



# EXPLODING THE BOX: THINKING DIFFERENTLY IN THE A + B ERA

DREW MURRAY  
GAME DIRECTOR, INSOMNIAC GAMES

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015

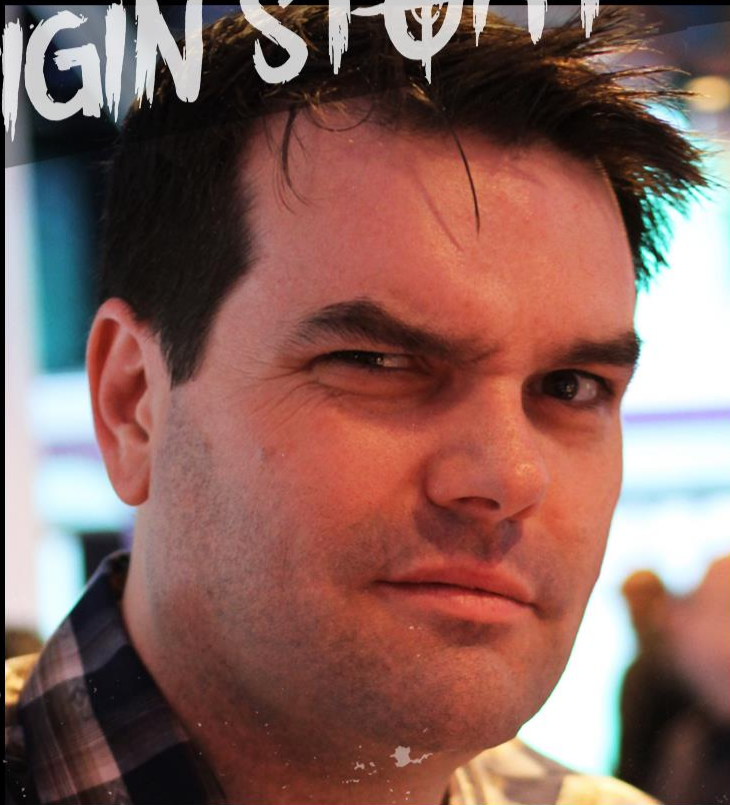


# ORIGIN STORY





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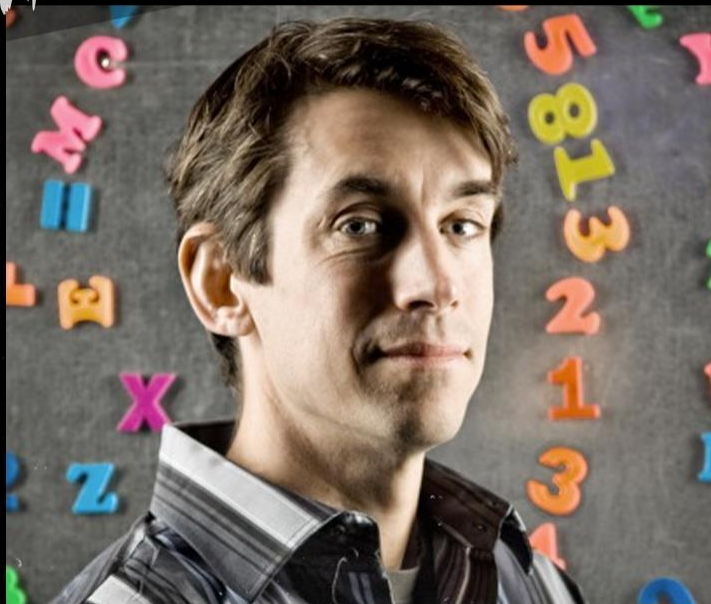
MARCUS SMITH  
(CREATIVE DIRECTOR)

A hand-drawn white arrow pointing from the text towards the portrait of Marcus Smith.





# ORIGIN STORY



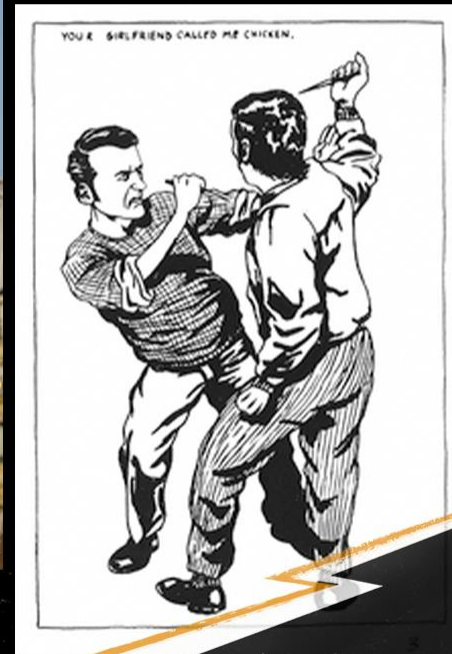
TED PRICE  
(INSOMNIAC C.E.O.)







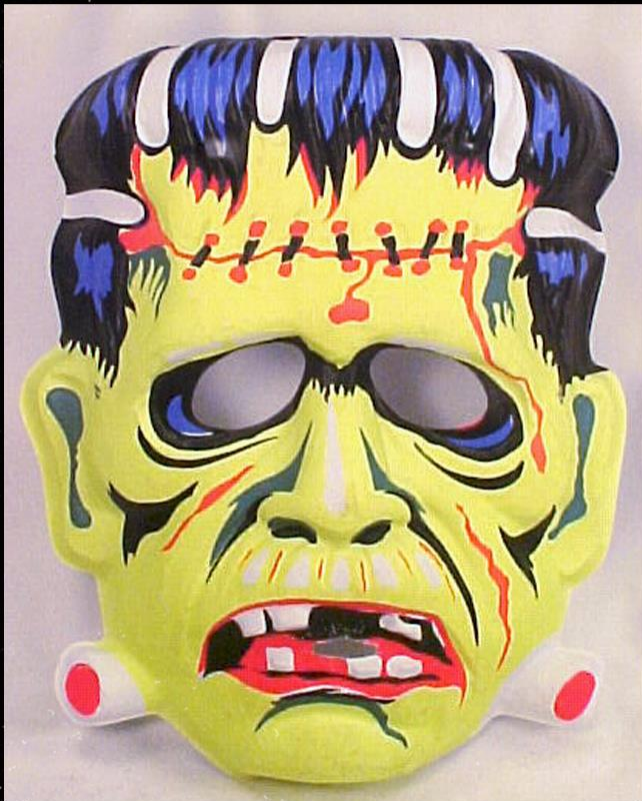
RULE #1:  
~~NO~~ OPEN WORLD GAMES























CORE TO DIRECTION:

- INSPIRATION
- COMMUNICATION
- CONVICTION



INSPIRATION



# COMMUNICATION





# CONVICTION



# INSPIRATION





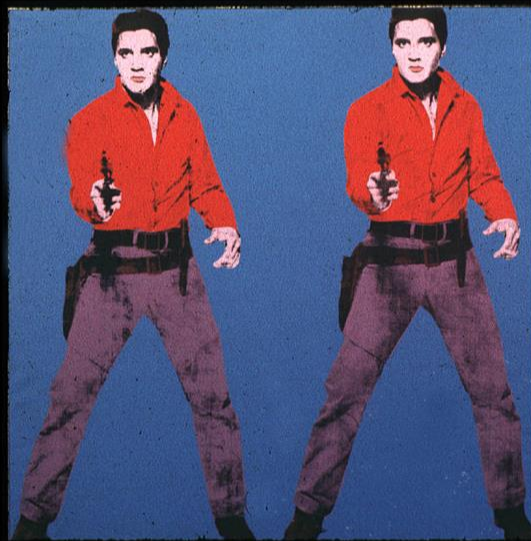
# INSPIRATION







# INSPIRATION





# COMMUNICATION





SCAVENGE BY DAY

DEFEND BY NIGHT

FIGHTING TO  
SURVIVE THE  
ROCK'N'ROLL  
END-TIMES



# A + B STATEMENTS

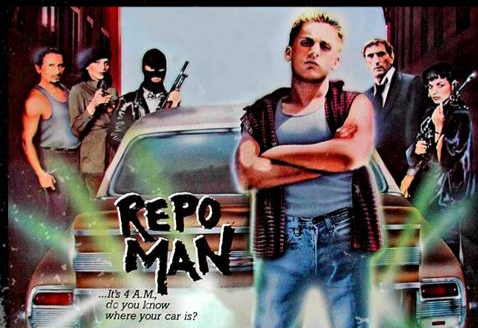




A + B STATEMENTS

CALLOF DUTY





SUNSET  
OVERDRIVE







MOVIE NIGHTS



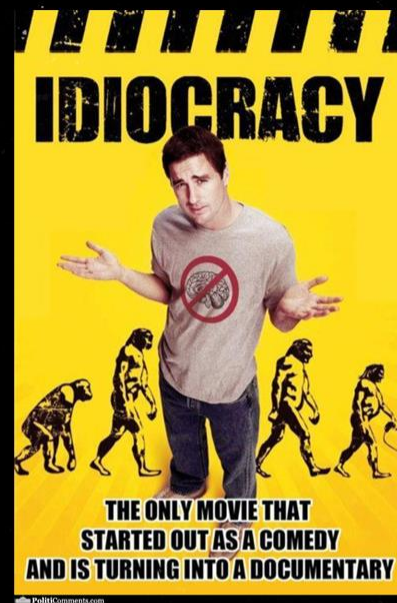


# MOVIE NIGHTS





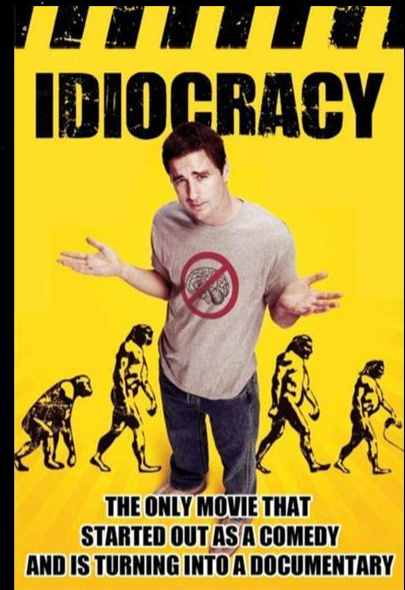
# MOVIE NIGHTS





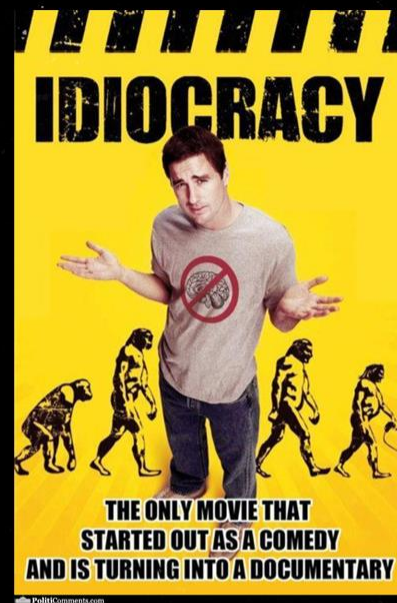


# MOVIE NIGHTS





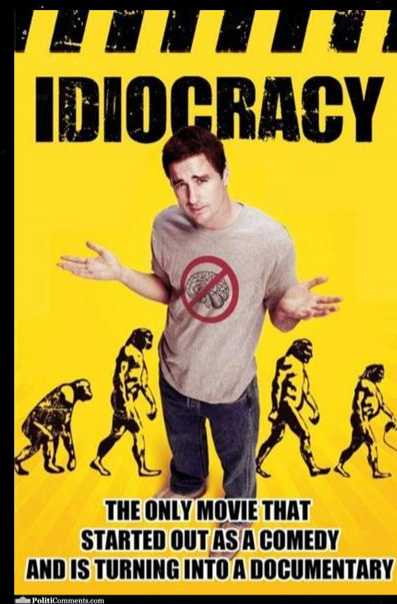
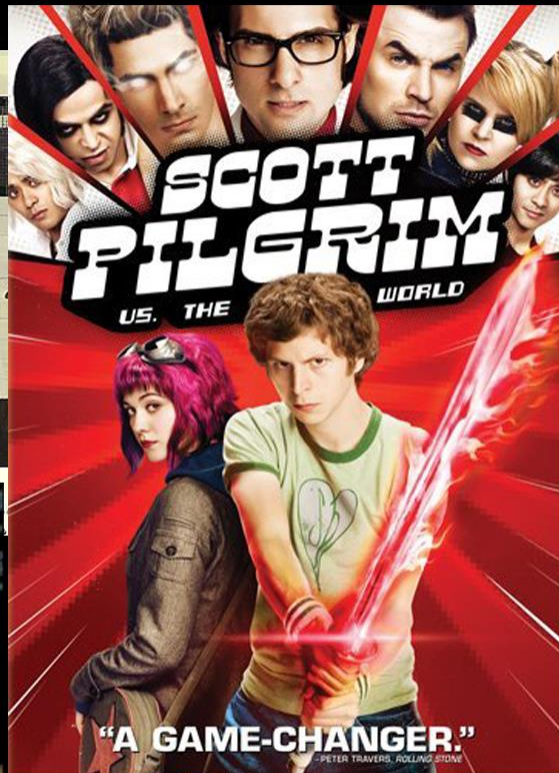
# MOVIE NIGHTS







# MOVIE NIGHTS





# SONG MISSIONS



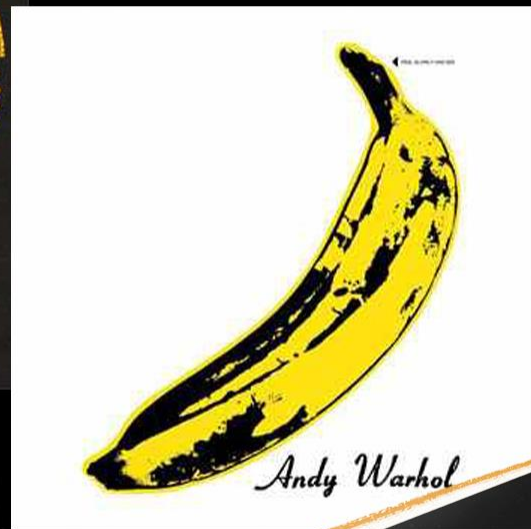


# SONG MISSIONS





# SONG MISSIONS







# SONG MISSIONS

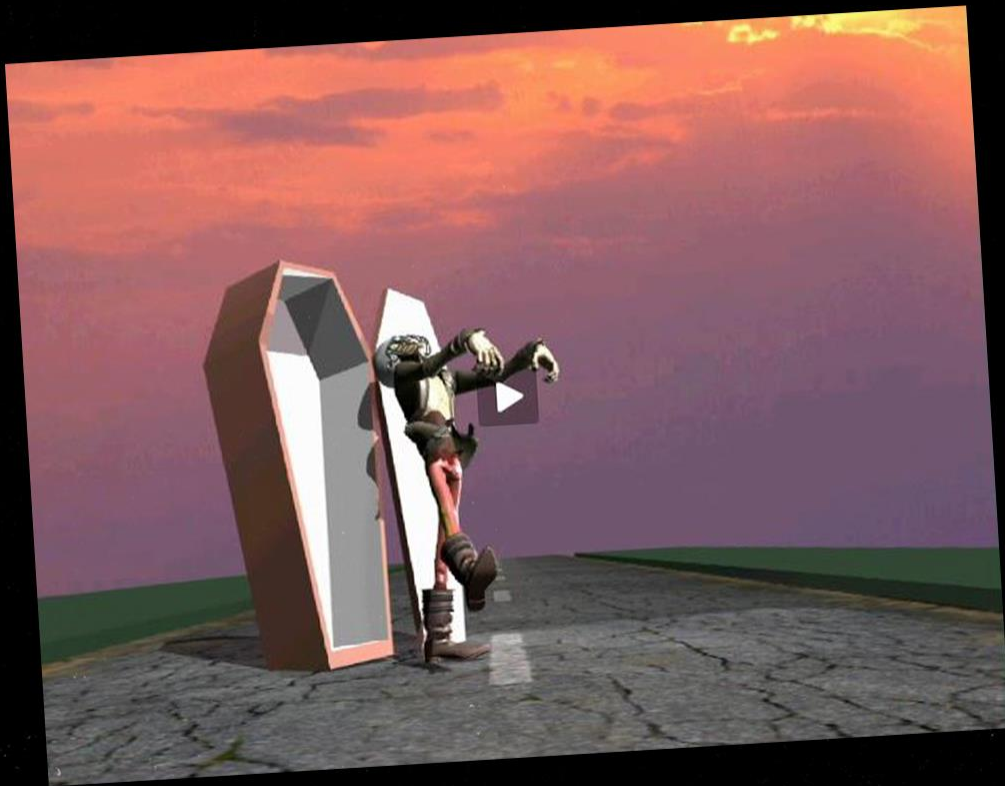




# RESPAWNS













# DESIGN PHILOSOPHY

## LESS TALK MORE ROCK

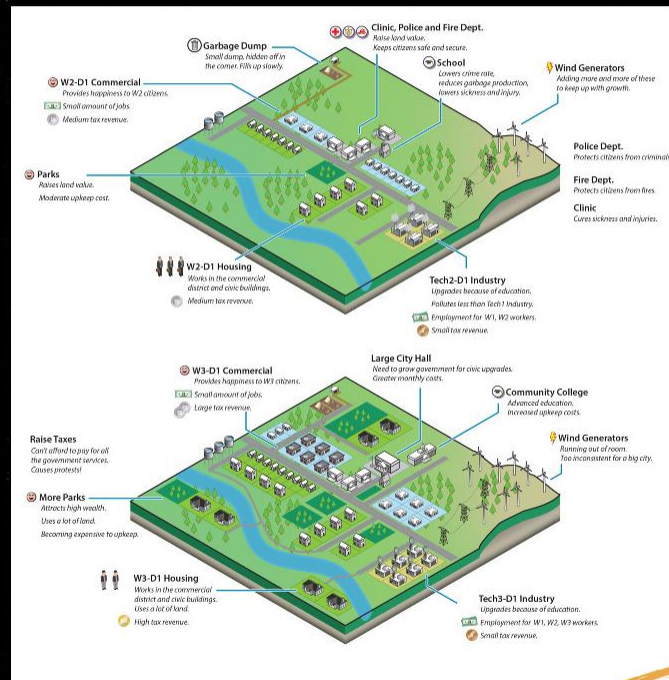
The native language of video games  
is neither spoken nor written

By [SUPERBROTHERS](#) • Presented by Brandon Boyer





# DESIGN PHILOSOPHY





# GAME JAMS









# CONVICTION









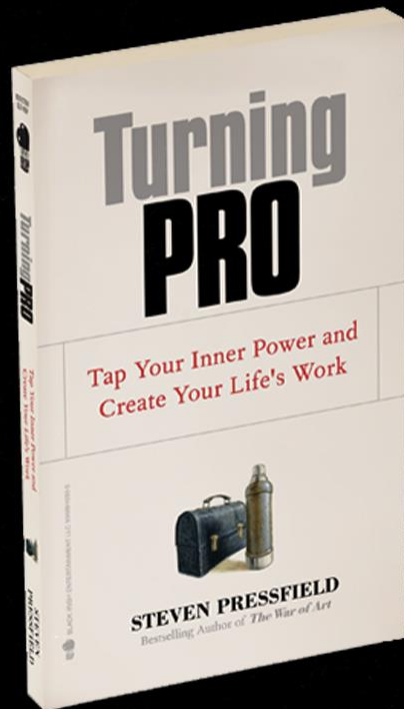


VANITY





VANITY





VANITY

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# Bill Cunningham New York

a film by Richard Press

"The most elusive and most visible fashion presence in New York has finally been captured on film, in a

**deeply  
moving,  
visually  
stunning**

documentary about New York Times "On the Street" photographer Bill Cunningham."

-San Francisco Chronicle

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VANITY













# SUNSET OVERDRIVE™

A thick, white, hand-drawn style lightning bolt graphic that starts from the bottom right and extends towards the center of the image.





# QUESTIONS?

**DREW MURRAY**  
**GAME DIRECTOR, INSOMNIAC GAMES**  
**@PLAIDKNUCKLES**