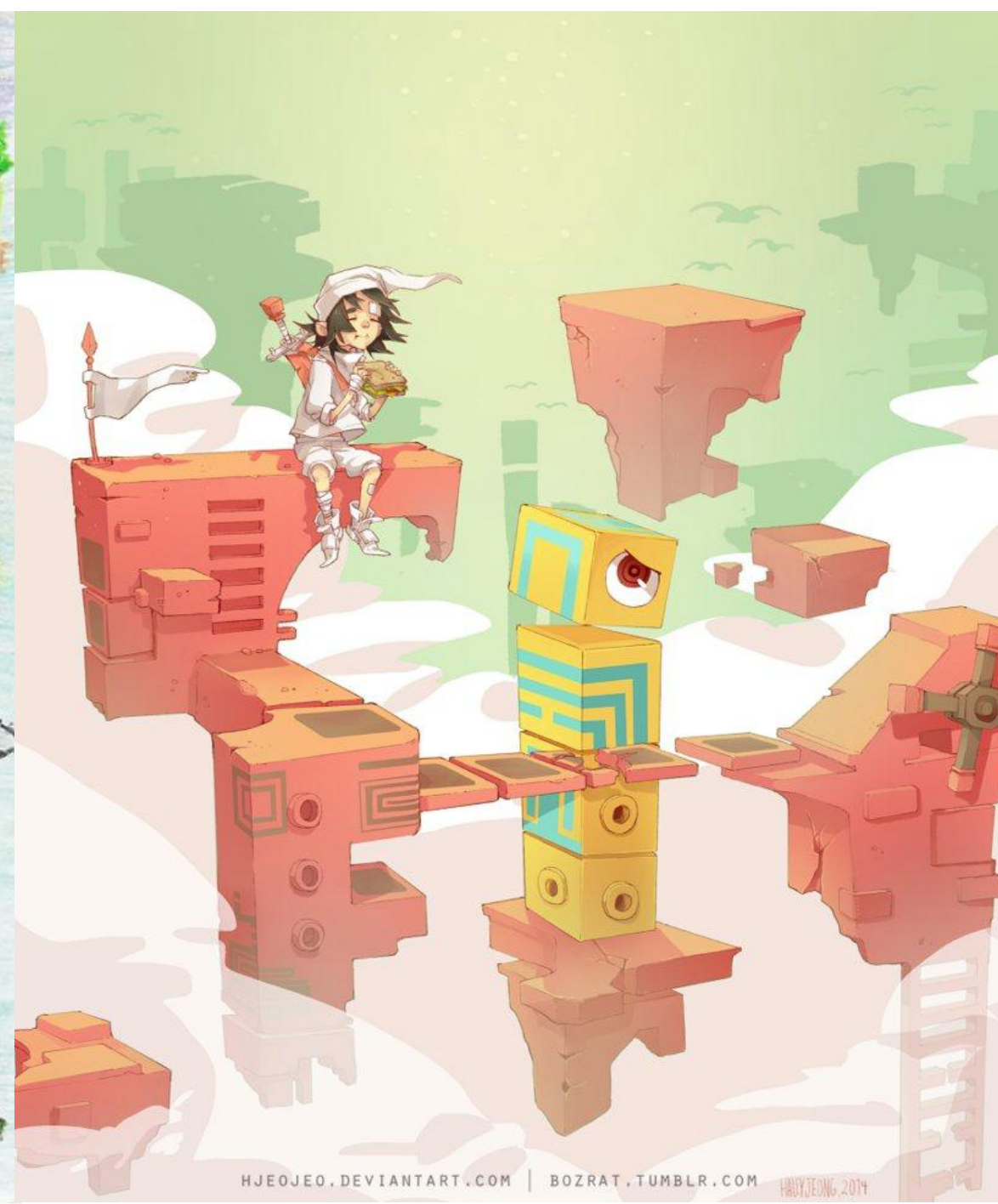
2014年玩家选择奖







LEAVE SOMETHING IN HEARTS AND MINDS
 在心灵和思想中留下某些东西



WHAT SHOULD GAMES TRY TO ACHIEVE?

游戏应当尽量实现什么？

TO LEAVE SOMETHING IN HEARTS AND MINDS

在人们心中和思想中留下点什么

FINAL FANTASY VII, SQUARE ENIX
《最终幻想7》，史克威尔艾尼克斯公司

CREATE CHARACTERS THAT PLAYERS REALLY
CARE ABOUT
创造出玩家真正关心的角色



THE LEGEND OF ZELDA: OCARINA OF TIME, NINTENDO

《塞尔达传说：时之笛》，任天堂



UNFORGETTABLE WORLDS

令人难忘的世界

BIOSHOCK, 2K GAMES
《生化奇兵》，2K GAMES

EXCEPTIONAL CRAFTMANSHIP
精湛的工艺

FLOWER, THATGAMESCOMPANY, SONY 《花》,
THATGAMECOMPANY, 索尼

ELEGANT DESIGN

典雅的设计

KATAMARI DAMACY, NAMCO
《块魂》， 南宫梦



JOY
乐趣

BRAID, JONATHAN BLOW
《时空幻境》， JONATHAN BLOW



MEANING
意义

GUITAR HERO III
ACTIVISION
《吉他英雄3》
动视公司

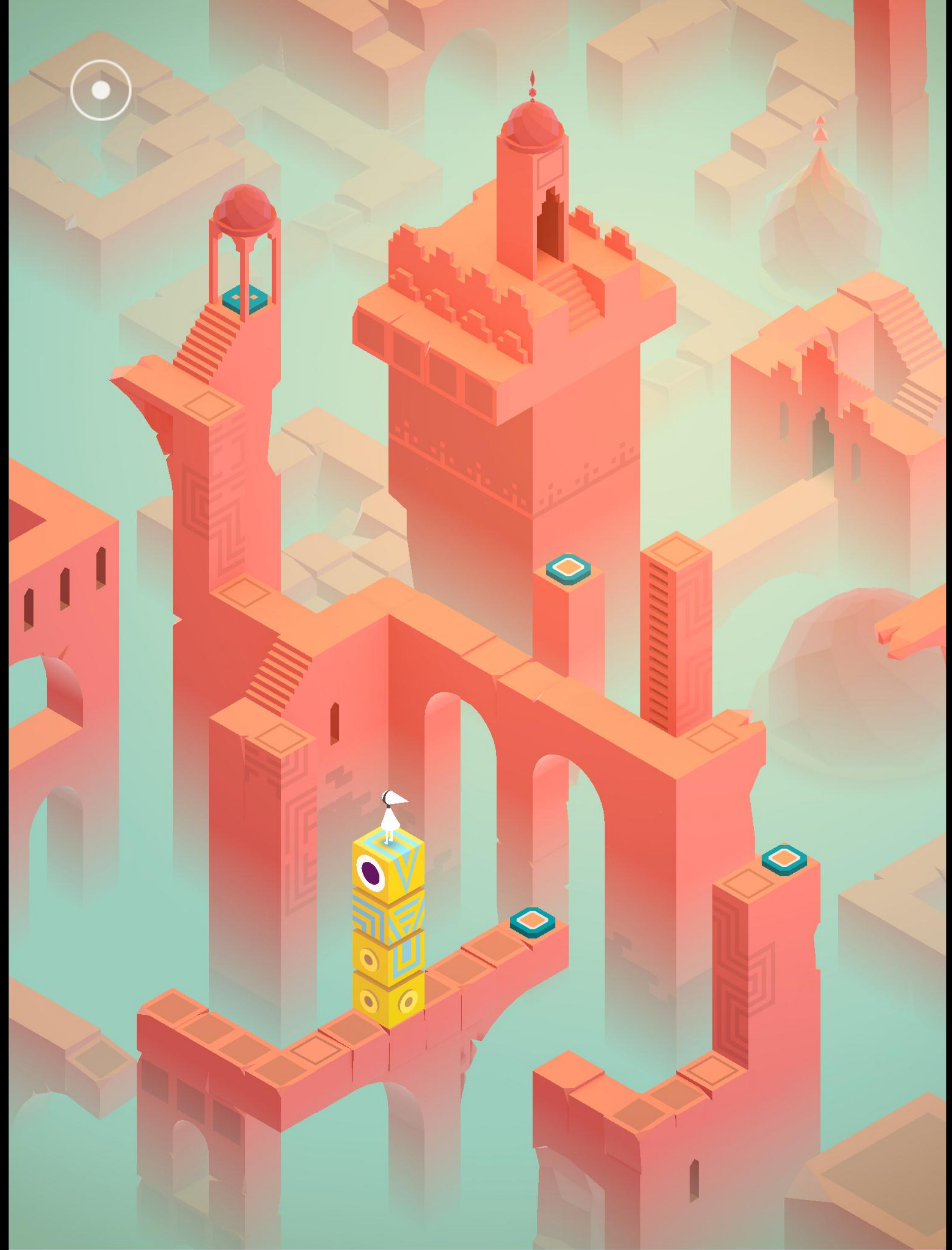
MAKE DREAMS COME TRUE
让梦想成真



《魔兽世界》，暴雪公司

共同的回忆





WHY ASPIRE TO MORE THAN ENTERTAINMENT?

为什么追求娱乐之上的东西？

1. STAND OUT FROM THE CROWD 在人群中脱颖而出

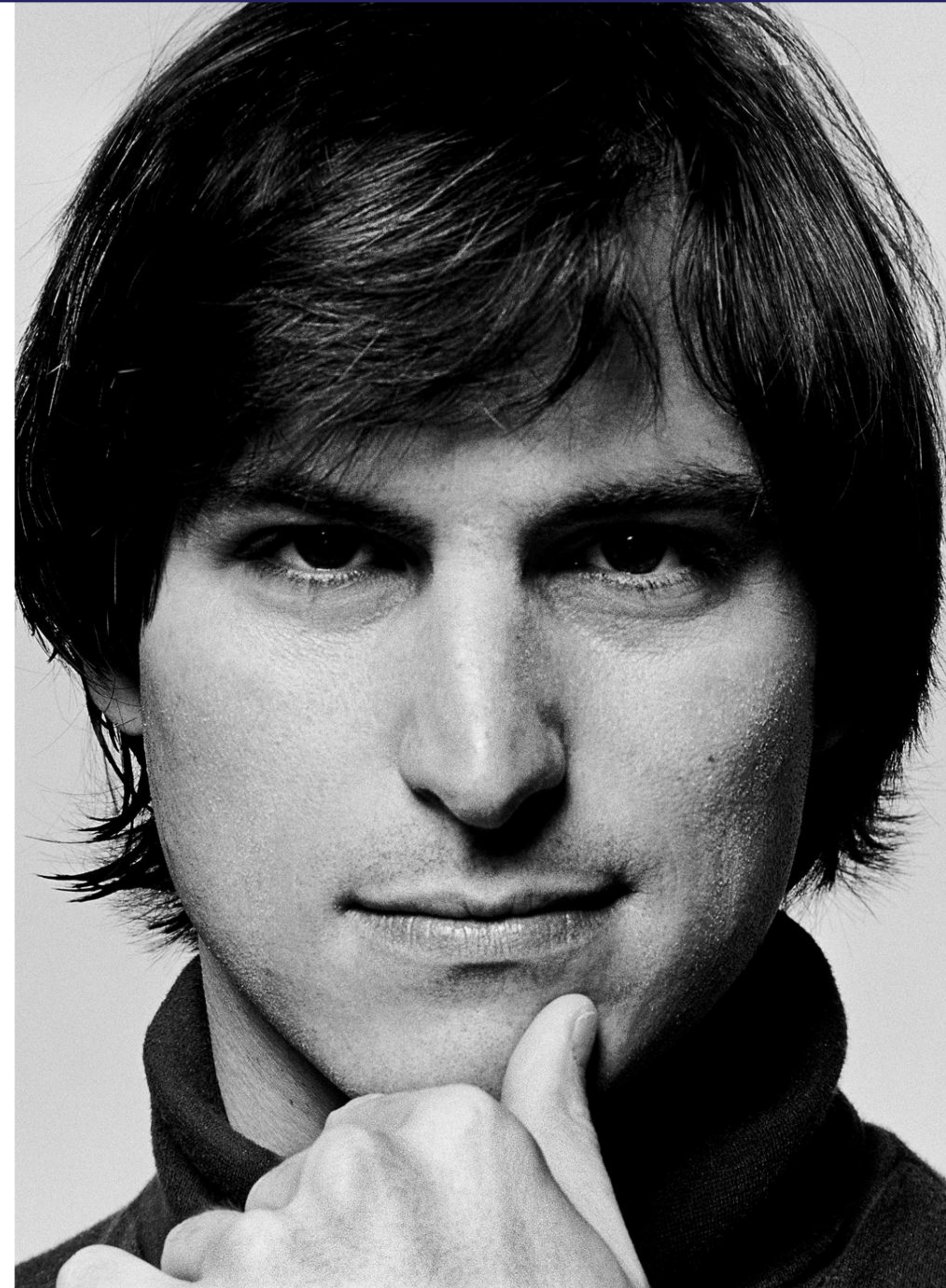
2. BECAUSE WE CAN 因为我们可以做到

“DO YOU WANT TO SELL SUGAR WATER FOR THE
REST OF YOUR LIFE? OR DO YOU WANT TO COME
WITH ME AND CHANGE THE WORLD?”

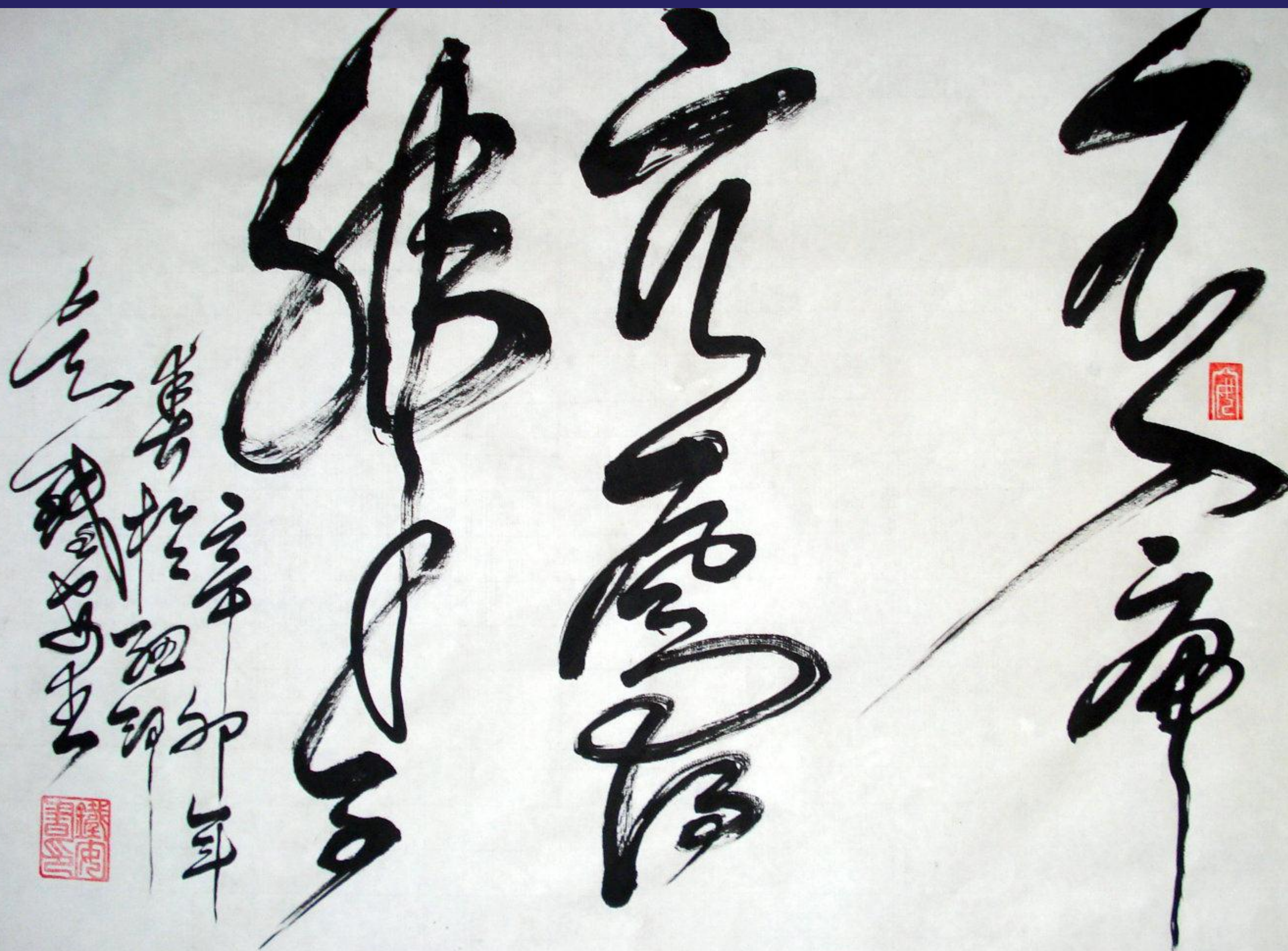
—STEVE JOBS

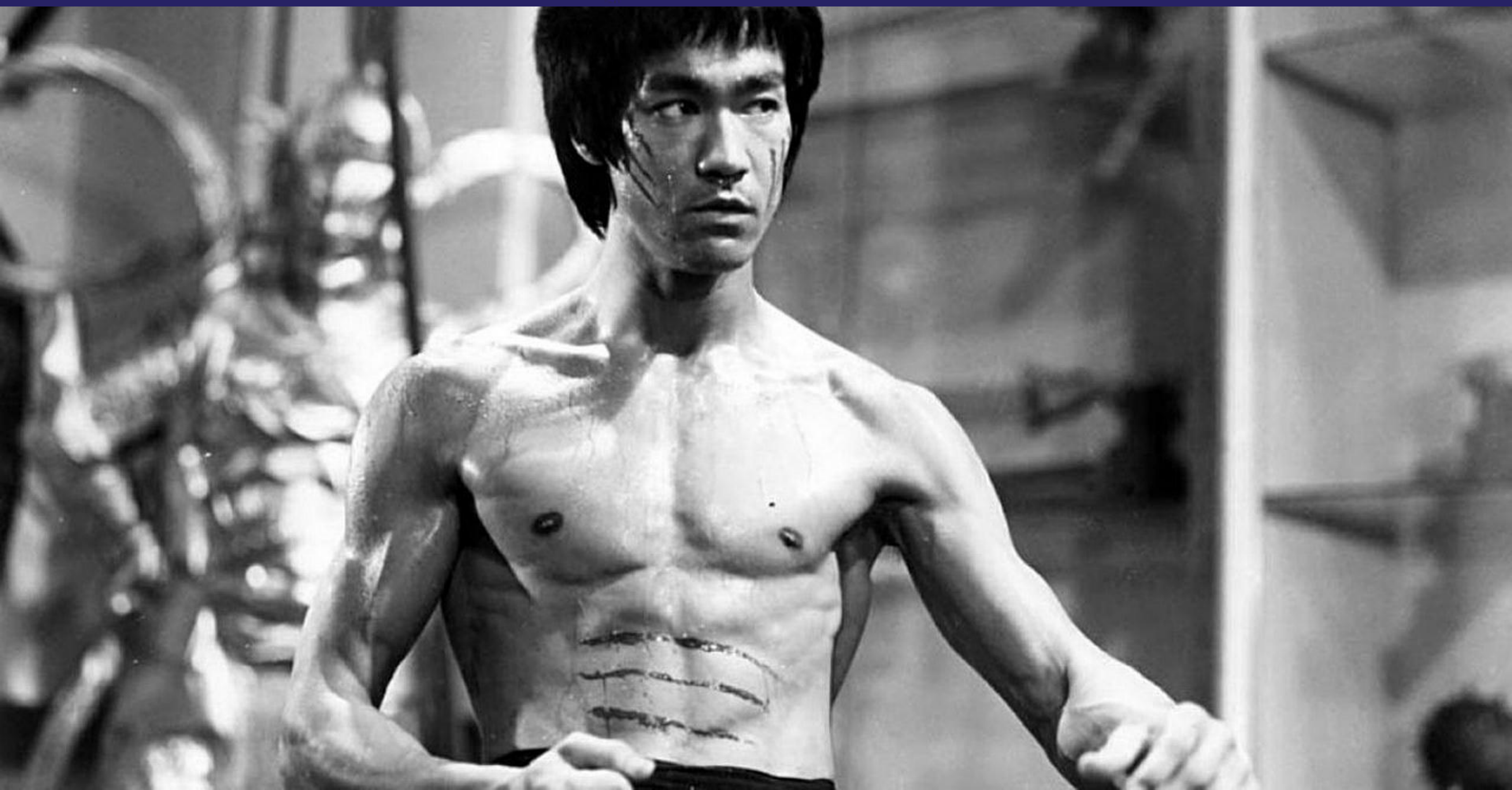
“你想卖一辈子糖水？还是跟着我一起改变世界？”

——史蒂夫乔布斯













文化

CULTURE

THANK YOU 谢谢

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[KEN@USTWO.COM](#)

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