

80 天

让游戏讲述故事

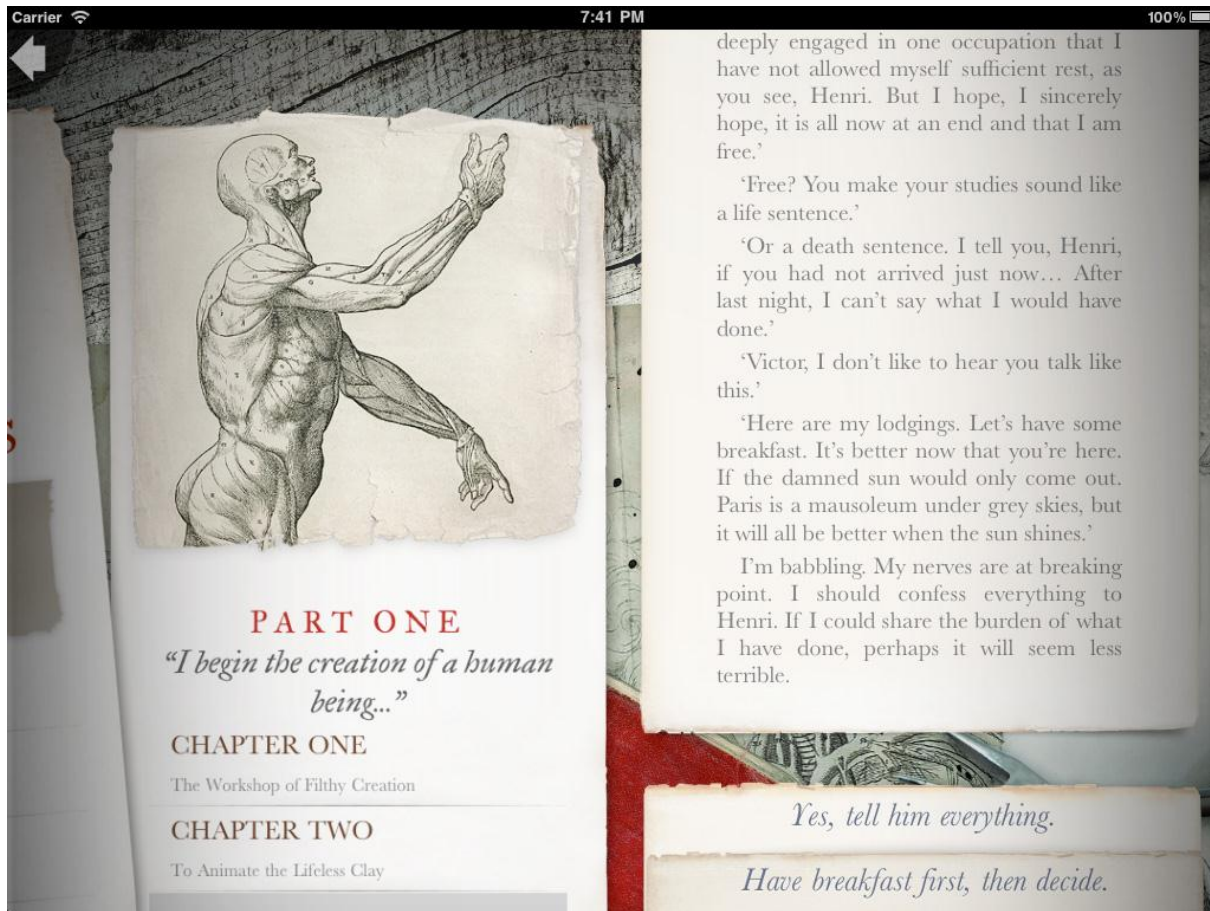
Jon Ingold
创意总监, inkle



GAME DEVELOPERS CONFERENCE™ CHINA
SHANGHAI INTERNATIONAL CONVENTION CENTER
SHANGHAI, CHINA · OCTOBER 19-21, 2014

简介

- Inkle是一家怎样的公司？
 - 成立于两年前
 - 计划与图书出版商合作
 - 核心技术: 互动文本引擎



PART ONE

"I begin the creation of a human being..."

CHAPTER ONE

The Workshop of Filthy Creation

CHAPTER TWO

To Animate the Lifeless Clay

deeply engaged in one occupation that I have not allowed myself sufficient rest, as you see, Henri. But I hope, I sincerely hope, it is all now at an end and that I am free.'

'Free? You make your studies sound like a life sentence.'

'Or a death sentence. I tell you, Henri, if you had not arrived just now... After last night, I can't say what I would have done.'

'Victor, I don't like to hear you talk like this.'

'Here are my lodgings. Let's have some breakfast. It's better now that you're here. If the damned sun would only come out. Paris is a mausoleum under grey skies, but it will all be better when the sun shines.'

I'm babbling. My nerves are at breaking point. I should confess everything to Henri. If I could share the burden of what I have done, perhaps it will seem less terrible.

Yes, tell him everything.

Have breakfast first, then decide.

《巫术》、《巫术2》(2013)

- 我们对**互动故事**的第一次进化
- 围绕**一张地图**展开
- **轻游戏元素**:
 - 物品、资源、健康





为什么采用80天这

- 具有认知度的IP
 - 但可以自由利用
- 游戏玩法上具有良好的可供性
 - 玩家“能够获得他们所期望的东西”
- 按章节组成 - 易于扩展
- 吸引探险家和冒险家



游戏设计

最初的设计 - 以《巫术》为基础

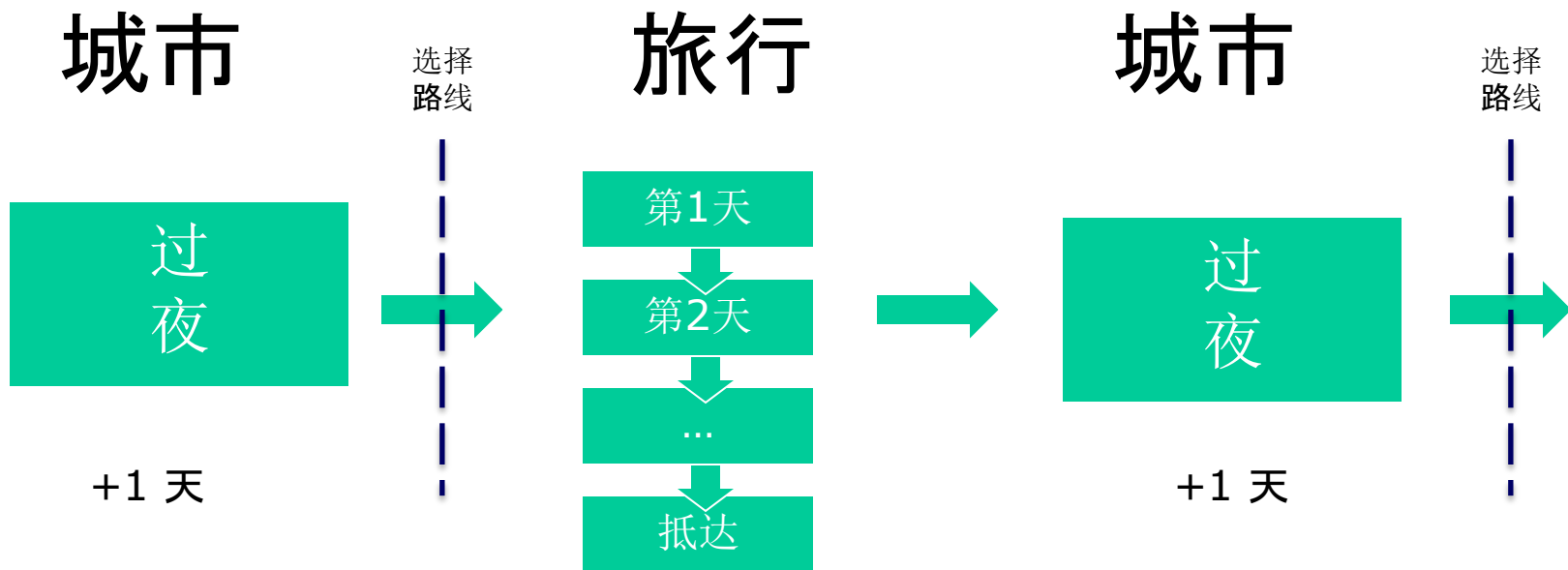
- 故事
 - 由主人公按照自身性格进行叙述
 - 游戏中每一“天”的内容都是根据选择来决定的
- 资源
 - 时间、金钱、健康
- 物品和交易
- 在全球版图上进行路线规划

其他概念

- 和各种角色进行对话
- 加速旅行要付出昂贵的费用
- 等待解锁的“秘密”路线
- 显示同时在线的其他玩家的信息
- 没有死亡！没有存档！可重玩的设计！

游戏流程

最初的游戏流程



问题

- 非常刻板的结构
- 文本“减缓”游戏过程
- 旅程的选择是最有趣的部分
 - 但被“锁”在内容后面！

迭代：哪些是重要的？

- 故事
- 资源
- 物品
- 路线规划



- 时间
- 旅行
- 后果
- 对话

解决方案 - 让故事变得可选！

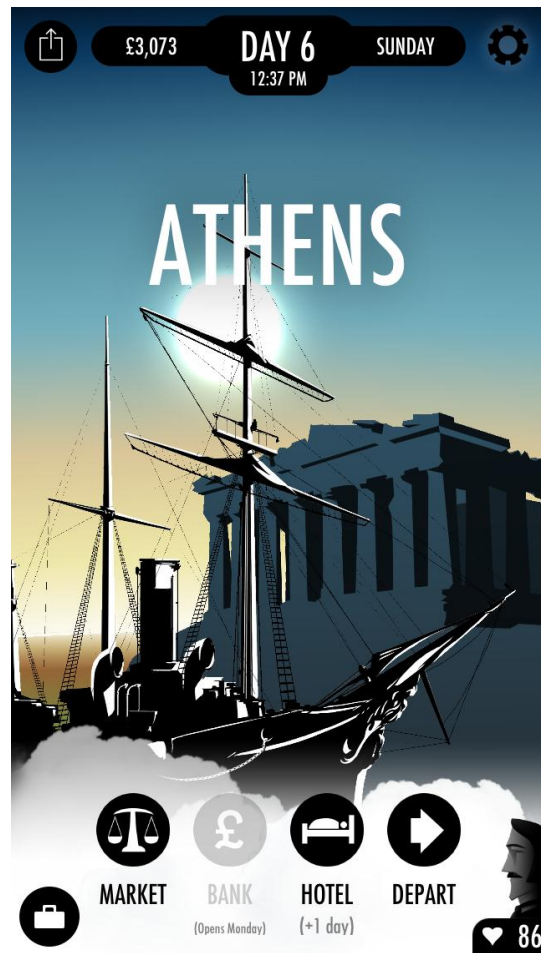
- 故事变成游戏的“心脏”，而不是脊梁
- 和《巫术》迥然不同！
- 99%的文本内容保持不变
- 故事变成机会，而不是单调的日常

“了解规则，赚取奖励”

- 玩家了解游戏的规则，接着利用它们
- 最初的设计：故事是规则的集合
 - 玩家无法“利用”它
- 二次设计：故事是奖励
 - 玩家花费“时间”来获得一个故事作为回报

二次设计

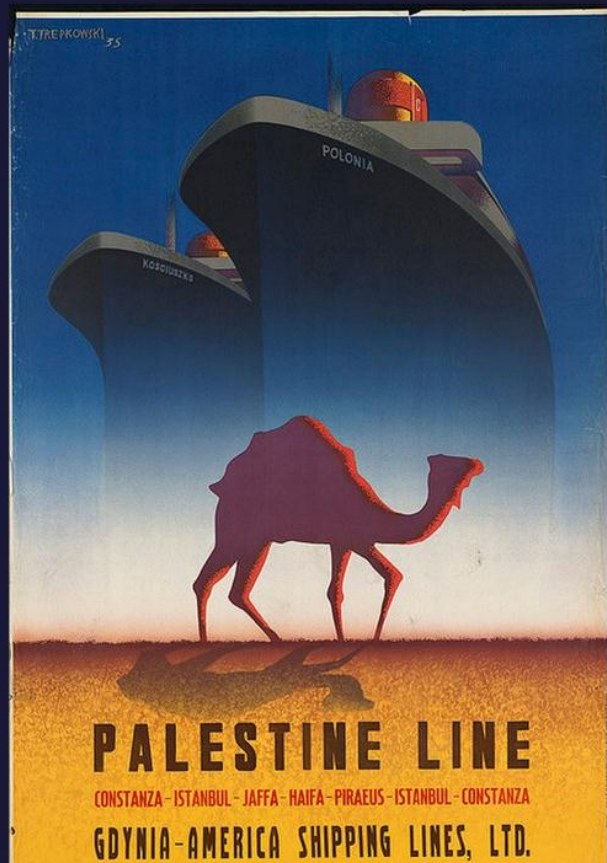
- 城市作为菜单标志
 - 市场、探索、行程选择
- 探索
 - 可选，但能够进一步解锁路线
- 流程基本上是一样的...
 - 但是交由玩家来控制！



视觉设计

目标

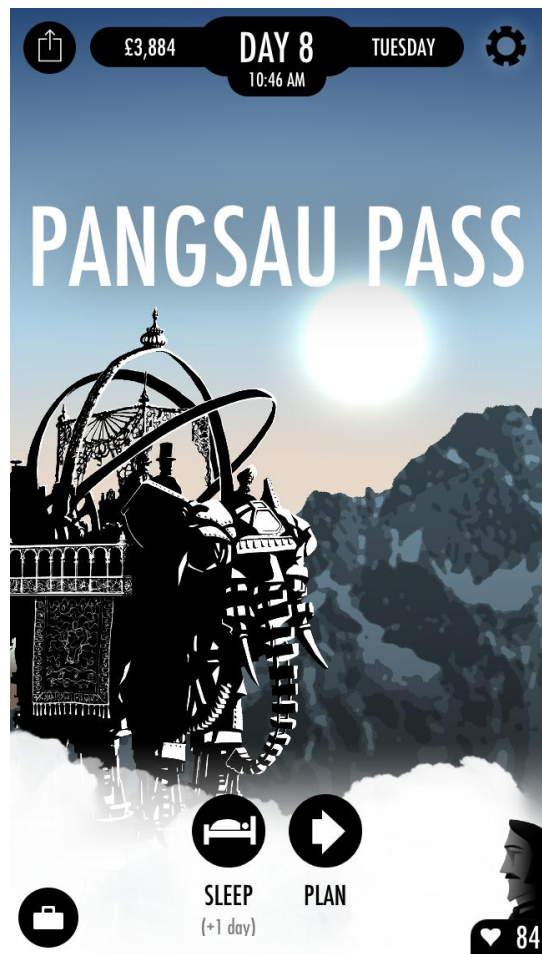
- 干净，极简的美学
 - 受到iOS 7《DEVICE 6》的启发
- “复古未来主义”的氛围
 - 避开传统的蒸汽朋克
 - 受到1920年代旅行海报的启发





We arrived at Dvarka quite exhausted.
A young lady in a bonnet greeted
me...





旅行

- 游戏的大部分时间都在旅行
- 尝试了各种“世界”视角...



旅行

- 回到一个经典作品上:《夺宝奇兵》(Indiana Jones)





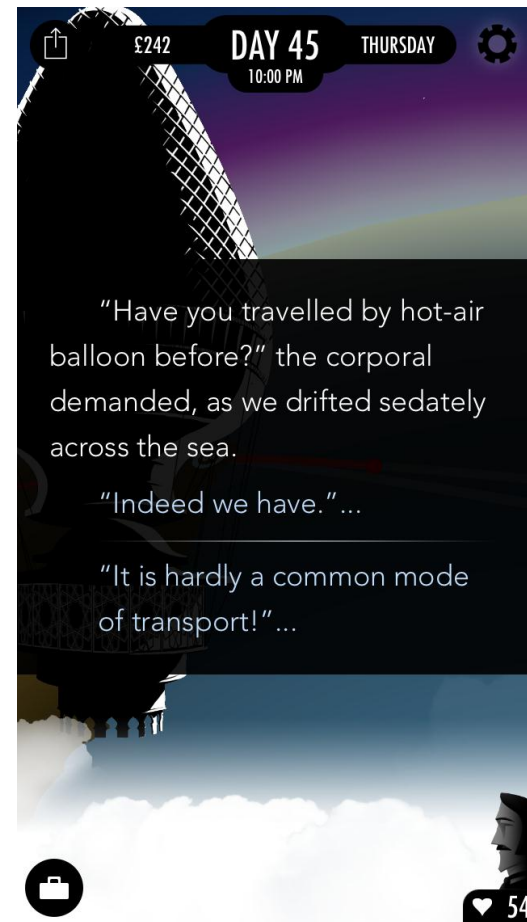
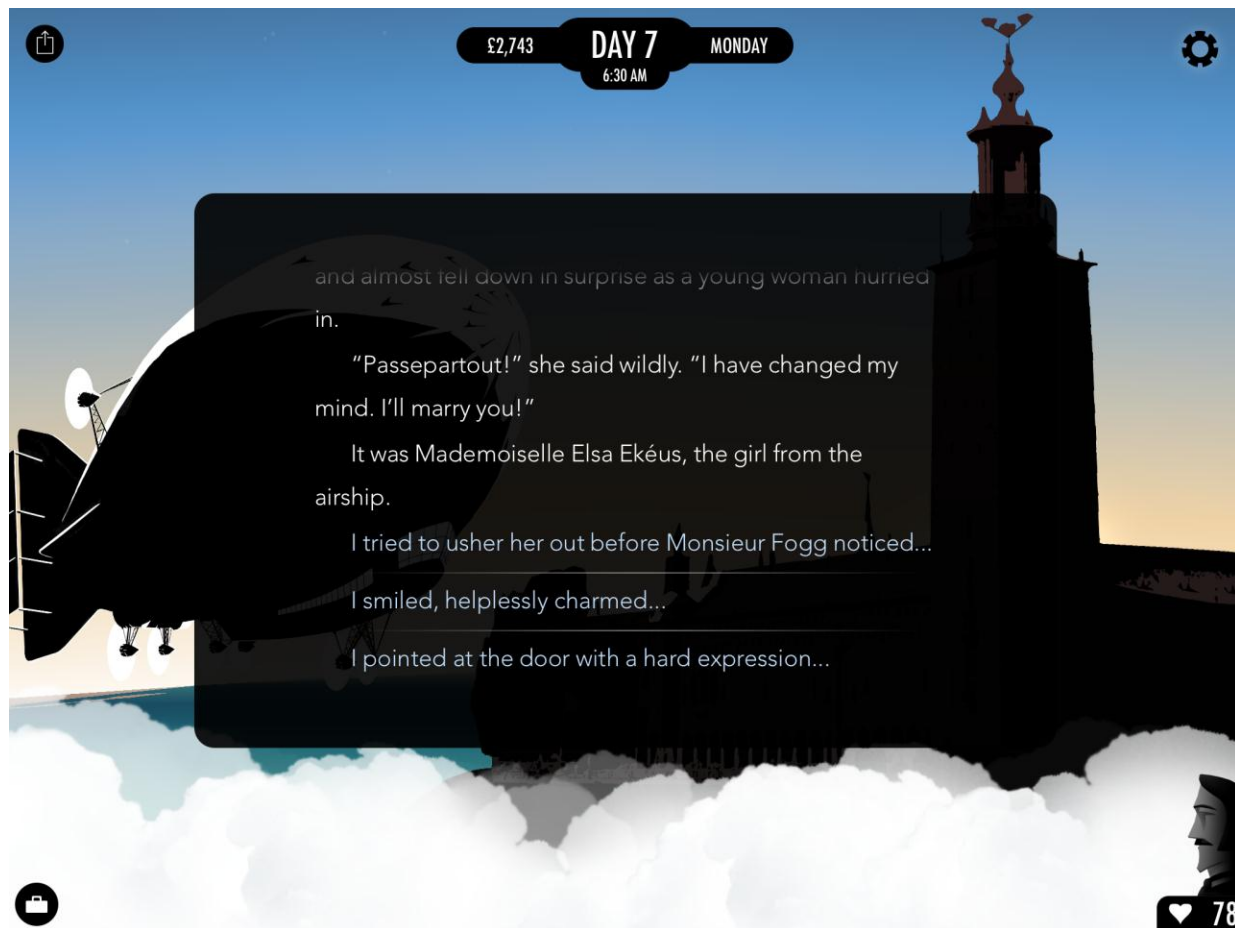
动画的修饰作用

- 日/夜循环
- 每一次移动的自定义运动路径
- 转换 – 在iOS平台上很重要！

文本演示

- 尝试了不同的选择界面
 - 滑块、滚动
- 直线的选择总是令人感觉更好
- 文字滚动的方式很重要！

内容



目标

- 抓住原创的精神
- 挑战凡尔纳殖民主义的假设
- 轻科幻的“惊奇感”

文本内容

- 聘请了一名作家(Meg Jayanth)
 - 在我们之前开始工作
 - 富有精湛的写作技巧和创意
- 100多个小时的研究
- 最终内容超过50万字
 - 专业校对
 - 针对游戏玩法和屏幕布局进行编辑

内容脚本编写

- 按照“章节”编写
 - 但任何一个章节都与其他章节有关
- 对作家友好的脚本格式
 - 对校对人员也一样友好！
- 在继续之前所有内容都要经过“代码审查”

beijing.ink

File Path ▾: ~/inkle/80Days/ink/80days/cities/beijing.ink

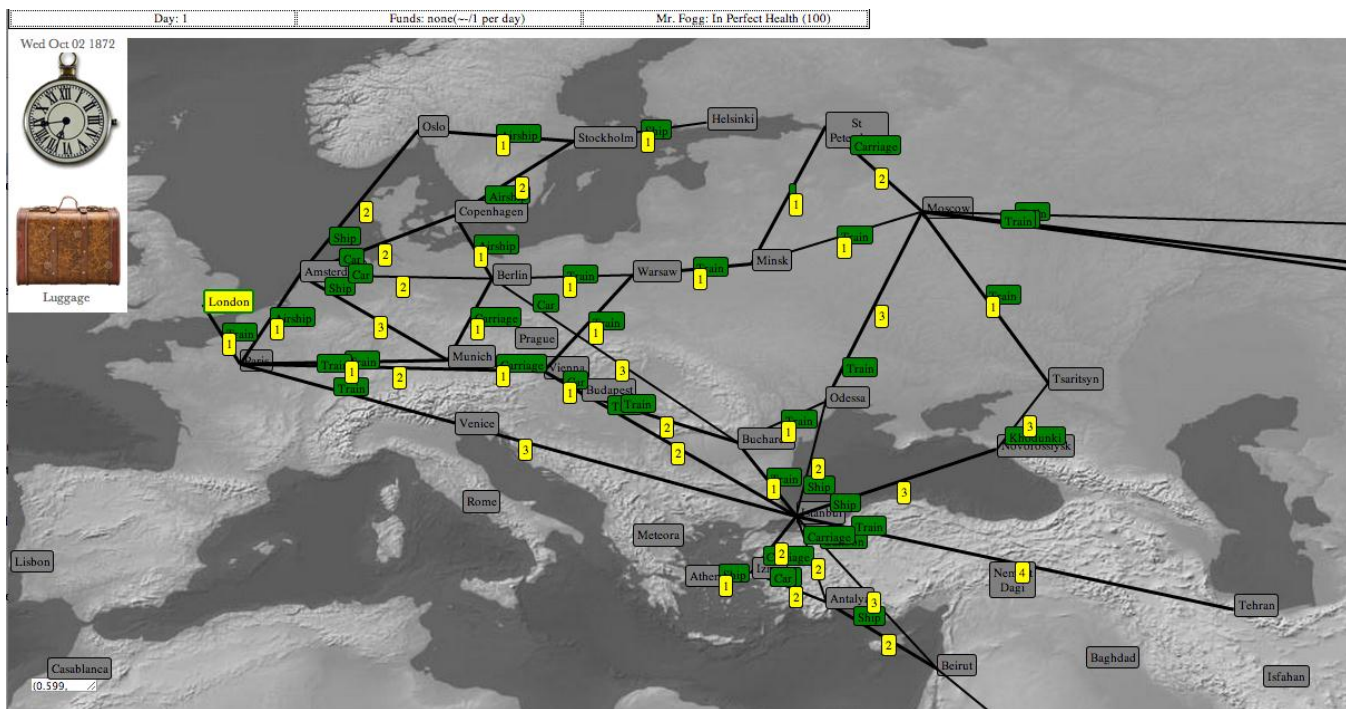
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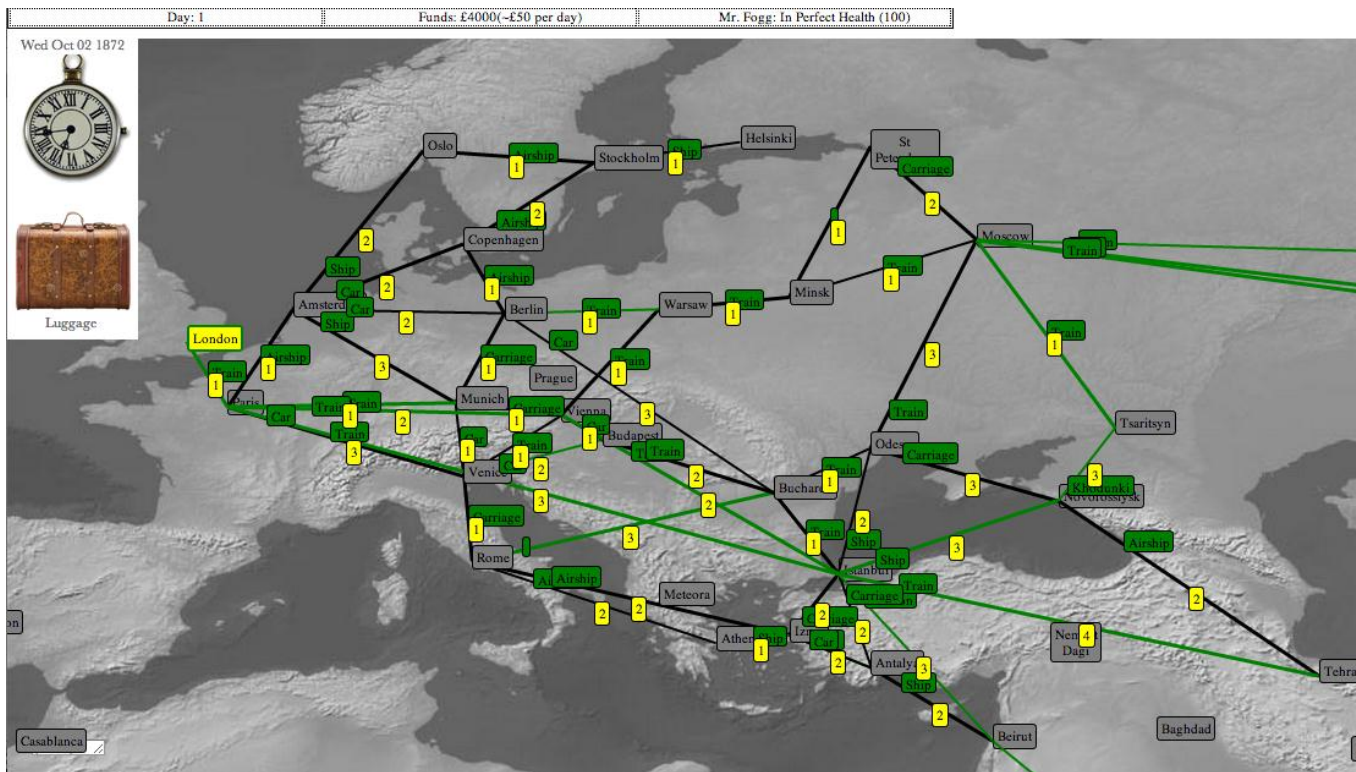
1 //BEIJING, CHINA
2 //VARIABLES
3 //--JOURNEYS-
4 //--CHARACTERS-
5 //--ITEMS-
6
7 weave:beijing
8 - There were no airships sailing across the Beijing sky, nor any evidence of electrification
9   *...though the Chinese did not shun all technology[]. Palanquins were drawn by intricately worked and gilded iron lions as often as human
... servants, and I saw -->
10   *...even in the richer areas[] where a few exceptions to the rule might have been expected. However, I did see a few devices: -->
11 - animated metal-and-jade dragons
12   * ... perched on the gables of imperial buildings[], breathing curls of steam-vapour and flapping their enamel-feather wings.
13   * {herat} ... that would not have looked out of place[] in the Toymaker's shop in Herat - and looked about as vicious as one might have
... expected from that gentleman!
14   * ... that snapped and glared at passers-by[], perhaps to discouraging thieving.
15 - Furthermore, I was lucky enough to catch
16   * ... a performance of the famed Sui Shi Opera[], the cast consisting entirely of "hydraulic elegances": automata by another name.
17   ** I was told it was an ancient tradition[], begun over a thousand years ago by Huang Gun, an engineer who had made Sui Shi wine-pourers
... and musicians, dancing girls and acrobats for his Emperor's court. True? Perhaps so.
18   ** No other nation boasted such a tradition[]; though the Artificers Guild manufactured the bodies and mainsprings of the performers, their
... complex facial mechanisms were built by imperial artisans in strict secrecy.
19   -- -> chinese_opera
20   * {overnight} ... the inside of a most comfortable hotel[], complete with a complex of steam-rooms powered by a cunning arrangement of
... heating underground viaducts.
21   ** My master no doubt wondered if we could sail them in a canoe[] but for myself, I was content to lie back, and sweat a little on the
... tiles!
22   ** Where all the heat originated was a puzzle[] - perhaps it was the dragons, but more likely, the solution lay in the bore-holes in
... the hotel's courtyard, which the proprietor claimed went down nearly a hundred feet.
23   -- ~ heal(MINOR)
24   -- Did the streets of Beijing have sights to offer a traveller? Perhaps. I did not leave my comfortable room. -> DONE
25   * {not overnight} ... a little of the people as well[]: on the walk across the city we passed -> beijing_addicts
26

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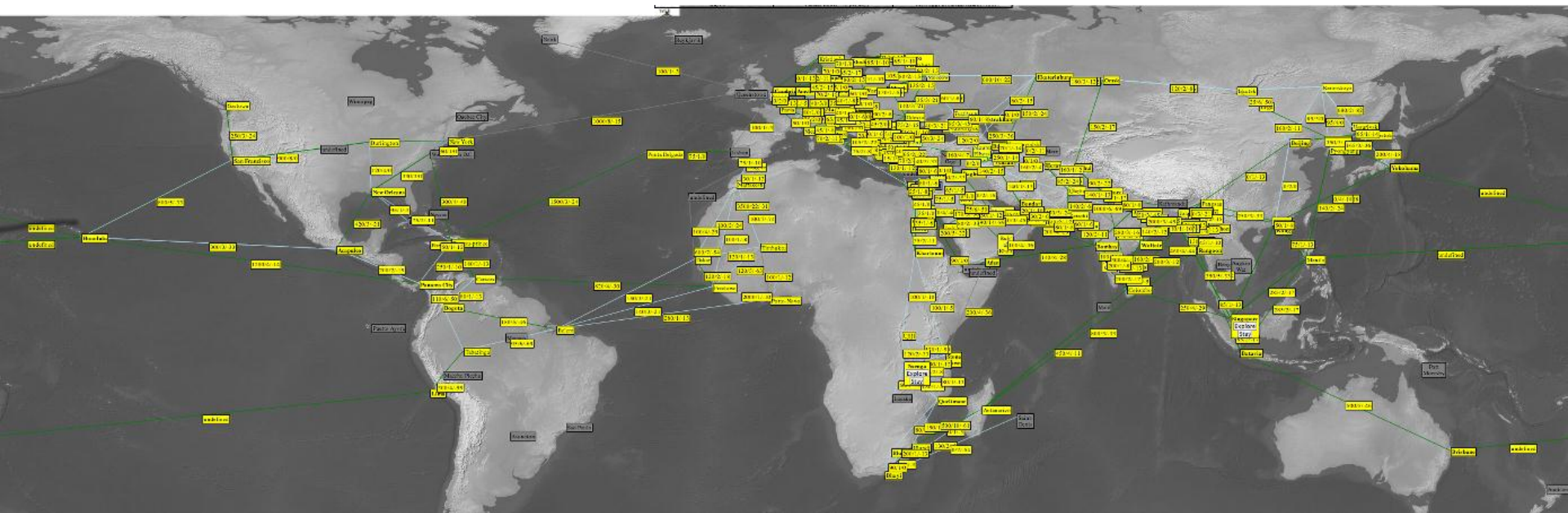
扩展 从20个城市、40个行程



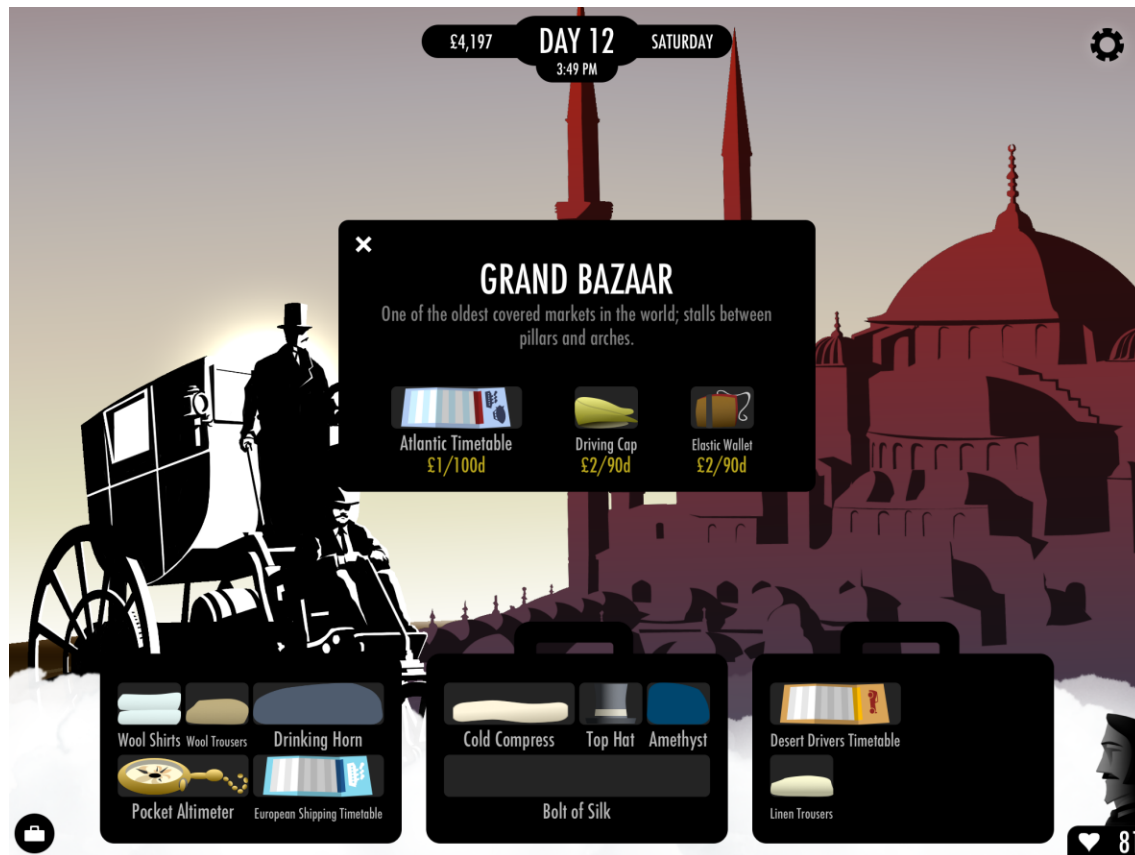
扩展到



扩展到.... 150个城市、371个行程



世界经济

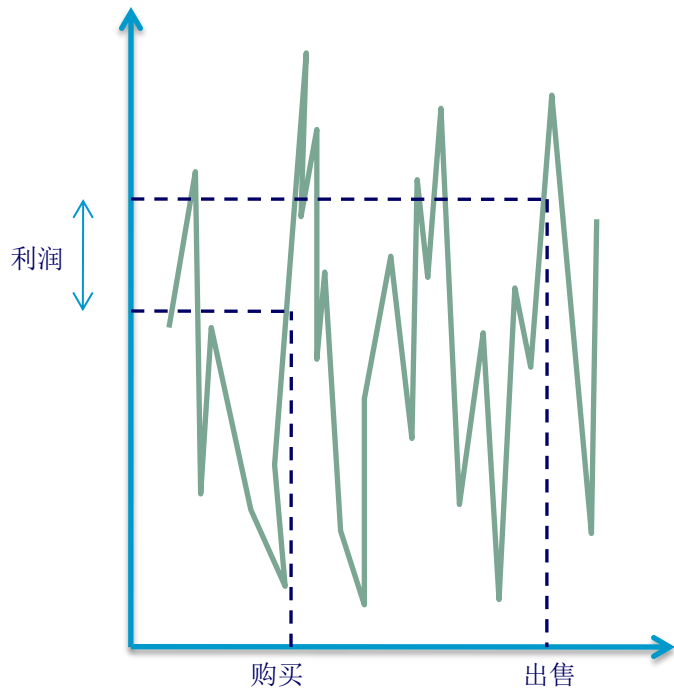


交易游戏设计

- 以营利为目的购买/出售物品
- 价格算法需要多次迭代
 - 尝试过随机定价
 - 相反的, 采用了“价格带”机制

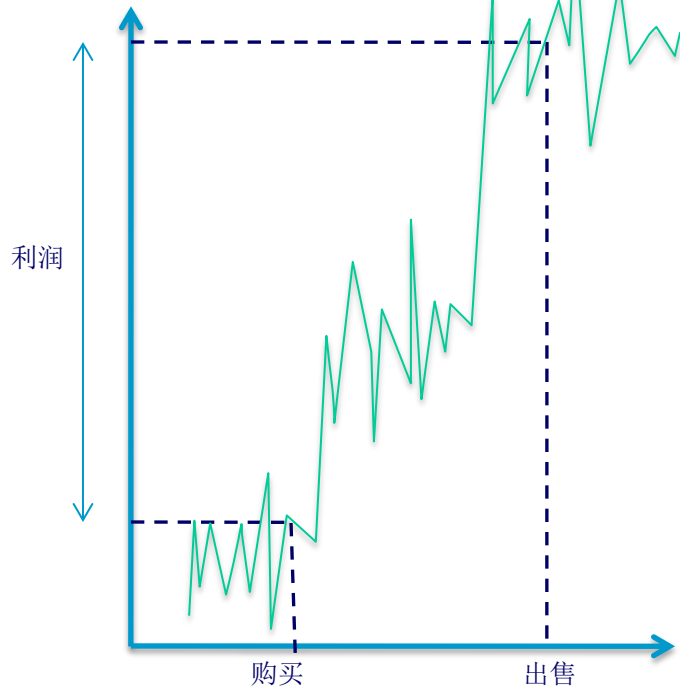
随机模型

价格

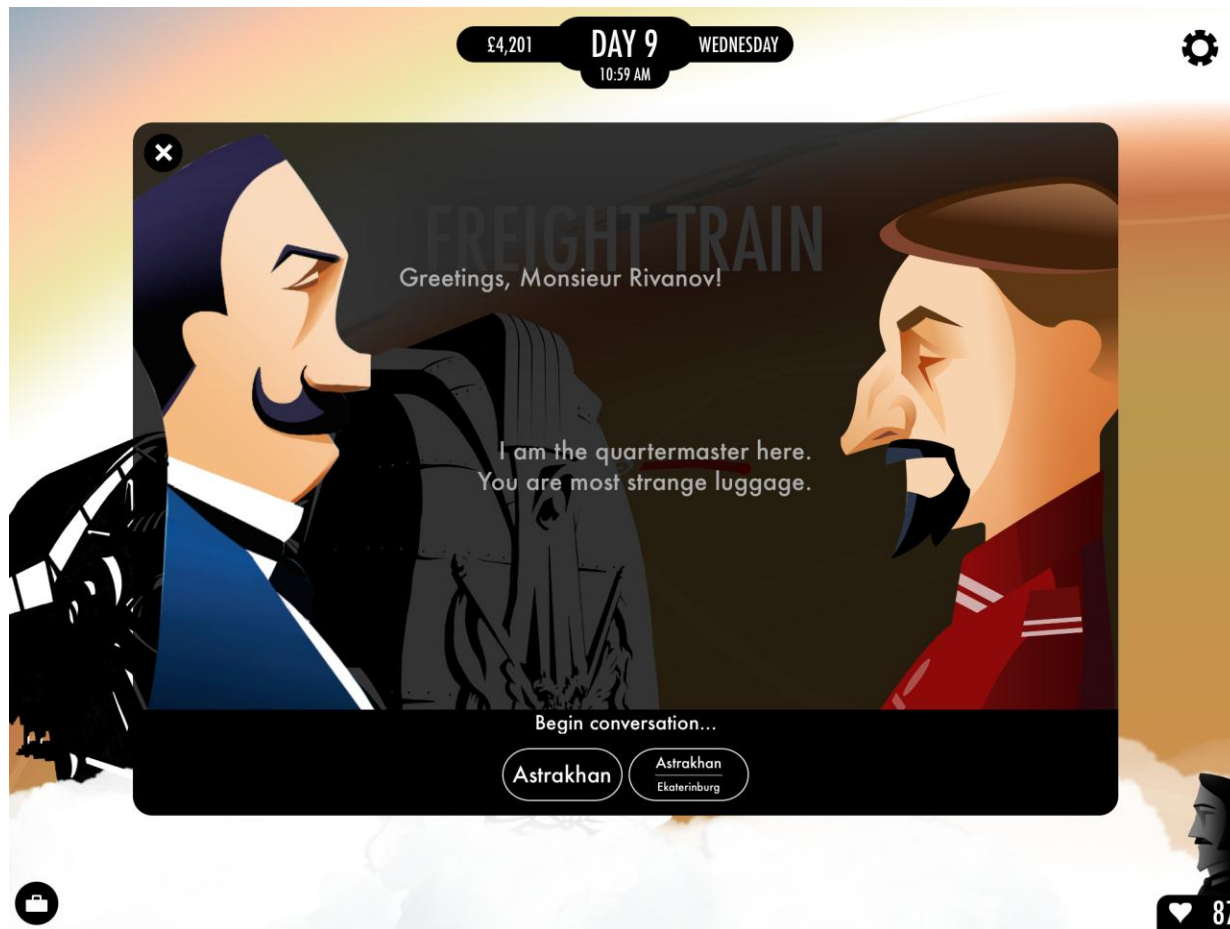


绑定模型

价格



对话



对话设计

- 旅行中的简单“小游戏”
- 希望在游戏中出现“人脸”
- 用来了解路线

对话设计

- 经历了数次迭代
 - 制作简单的东西反而出人意料的困难
- 以主题的连接为基础
- ...并不是一个非常严肃的对话系统





多人在线



多人要素的目的

- 使游戏看上去“很忙”
- 提供“分支路线的线索”
- “只有良性的互动”
 - 受到旅行的启发

需要一种非同步设计

- 同步连接
 - 非常广阔的游戏世界
 - 匹配连线十分慢而且不可靠
 - 人们的阅读速度各不相同！

“具有社交性”但不是“多人游戏”

- 最终的设计是轻量级的设计
 - 提供程度适中的竞争
 - 在世界地图上的活动
 - 使游戏变得“可浏览”
- 添加更好的分享功能来作为代替
 - 分享 & 加载朋友的路线



总结

大受欢迎！

- 在英国和美国获得编辑推荐
- 《Edge》杂志评分达到9分(10分制)
- Metacritic八月份排名第一的iOS游戏
- ...我们非常的惊讶

主要优点

- 一个目标贯穿了整个游戏
- 游戏内容给人的感觉“正是玩家想要的”
- 不断前进的感受
 - 跟随游戏发展的实时计时！
- 具有高度的可重玩性！

还有...

- 真正的互动性、具有适应性的叙事...
- 成千上万的具体选择...
- ... 没有AI故事讲述者喋喋不休地铺陈剧情废话

主要缺点

- 基本上不可能进行翻译
- 很难实现平衡
 - 有些玩家在50天内完成一周目游戏
 - 其他玩家要花费130天
 - ... 但平均值为78天
- 评论为“阅读”要素道歉

有什么问题吗？

感谢聆听！

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