

PRsuccess.gif

Get your game across in 5 seconds

GDC 2019 TALK

@Olima / Thomas Reisenegger

MEMES

JOKES



SOMETHING FOR BABIES





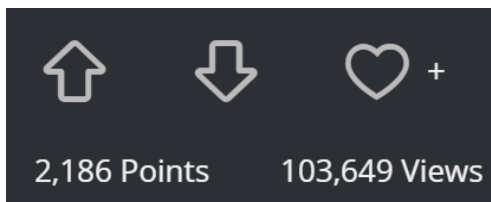
↻ 2.7K

♥ 7.0K

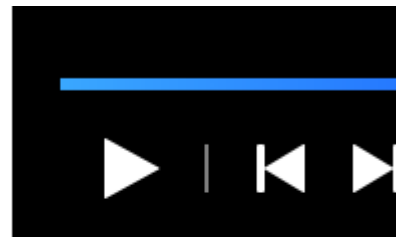
ROCK
PAPER
SHOTGUN
KOTAKU



twitch



imgur



1.6M views



\$\$\$\$\$\$\$\$\$\$
STEAM®
\$\$\$\$\$\$\$\$\$\$

Table of contents

1. What a good gif looks like

2. How to make pretty gifs

3. Where and how to use gifs

How to really pronounce gif?

howtoreallypronouncegif.com

GIFT



Gif is not a file format but a *philosophy*

Thomas Reisenegger

- **Future Friends Games, Founder**
Brighton, UK
- **Worked on communications of over 70 games**
League of Legends, Paladins, Northgard, A Normal Lost Phone, Orwell: Ignorance is Strength, What the Golf?, Jenny LeClue, Omno, Heaven's Vault, Recompile, Bury me, my Love



WHAT A GOOD GIF LOOKS LIKE

Chapter One

Gameplay gif



Show mechanics



Just cool



Funny

Bug gifs



47 Retweets 238 Likes

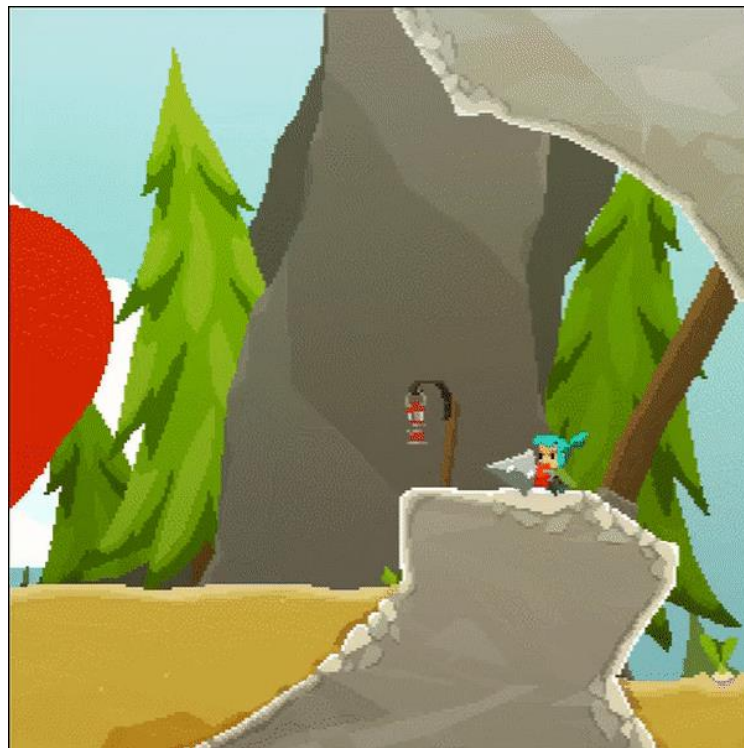
2,243 Points 110,630 Views



Joke gifs

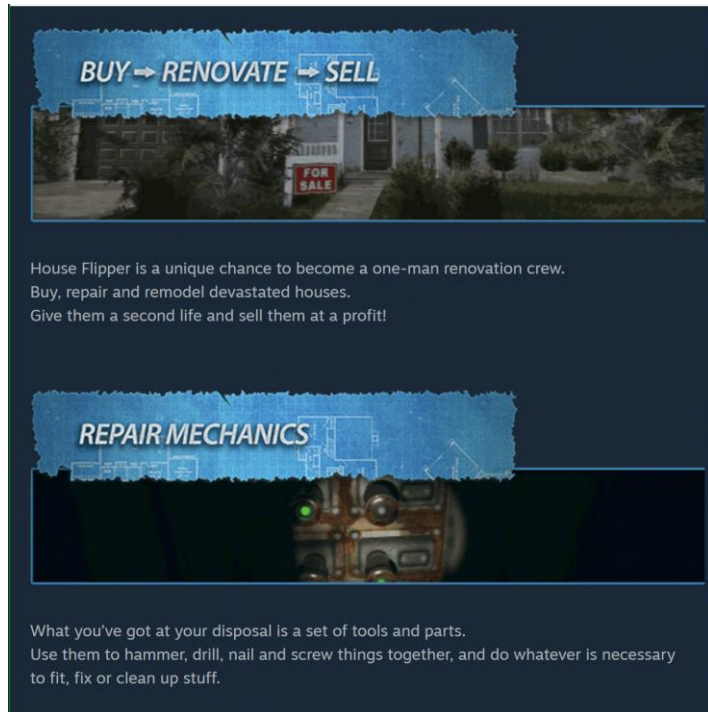


Pop culture



Event related

Asset gifs



SEASON 2



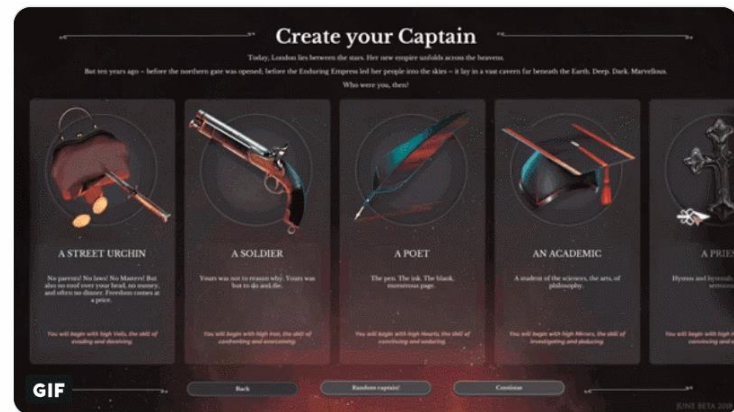
Failbetter Games @failbettergames · 5h

In Sunless Skies you play as the captain of a flying steam locomotive - the only question is - what kind of captain will you be?

Wishlist now on:

Steam bit.ly/2uA6USM

GOG bit.ly/2uBQ0dk



Main gifs



PROGRAM

What makes:

The GIFS that keep on giving



Eye catching



Assume the viewer does NOT your game



Needs to connect, not be complete



Love not likes

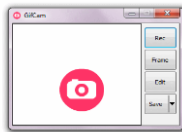
HOW TO MAKE PRETTY GIFS

Chapter Two

Step 1: Recording gifs

QUICK & EASY

On screen recording



- *Gifcam, Screen2gif, Licecap*
(direct gifs recording)
- *OBS, Fraps, Quicktime* (video recording)

Cut parts out from YouTube video

- [giphy.com](https://www.giphy.com)



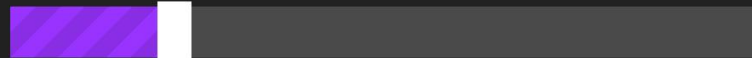
Trim your video

Use the sliders to select Start Time and Duration (or use your arrow keys to get really precise)

DURATION:

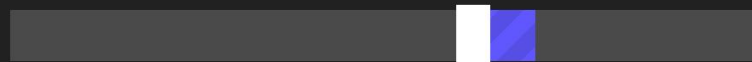
Seconds:

3.1



START TIME:

00:31



[Continue to Decorate](#)

Step 1: Recording gifs

QUICK & EASY

On screen recording

- *Gifcam, Screen2gif, Licecap*
(direct gifs recording)
- *OBS, Fraps, Quicktime* (video recording)



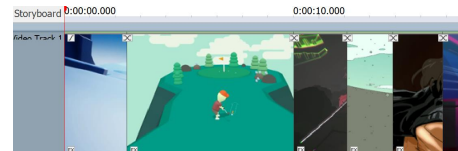
Cut parts out from YouTube video

- giphy.com

FOR PROS

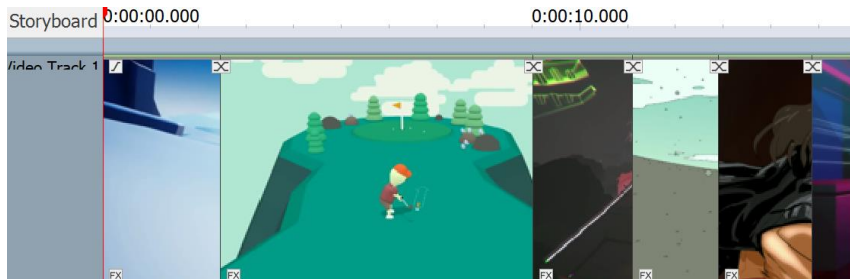
Cut your gif

- Cut video file with in any editor & convert
(Adobe Premiere, DaVinci Resolve,
iMovie, Videopad)
- *Photoshop*: frame by frame



Editing tips

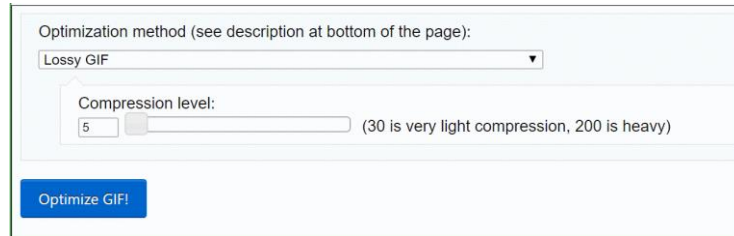
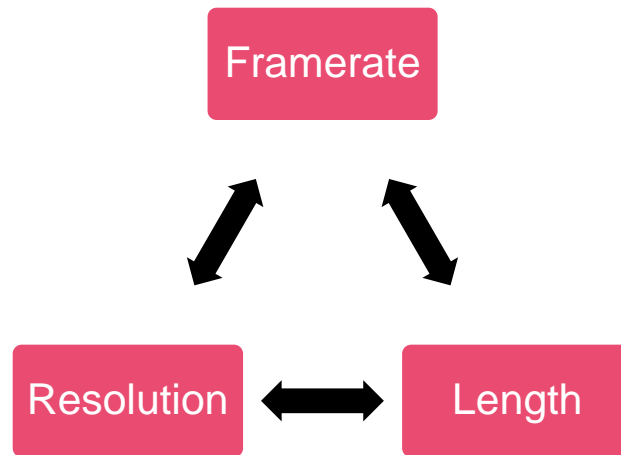
- No watermarks
- Minimum length per scene 1 second
- Avoid text + gameplay
- Speed up gameplay 10% if needed
- 1st frame: previews & compatibility issues
- **Don't start with a black screen**
- Start with something eye catching
- Recycle trailer into multiple gifs



Step 2: Compressing gifs



- [EZGIF.com](https://ezgif.com)
- What is important for your gif?
- Personally aiming for:
 - 10 to 20 fps (30 in special occasions)
 - 5 to 15 seconds
 - 400 px for mail
 - 600 px for social media

A screenshot of the EZGIF.com optimization interface. It features a dropdown menu for 'Optimization method' set to 'Lossy GIF'. Below it is a 'Compression level' slider set to 5, with a note '(30 is very light compression, 200 is heavy)'. At the bottom is a blue button labeled 'Optimize GIF!'.

Step 0: Let the community ~~do the work~~ make the gifs

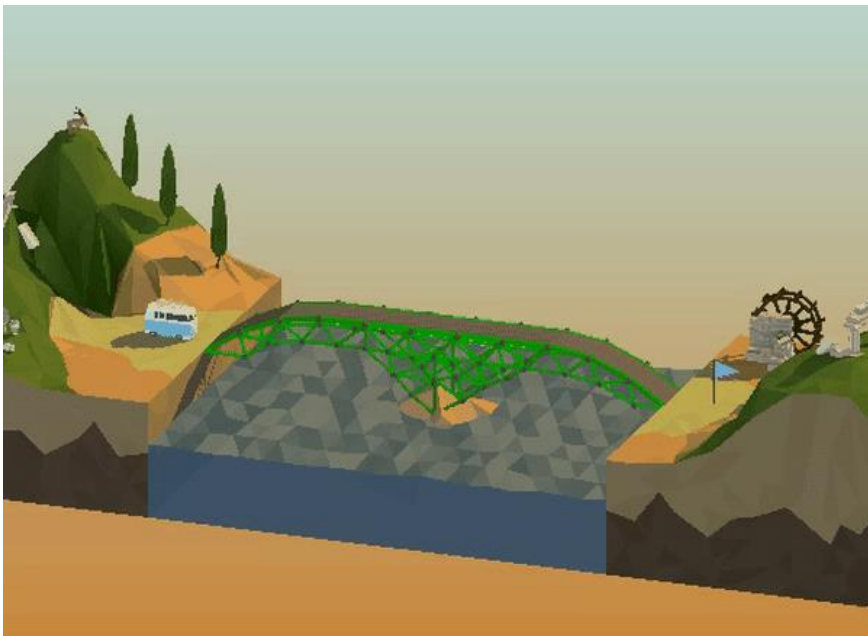


Top 10 "Poly Bridge" on Reddit
~12m views



- 2k-4k upvotes for frontpage
- Frontpage GIF ~1-2m views
- Hard to track direct traffic

Step 0: Let the community ~~do the work~~ make the gifs



Nimbatus
@NimbatusGame

Follow

Win a Steam key for Nimbatus + alpha access
How?

- 1) Download the Nimbatus demo:
nimbatus.ch/demo/
- 2) Record a GIF (using your tools or F9 in the demo)
- 3) Share your Nimbatus GIFs with
[#NimbatusGame](https://twitter.com/NimbatusGame)

Our team will select the 3 coolest GIFs and
announce the winners in 6 days!



WHERE & HOW TO USE GIFS

Chapter Three



KICKSTARTER

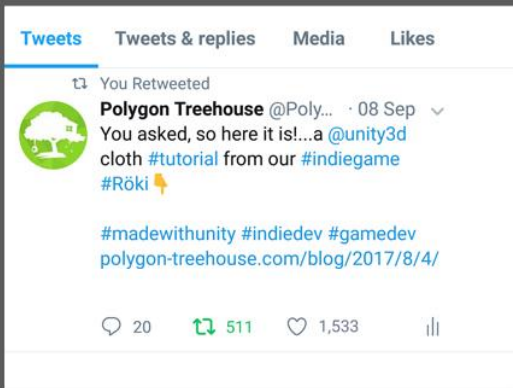


imgur




1. TWITTER

- Break out of social bubble
- Movement stands out on timeline



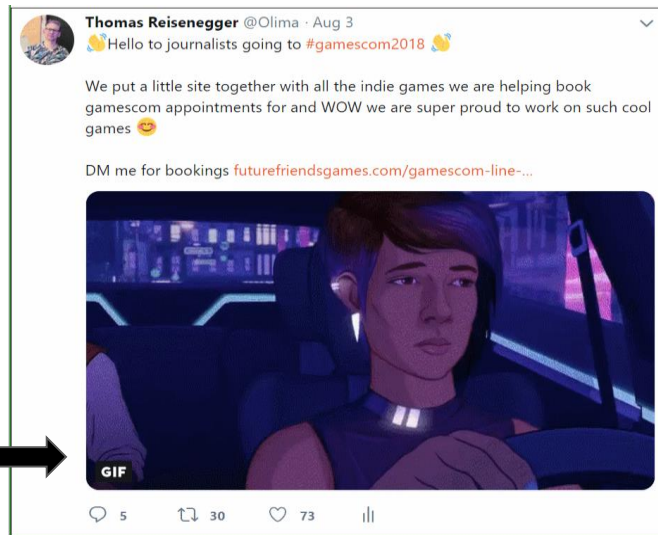
NO IMAGE

1. TWITTER

- Break out of social bubble
- Movement stands out on timeline
- Experiment with #screenshotsaturday + engine tags
- Post as much as you want
- Gifs: Autoplay, compression predictable
- Gifs: 5mb mobile, 15mb desktop / Min 600px width
- Mind little gif logo 
- Video: Potentially better quality, sound / loops under 6.5 seconds

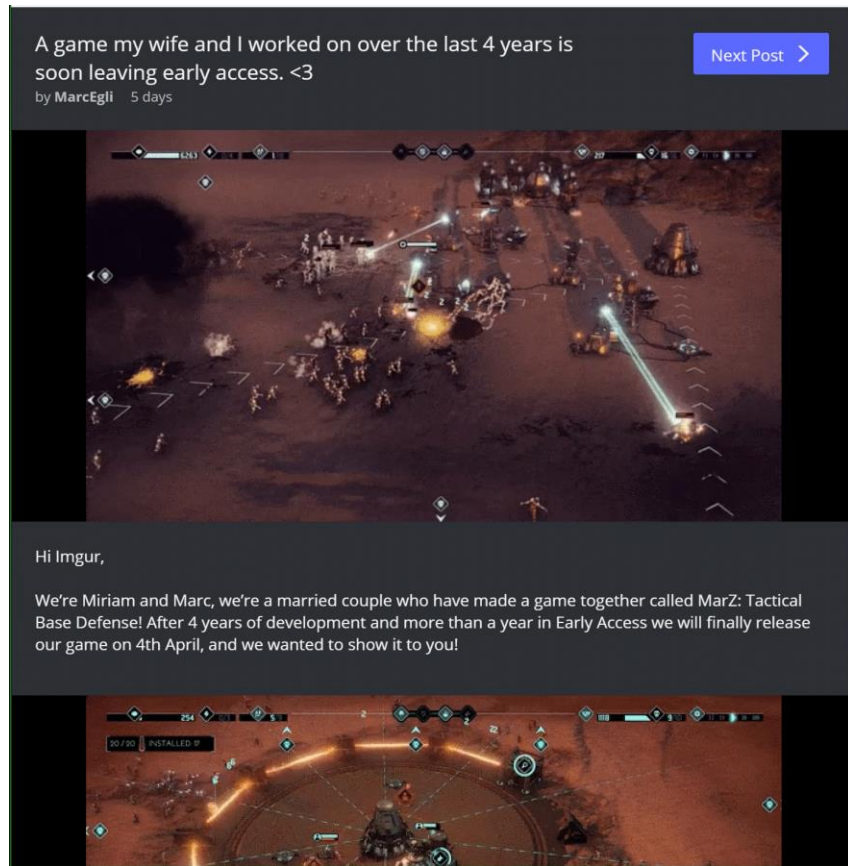


- Gig support!
- Autoplay
- Bubble outbreak hard



2. imgur

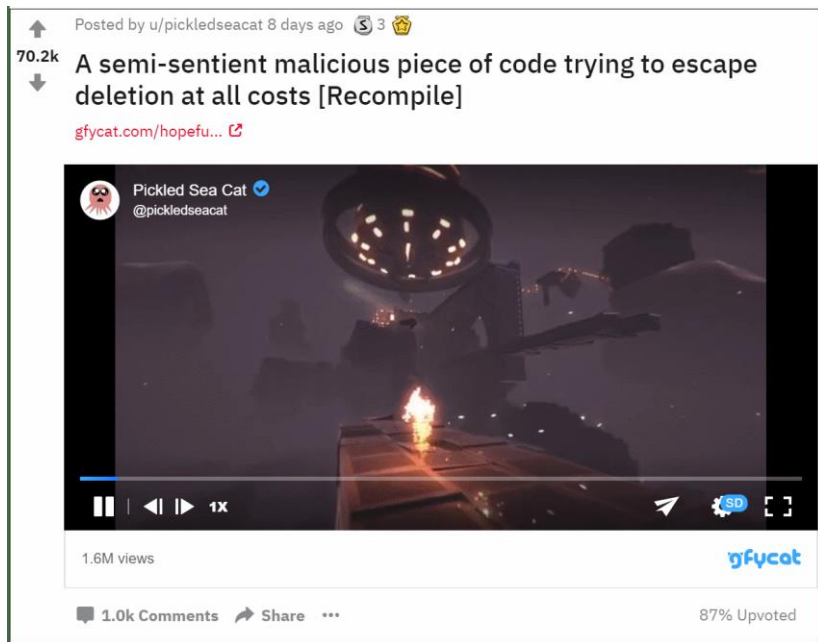
- Front page “relatively” easy to reach (80,000 to 200,000 views)
- Popular: Personal blog post format
- Headline + 1st Frame key
- Gif + video: 200mb and 30 seconds max
- Gifs gets transferred to video anyway = **use video files**
- For new accounts: strong anti spam filters (avoid links!)
- Hashtags essential, #gamedev, #gaming
- Longer posts at big milestones, small post for GOOD assets



3. REDDIT



- Self promo rule, only 10% of your posts should be about your project
- Start account a few months early
- LEARN THE RULES OF EACH SUBBREDIT BEFORE POSTING
- Personal headlines
- Direct video upload OR gfyat
- Don't overthink it, experiment



- 3.5 million views for 1 gif
- Over 50k Steam page visits

Review code for EUCLIDEAN SKIES: Follow-up to the elegant premium mobile hit Euclidean Lands



Thomas Reisenegger <thomas@futurefriendsgames.com>

to me ▾

21:45 (0 minutes ago)



Hi Thomas,

We wanted to let you know that we now have review codes for [Euclidean Skies](#), the follow-up to the critically acclaimed premium mobile hit *Euclidean Lands* available.

The brain-twisting puzzle experience game by Miro Straka and **two-time winner of the renowned Apple Design Award** Kunabi Brother ([Blek](#) & [Frost](#)) will launch iOS on the 25th of October for (\$4.99/£4.99/€5.49).

Euclidean Skies combines marvellous architecture and turn-based movements to create a beautiful world with mind-bending puzzles. The game's focus is on shifting and rotating, challenging you to think about the breathtaking structures from multiple viewpoints at once.

Twist and turn the architecture to outmaneuver enemies and guide the heroine to the exits.

Designed for all ages, Euclidean Skies evokes the feelings of a physical toy, where the joy lies in the act of play. While it's possible to play the game with efficiency in mind, playing around with different shapes and forms, without the pressure of solving a level, can be truly satisfying too.

Watch the [game trailer](#) / click here for [more gifs, screenshots & info](#)

- **Euclidean Skies** combines spectacular views of architectural structures and a turn-based movement system to create a beautiful puzzle game.
- A big technical upgrade from the original game means puzzles can now be 'unfolded' and reshaped further and further on the player's journey to their individual solution.
- AR Mode creates a window for players to see the structure of each level floating in their living room, or any other space they choose.

iOS review codes are now available: If you'd like to try the game just let us know.

Cheers,
Thomas

Review code for EUCLIDEAN SKIES: Follow-up to the elegant premium mobile hit Euclidean Lands



Thomas Reisenegger <thomas@futurefriendsgames.com>

to info

17 Oct (6 days ago)



Hi there,

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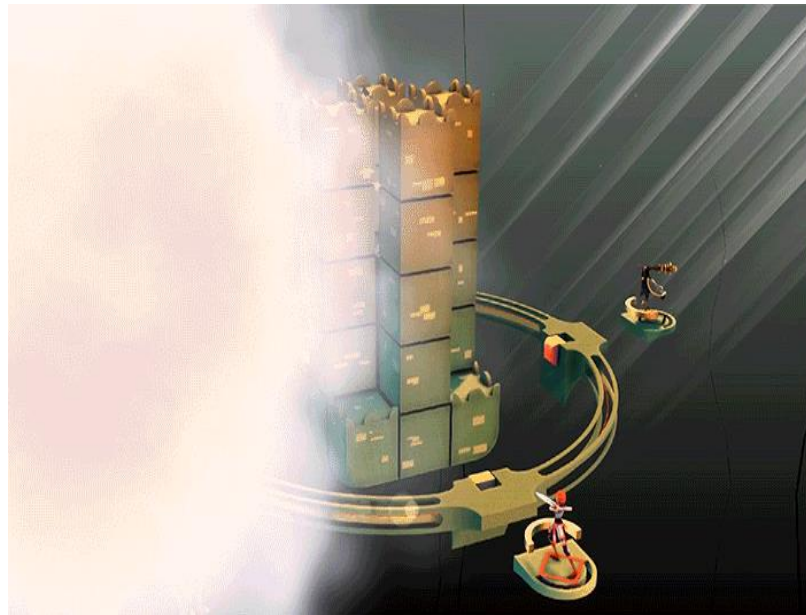
- ***Euclidean Skies*** combines spectacular views of architectural structures and a turn-based movement system to create a beautiful puzzle game.
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Cheers,
Thomas

4. EMAILS

- **Post gifs directly into your mail**
- Useful in all pitch emails (press, influencers, platform holders, publishers, newsletters...)
- Warning: not all mail programmes support gifs
- Mind 1st frame
- Ideally: 1 to 4 mb
- If you push it: up to 8 mb
- Dimensions: Between 350px and 600px in width



5. STORE PAGES

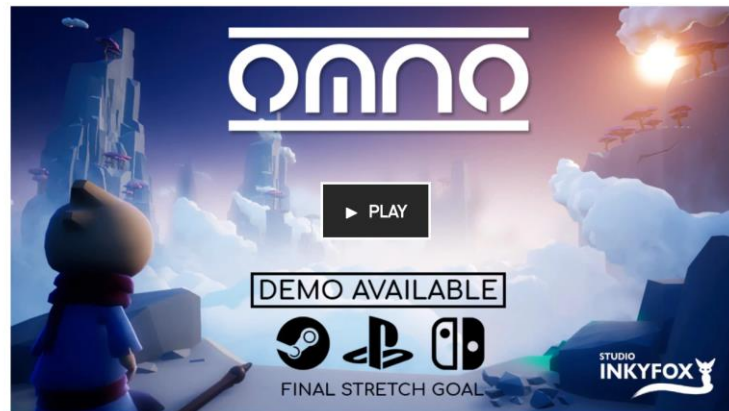


STEAM

- Gifs officially supported
- Use for game gifs & banners
- Store page, community updates, award section
- Combined asset size <15 mb

KICKSTARTER

- Banners, game gifs, rewards
- **Main video has low view count compared to page, gifs give the first impression!**
- No file size limit (mind page loading speed)



OMNO - an atmospheric exploration and puzzle adventure

€97,769

pledged of €32,000 goal



[Project We Love](#)

[Bielefeld, Germany](#)

[Video Games](#)

3,471

backers



Omno tells the story of a journey of discovery through an ancient world of wonders.

Summary

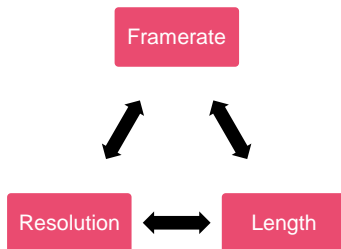
1 Plan your gif

- Make gifs part of PR plan (**main**, bug etc.)
- A gif that keeps on giving 👁💡👨👩👧👦❤️



2 Make your gif

- Record on screen or cut video
- Compress [EZGIF.com](https://ezgif.com) 📄
- Recycle (1 trailer = many gifs)
- Mind 1st frame



3 Post your gif



Twitter: movements stands out, experiment with #screenshotsaturday



Imgur: blog post format, 1st frame and headline is key, don't forget the #



Reddit: Learn the rule of each subreddit, be part of the community



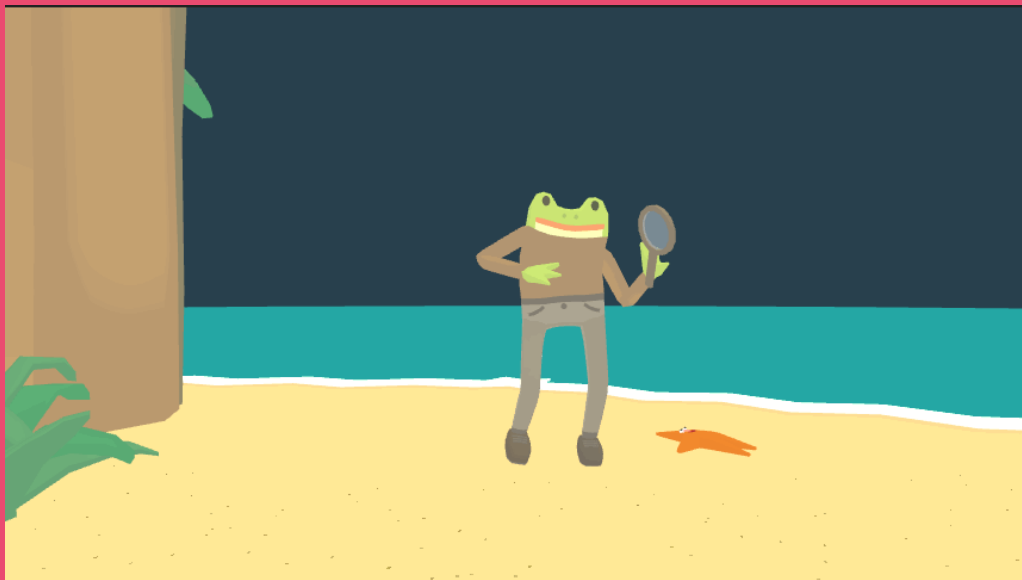
Email: Post gifs in directly, mind file size



Steam: Use for store page + updates, 15mb max

KICKSTARTER: Gif on top of page > video views

Thanks for listening!



Thomas Reisenegger / @olima
thomas@futurefriendsgames.com