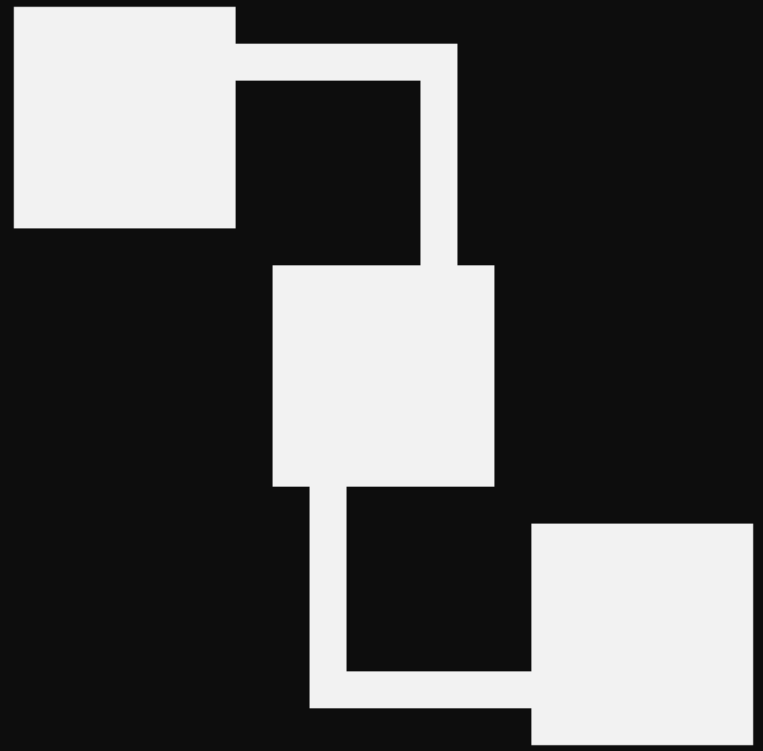
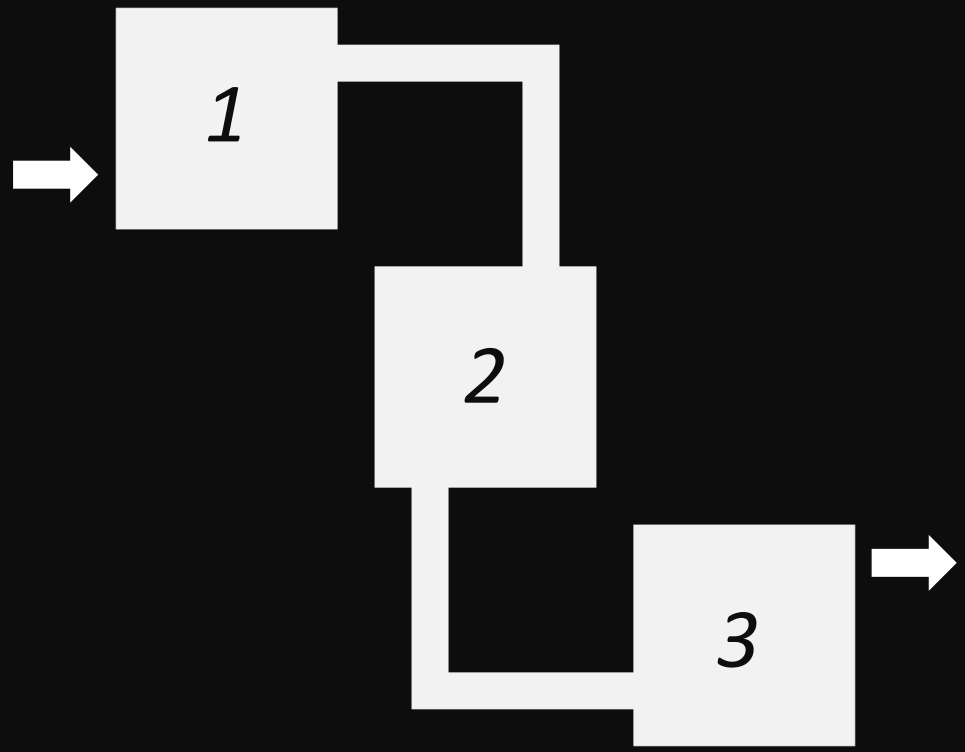
# JUST ME & MY PITCH

the confused art of *showing*
by Simon-Albert Boudreault

# i. a cautionary tale

*credit: Alex Galuzin via World of Level Design*

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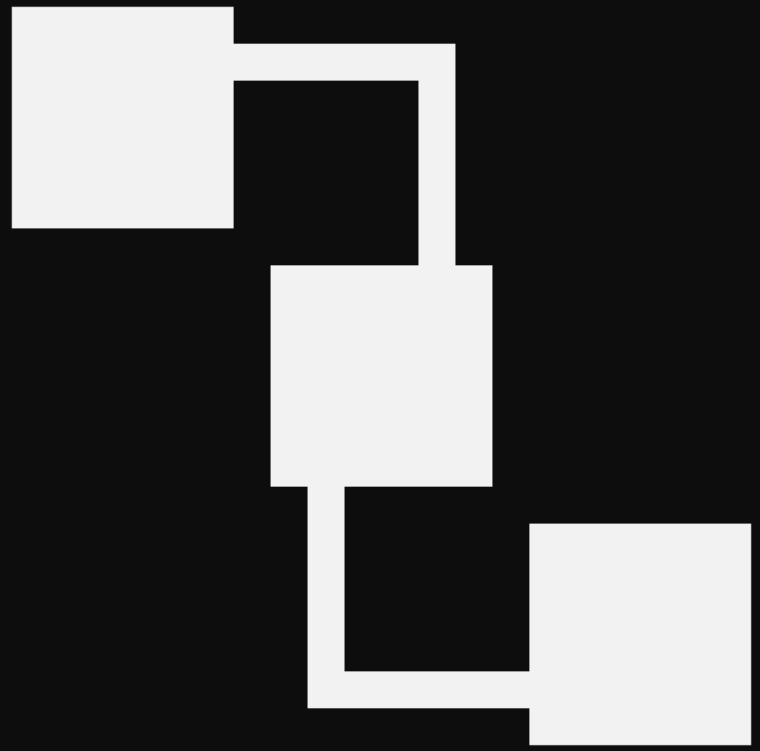

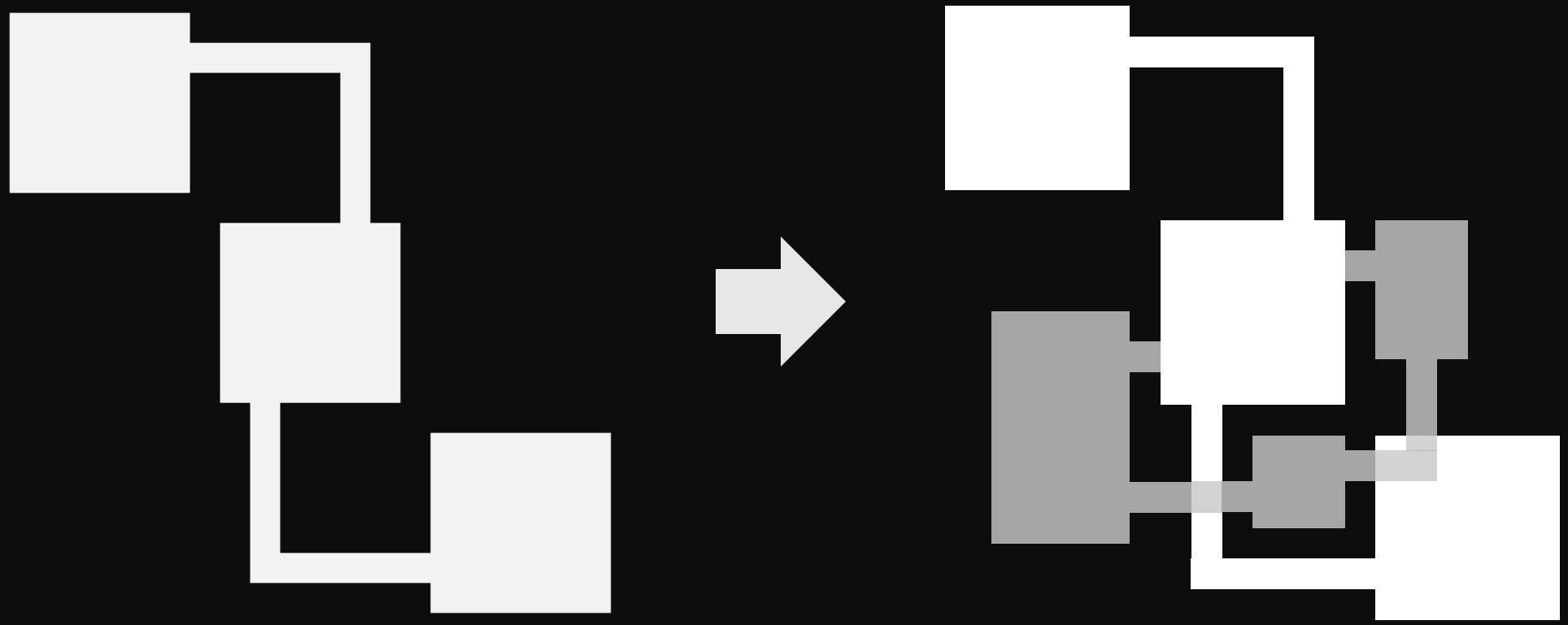

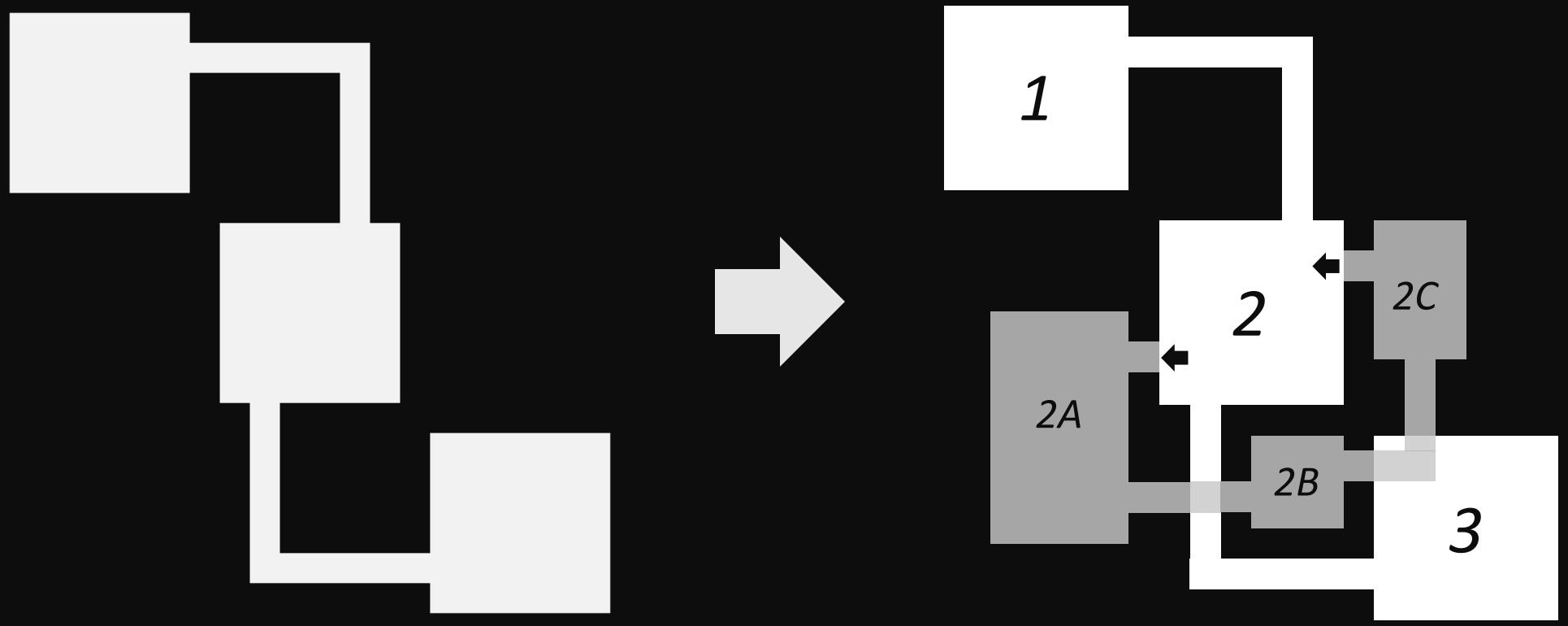
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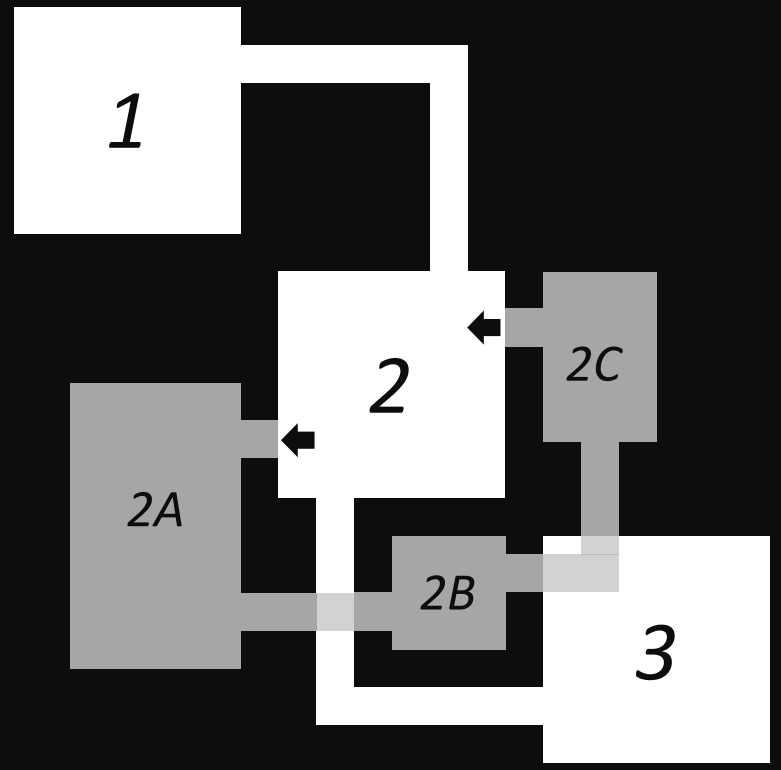
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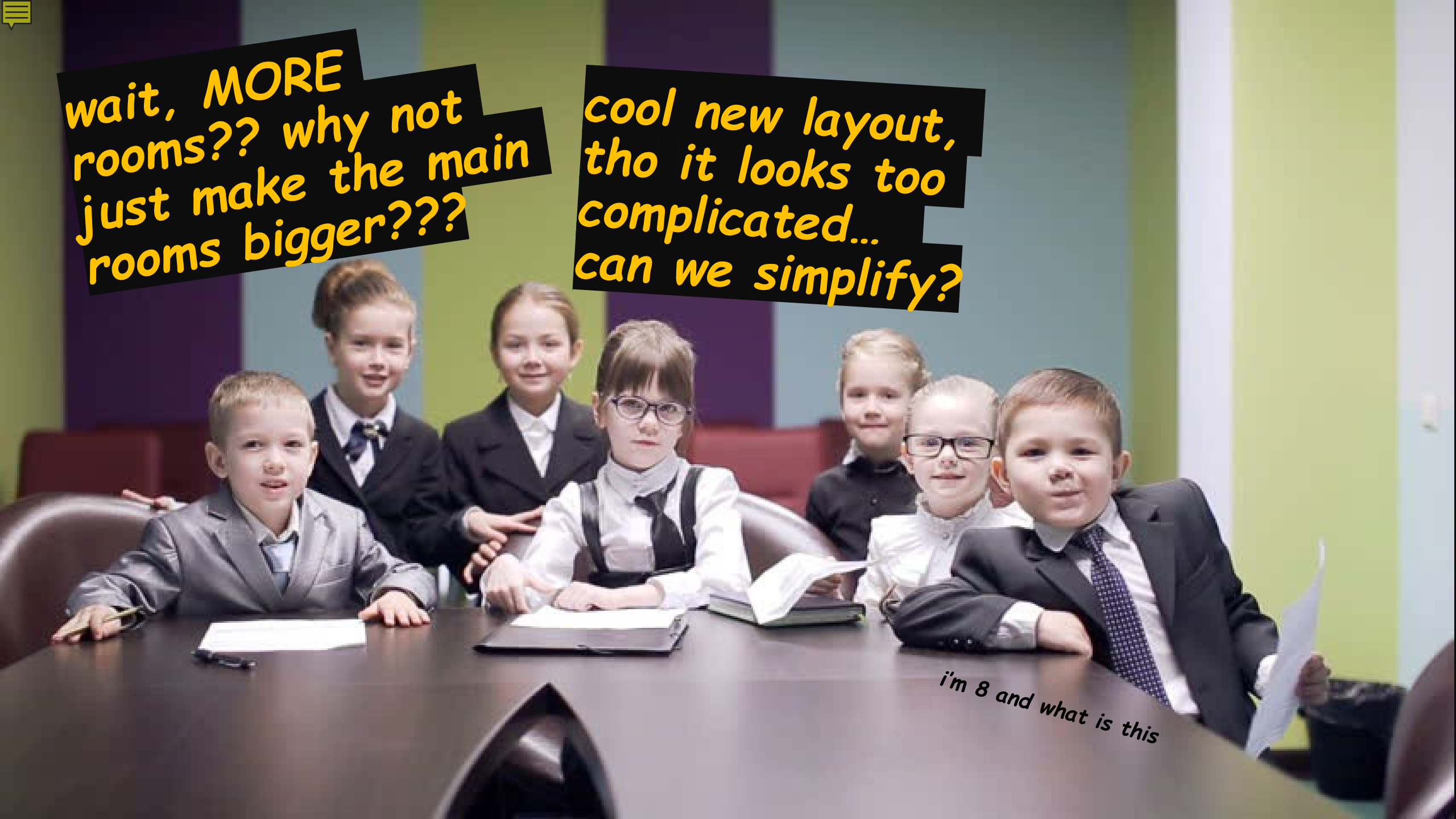

wait, MORE rooms?? why not just make the main rooms bigger???
cool new layout, tho it looks too complicated... can we simplify?
i'm 8 and what is this

January
February
March
June
July
October
November

January
February
March
June
October

# ii. the problem

*credit: Alex Galuzin via World of Level Design*

*credit: Giorgio Grecu via ArtStation*

Politeness
Competence
Deference
FRAGILE

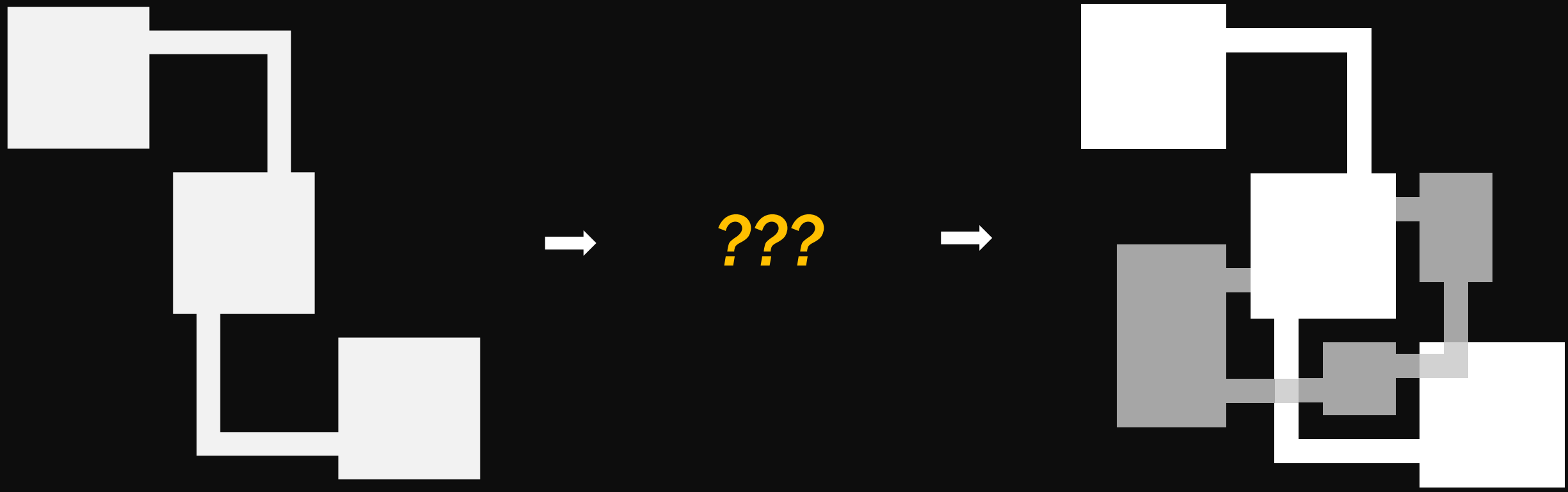
I TA-DA!

II ???

III DEFEND YOURSELF

credit: Giorgio Grecu via ArtStation

*credit: Alex Galuzin via World of Level Design*



# SHOWING A LAYOUT IMPLIES WALKING THROUGH THE PROCESS THAT LED TO THE SOLUTION

*in*

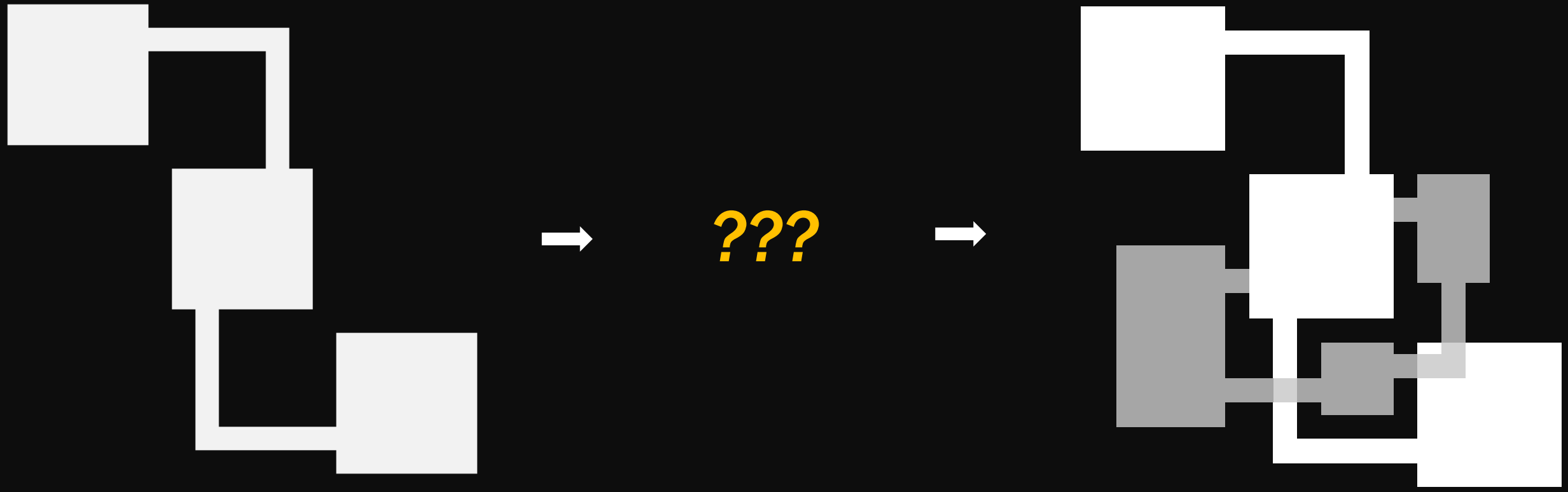
*portfolios*

*pitch meetings*

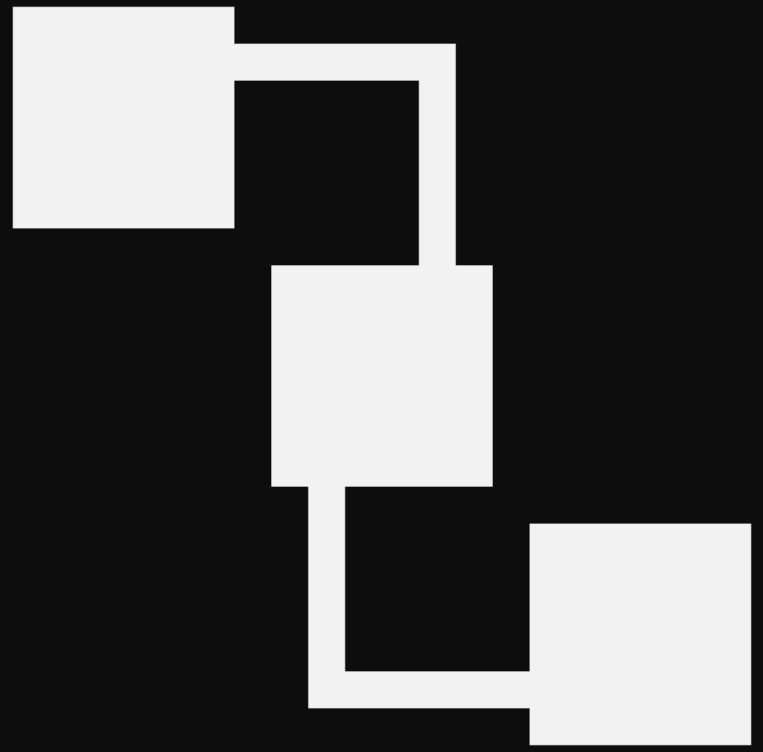
*design documentation*

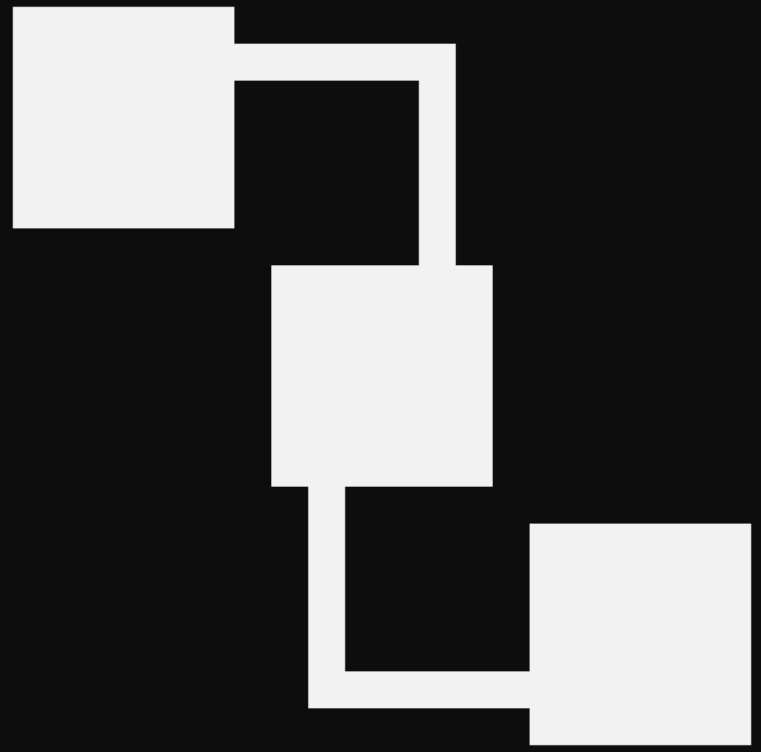
# SHOWING A LAYOUT IMPLIES WALKING THROUGH THE PROCESS THAT LED TO THE SOLUTION

# iii. the process

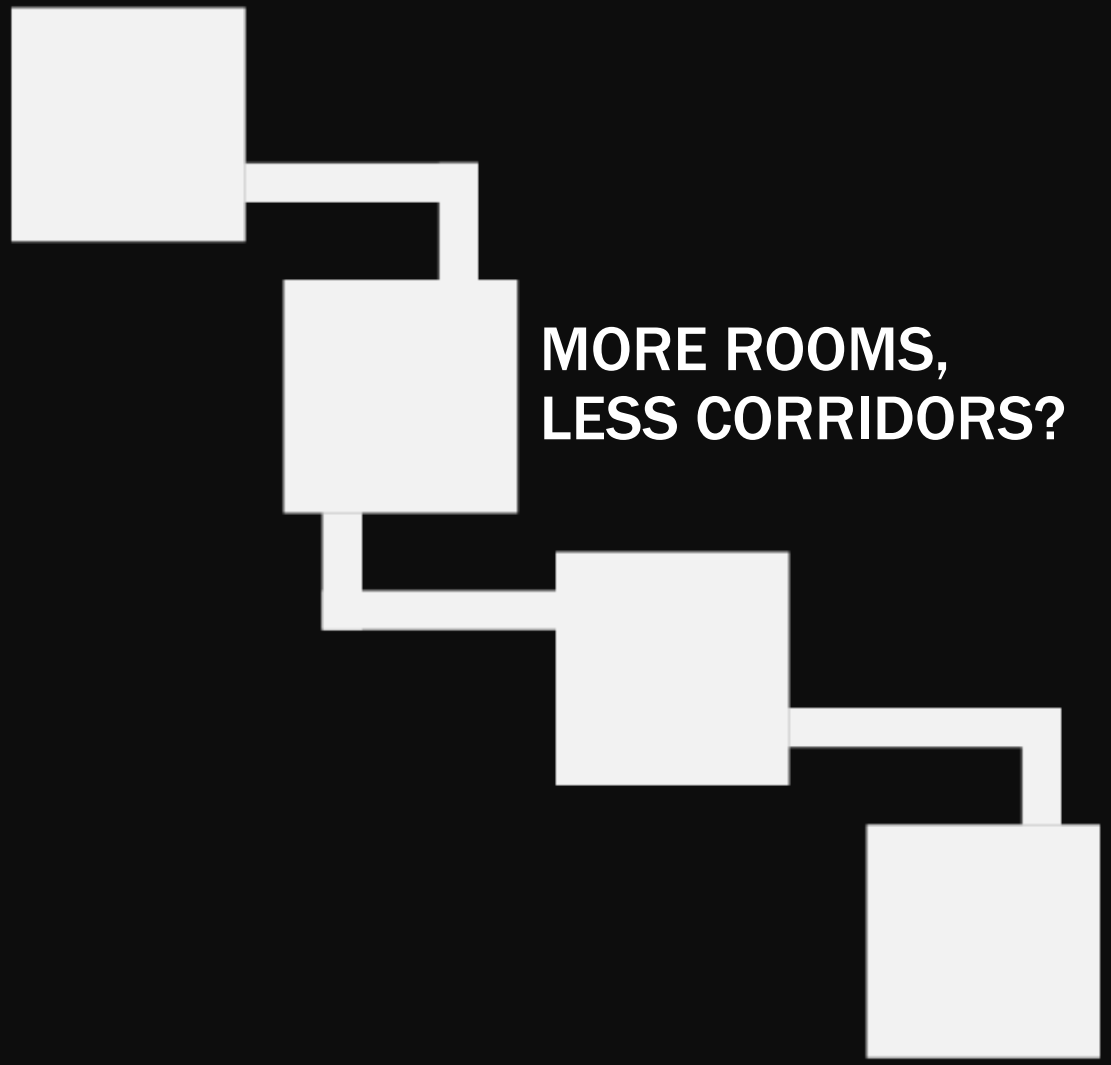


*#1 the design problem*

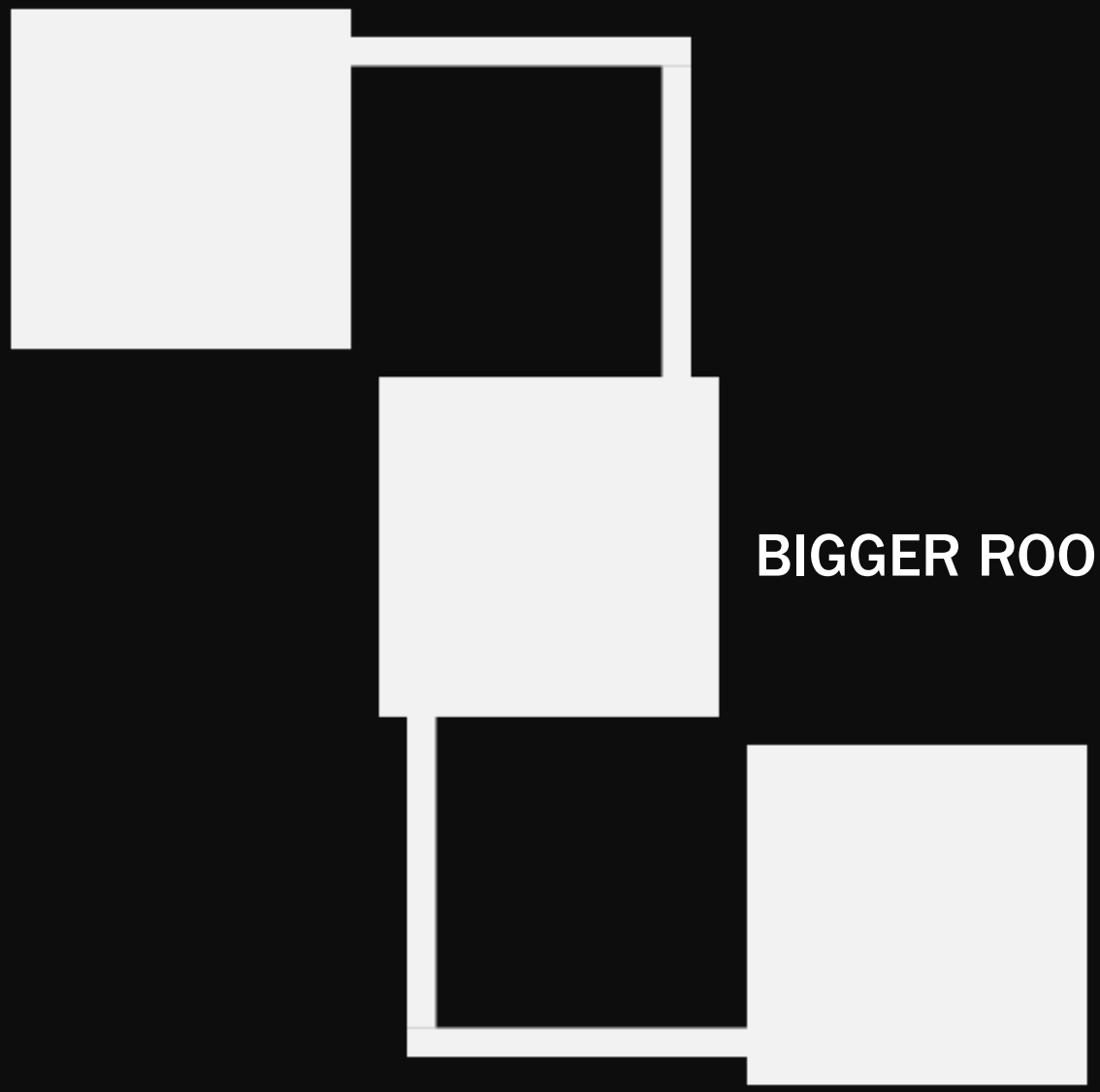




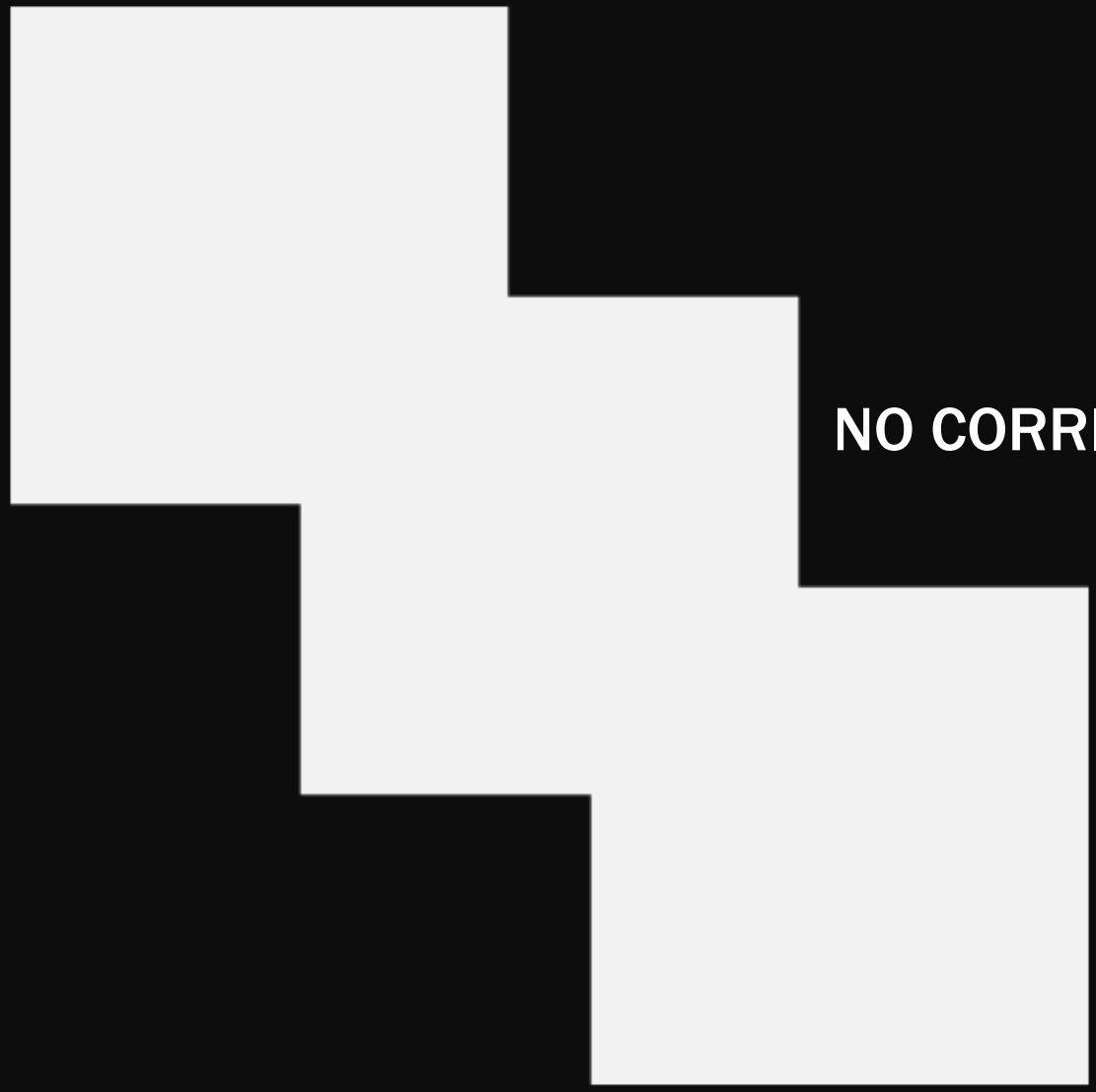
*“too small”*



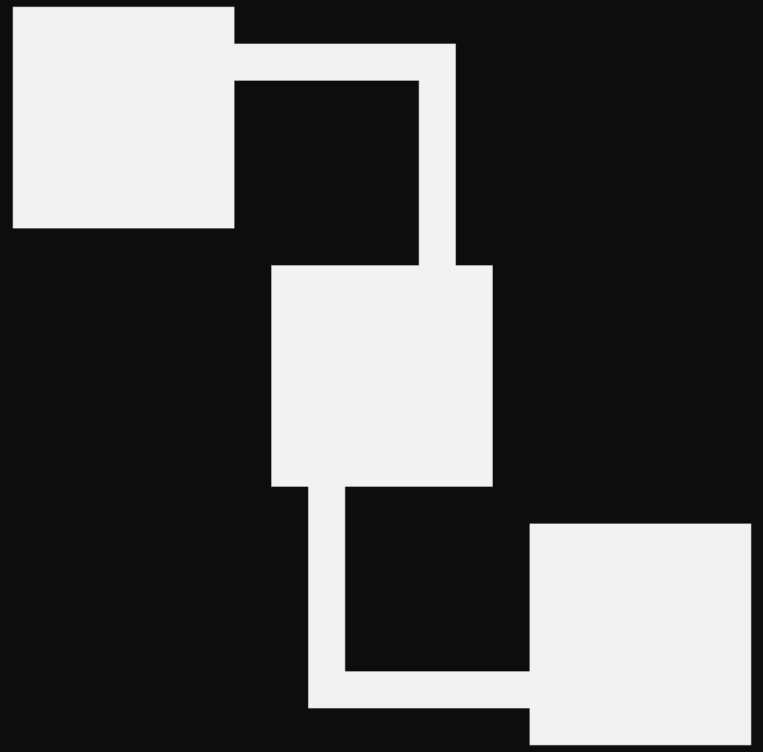
MORE ROOMS,
LESS CORRIDORS?



BIGGER ROOMS?



NO CORRIDORS?

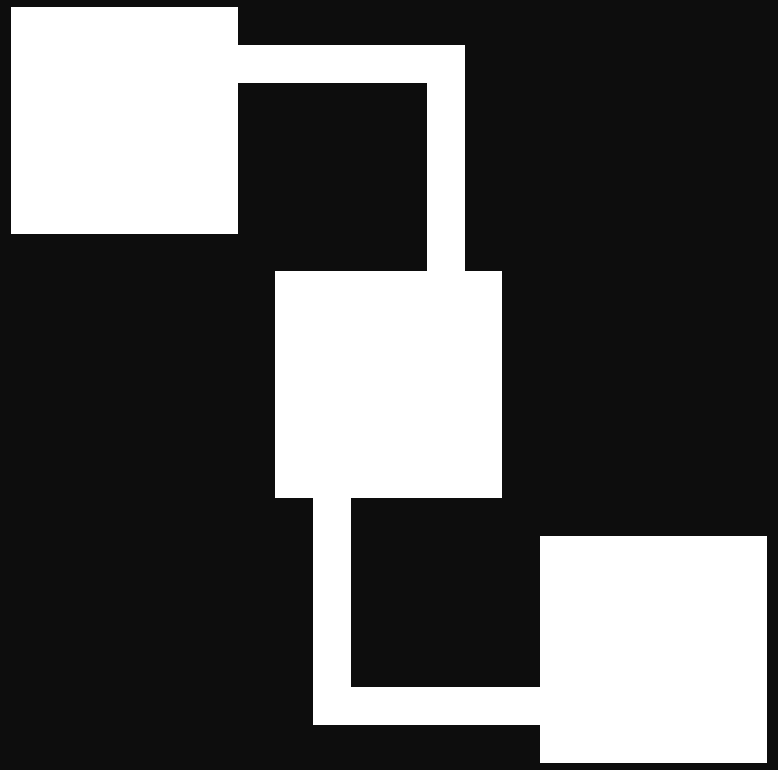


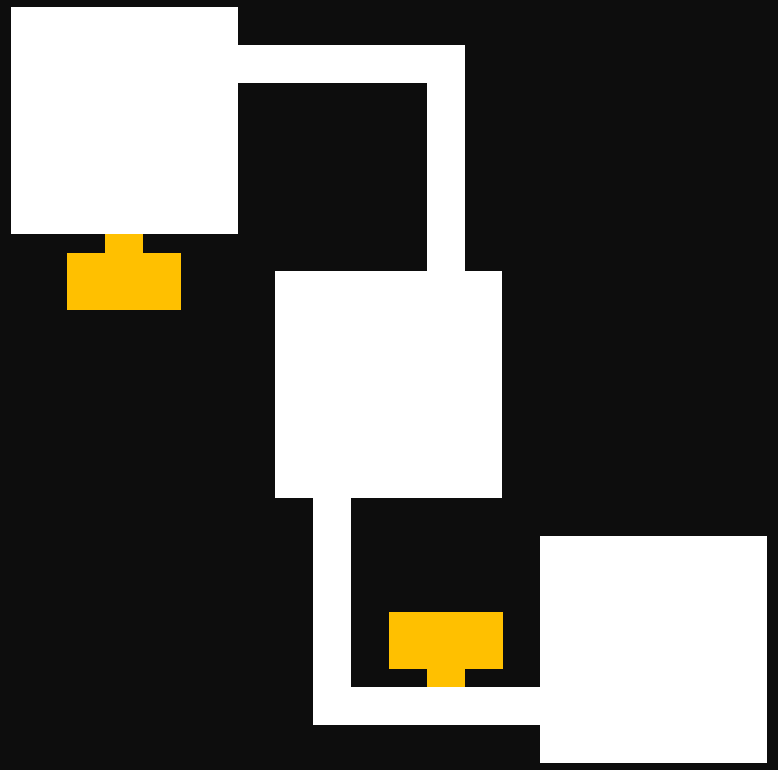
“IN THIS CASE, PERHAPS THE PROBLEM IS NOT THE SCALE, BUT THE RHYTHM”

“I NEED TO SCALE UP THE LEVEL”

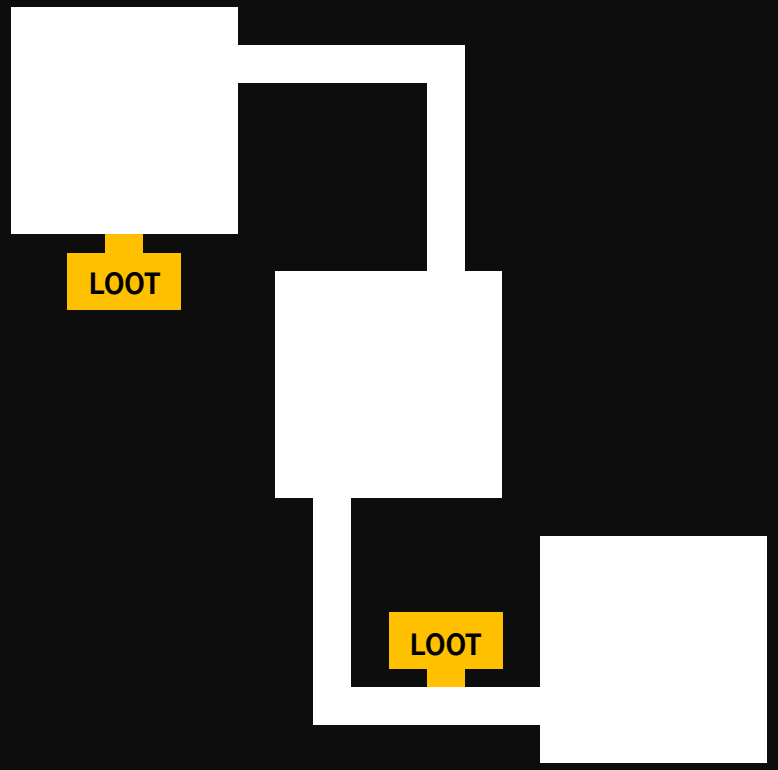
“HOW CAN I INCREASE THE DURATION OF THE LEVEL?”

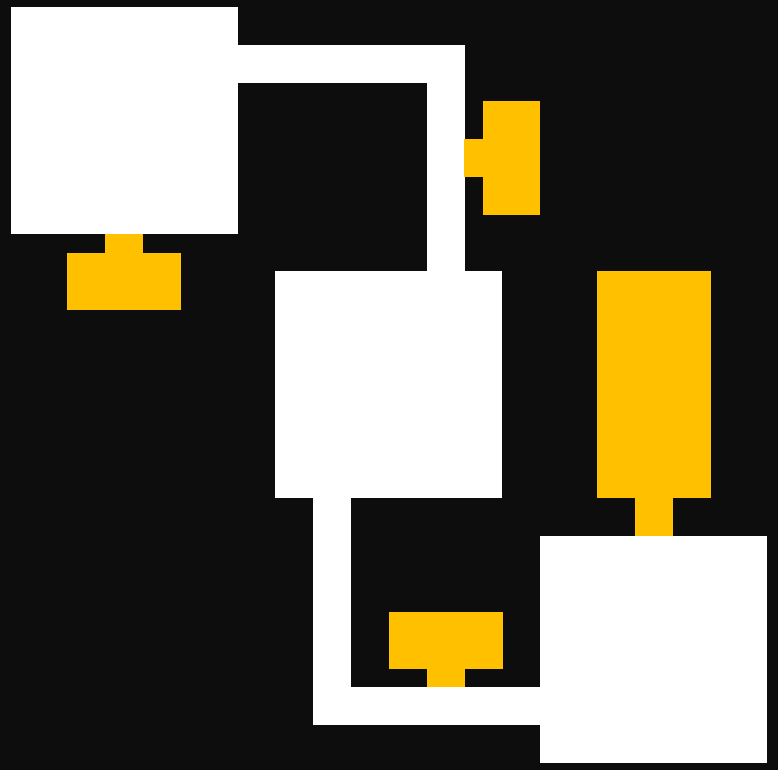
# *#2 the iterative process*



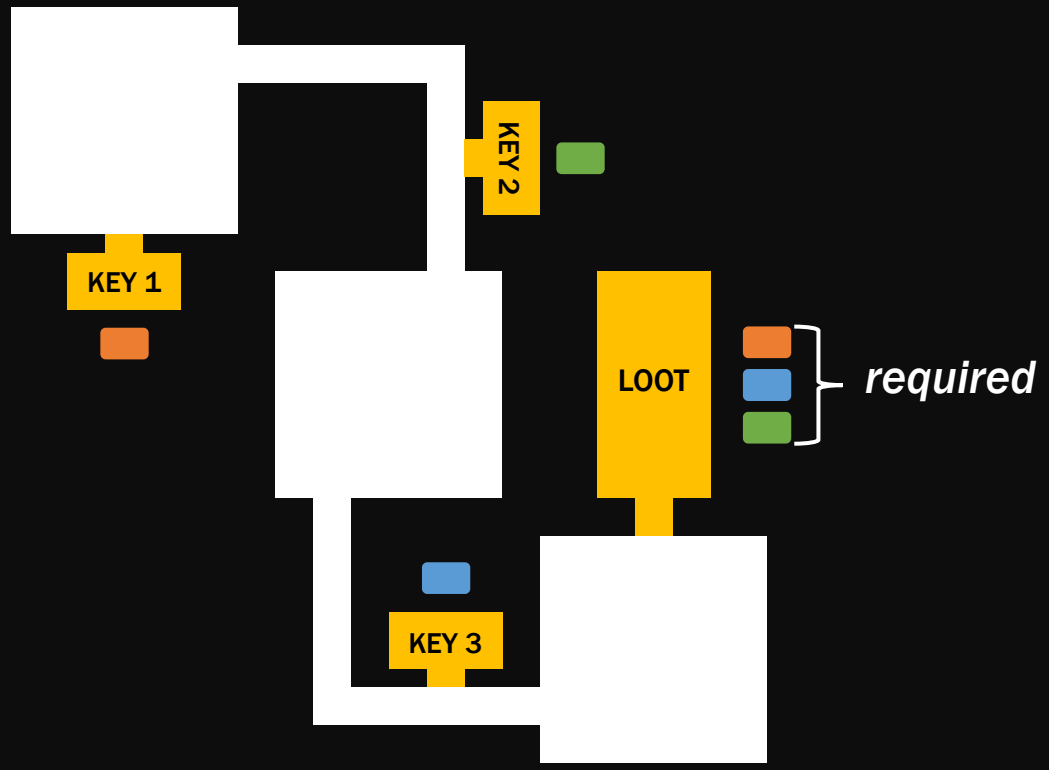


“NESTED LOOT CLOSETS”

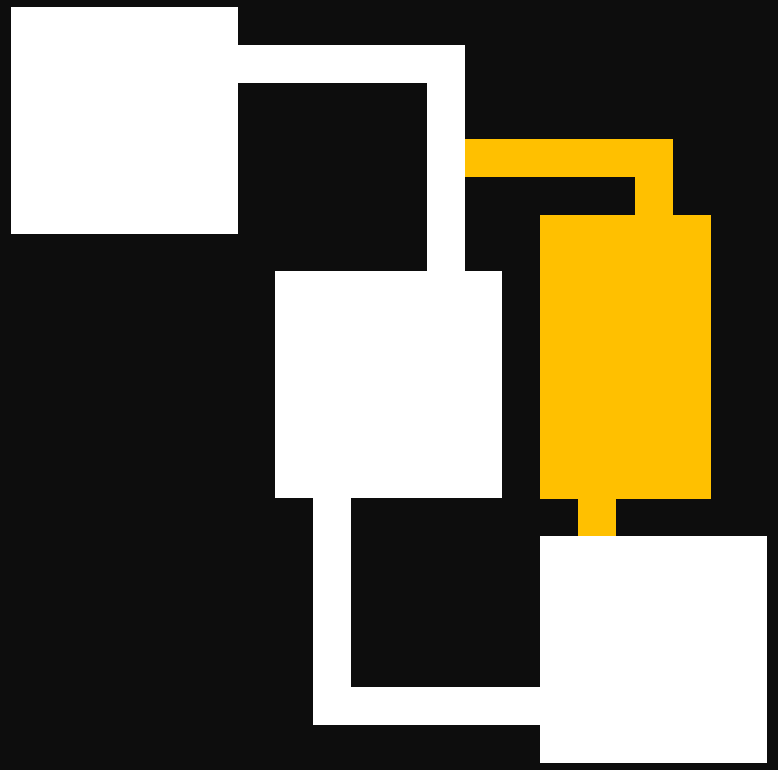

LOOT
LOOT



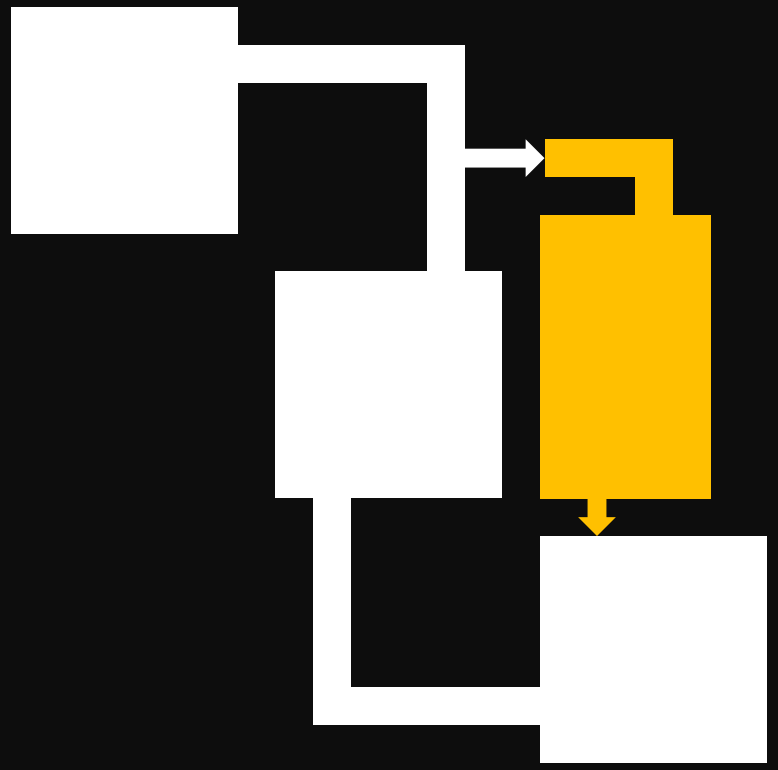
“INCREMENTAL LOOT CLOSETS”



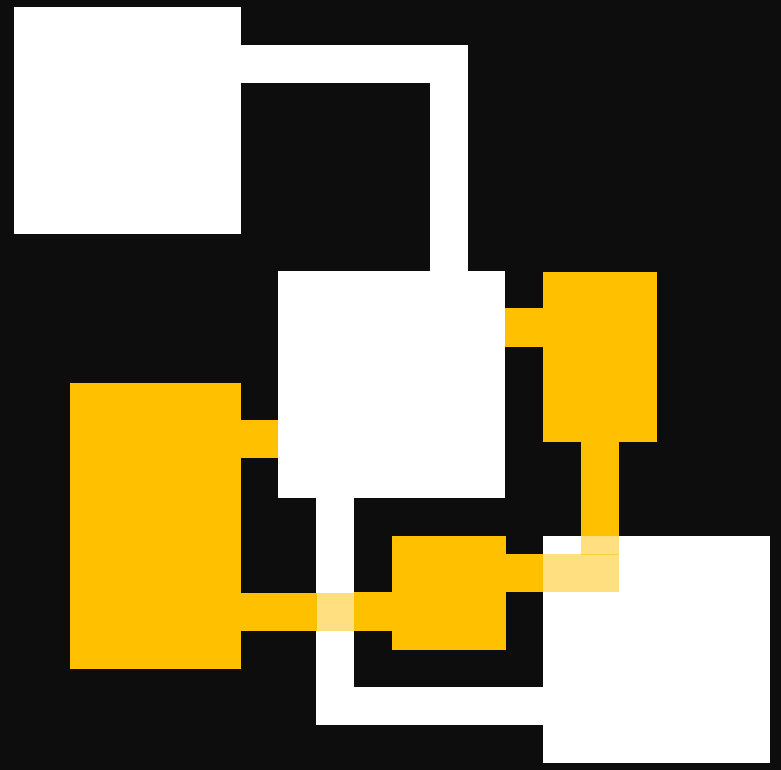

“INCREMENTAL LOOT CLOSETS”



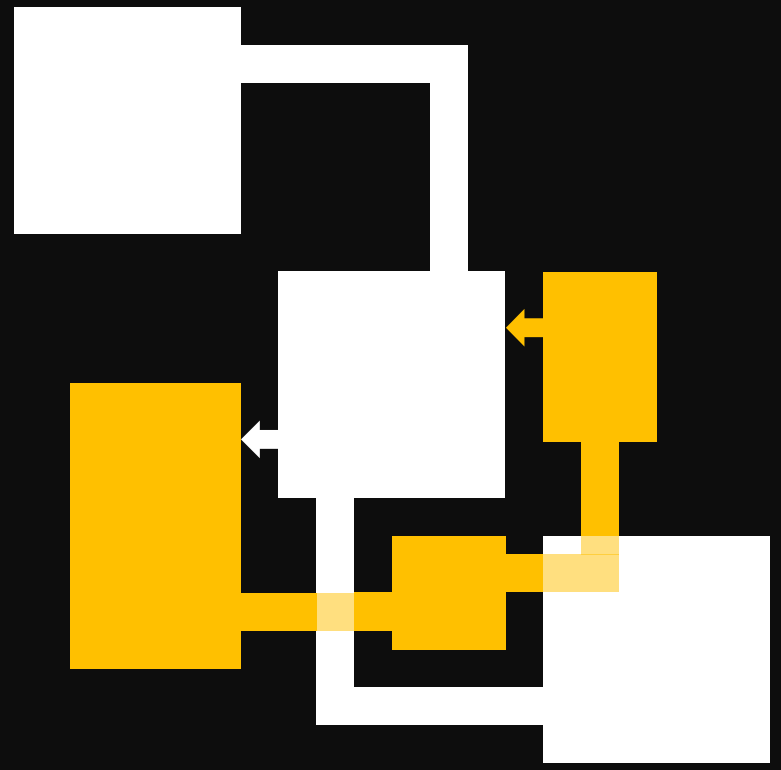
“ALTERNATE PATH”



“ALTERNATE PATH”



“ALTERNATE PATH 2”



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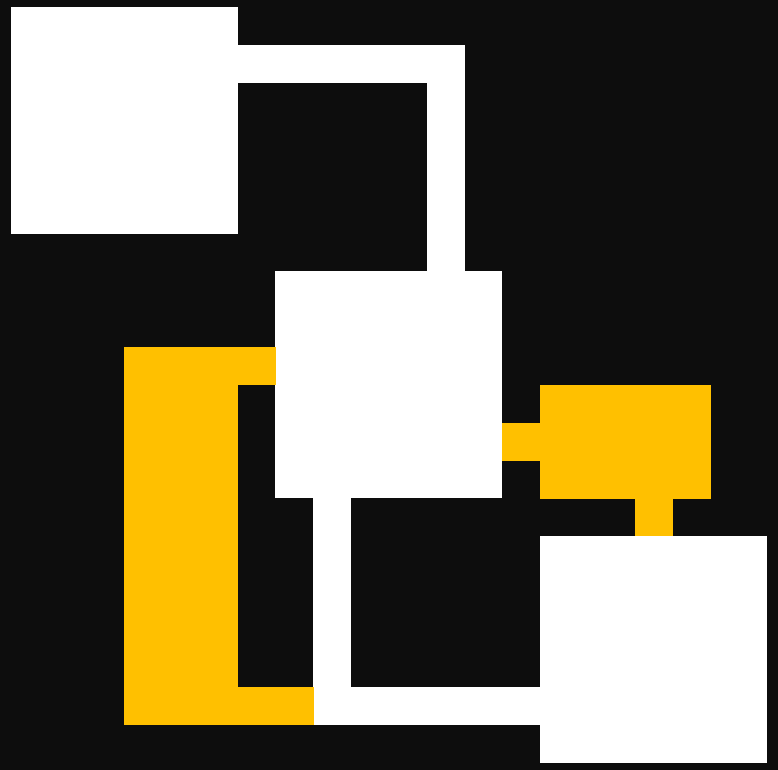
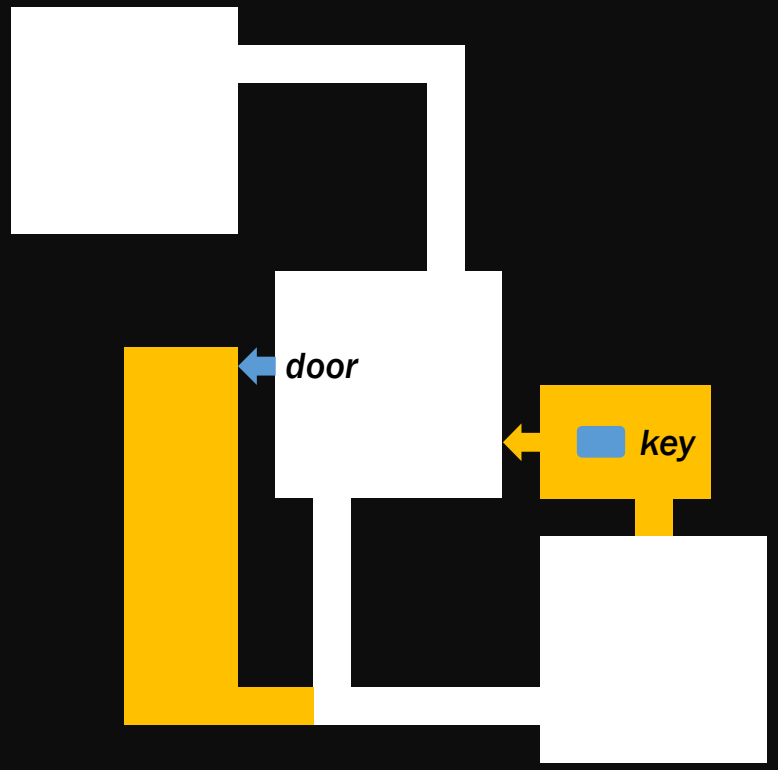
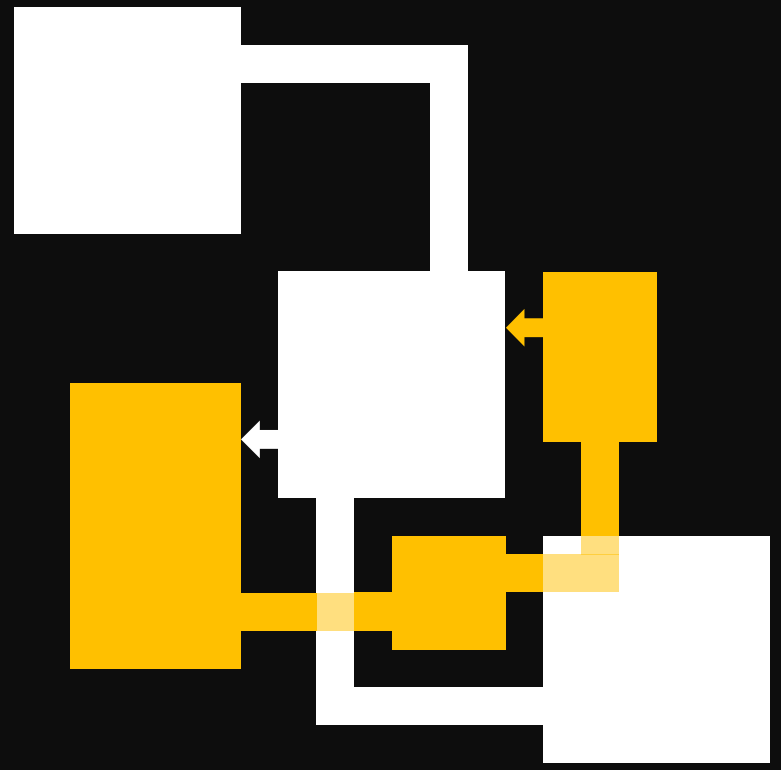


“LOCK DOOR GET KEY”




“LOCK DOOR GET KEY”



“ALTERNATE PATH 2”

*#3 the concept*

*#3 the parti*

*#3 the concept*

## #3 the concept

1

*“the organizing principle for a level”*

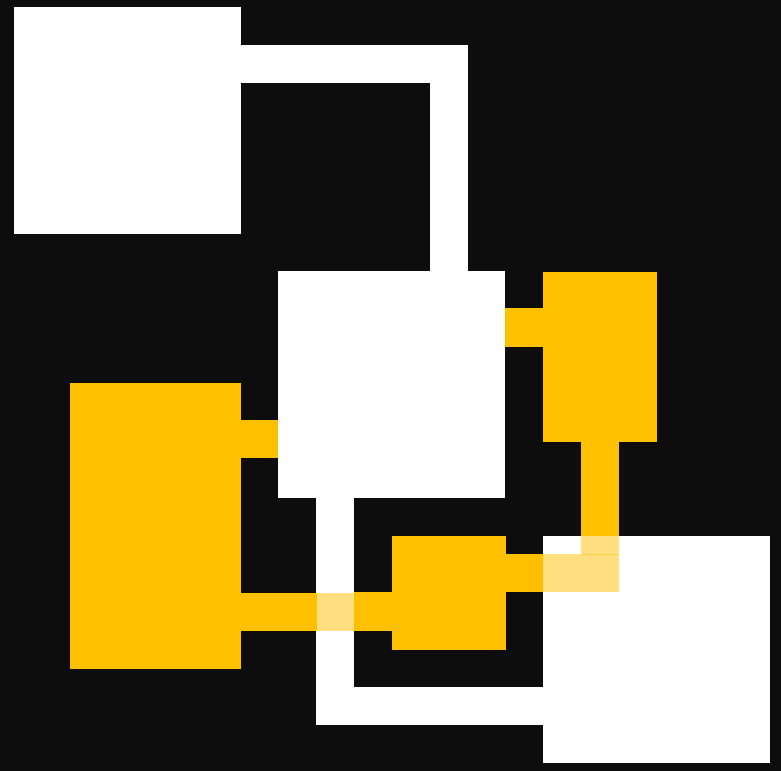
## #3 the concept

1

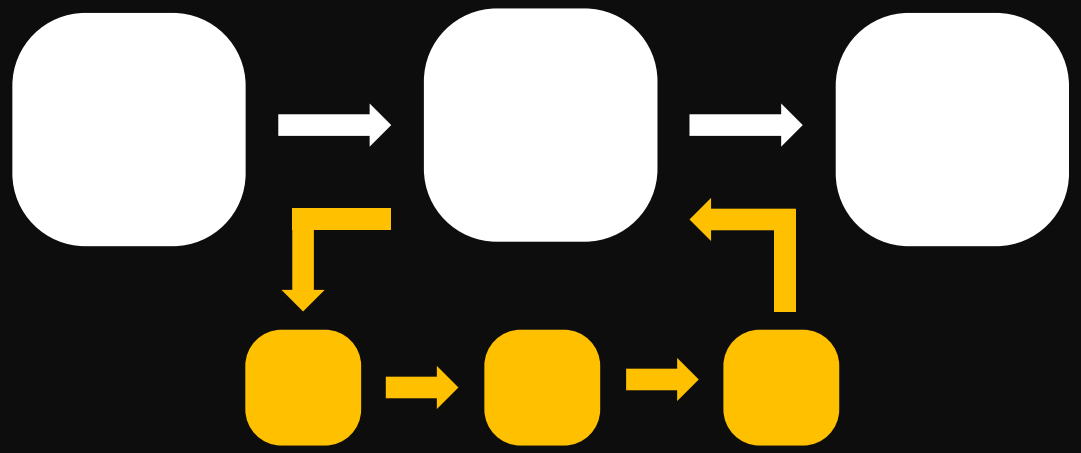
*“the organizing principle for a level”*

2

*“expressed in the form of a keyword & a clear diagram”*

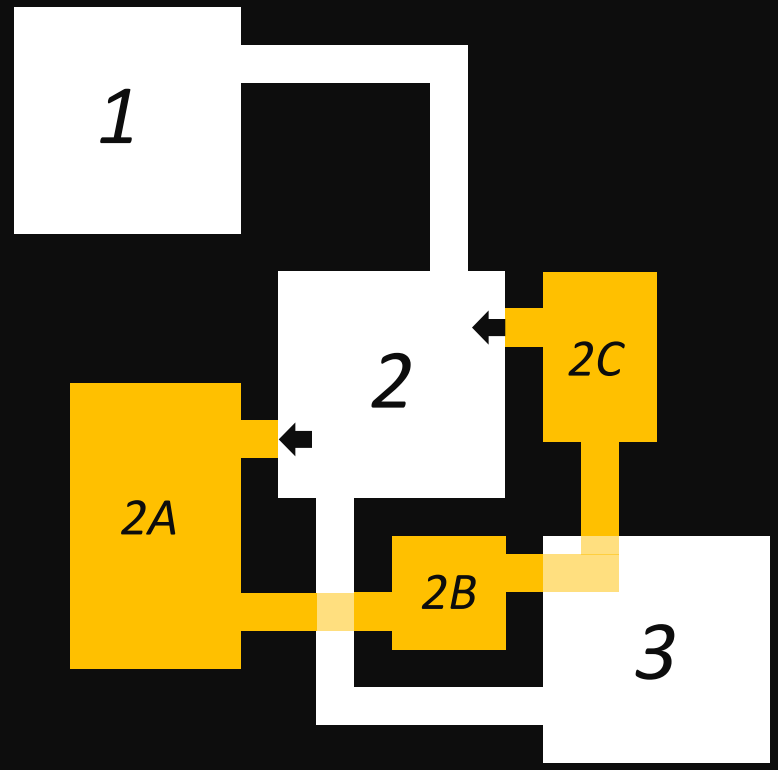


“ALTERNATE PATH 2”



“RABBIT HOLE”

# *#4 the plans*


1
2
2C
2A
2B
3

# *#5 the layout*

I FIND THE DESIGN PROBLEM

II ITERATE SOLUTIONS

III CREATE THE CONCEPT

IV ELABORATE THE PLANS

V BUILD THE LAYOUT

iv. show and don't tell

*the making* *the showing*

| | | |
|---|---|---|
| FIND THE DESIGN PROBLEM | I | TA-DA! |
| ITERATE SOLUTIONS | II | ??? |
| CREATE THE CONCEPT | III | DEFEND YOURSELF |
| ELABORATE THE PLANS | IV | |
| BUILD THE LAYOUT | V | |

| *the making* | | *the showing* |
| --- | --- | --- |
| FIND THE DESIGN PROBLEM | *I* | STATE THE DESIGN PROBLEM |
| ITERATE SOLUTIONS | *II* | DESCRIBE THE PROCESS |
| CREATE THE CONCEPT | *III* | ARTICULATE THE CONCEPT |
| ELABORATE THE PLANS | *IV* | PRESENT THE PLANS |
| BUILD THE LAYOUT | *V* | PLAY THROUGH THE LAYOUT |

| *the making* | | *the showing* |
| --- | --- | --- |
| FIND THE DESIGN PROBLEM | I | STATE THE DESIGN PROBLEM |
| ITERATE SOLUTIONS | II | DESCRIBE THE PROCESS |
| CREATE THE CONCEPT | III | ARTICULATE THE CONCEPT |
| ELABORATE THE PLANS | IV | PRESENT THE PLANS |
| BUILD THE LAYOUT | V | PLAY THROUGH THE LAYOUT |
| | VI | ??? |
| | VII | ??? |

I STATE THE DESIGN PROBLEM

II DESCRIBE THE PROCESS

III ARTICULATE THE CONCEPT

IV PRESENT THE PLANS

V PLAY THROUGH THE LAYOUT

VI ???

VII ???

# A CLEARLY ARTICULATED PROBLEM RALLIES EVERYONE AT SQUARE ONE

# A CLEARLY ARTICULATED PROBLEM RALLIES EVERYONE AT SQUARE ONE

*“we need to scale up the level”*

*“how can we increase the duration of the level?”*

I STATE THE DESIGN PROBLEM

II DESCRIBE THE PROCESS

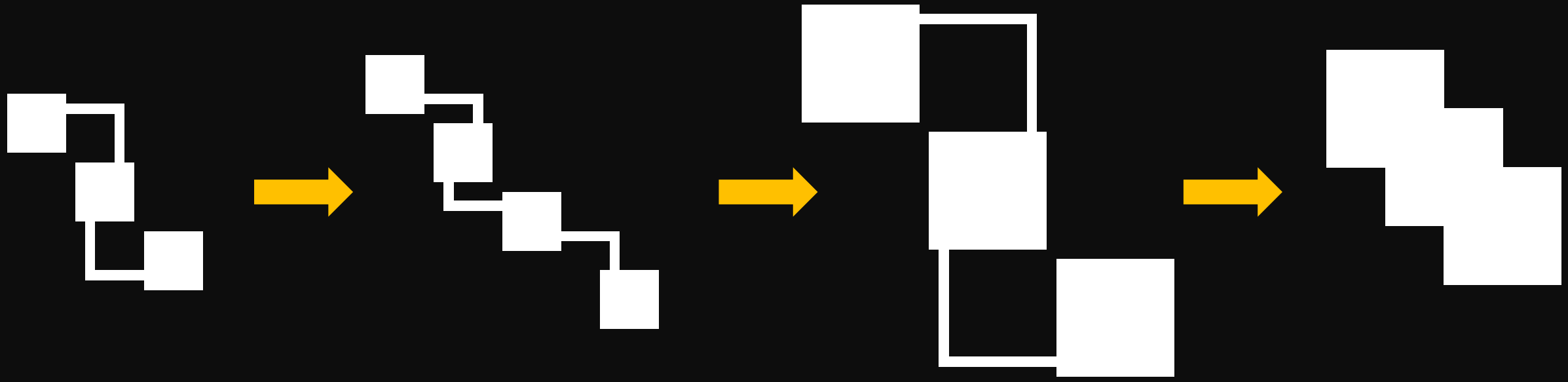
III ARTICULATE THE CONCEPT

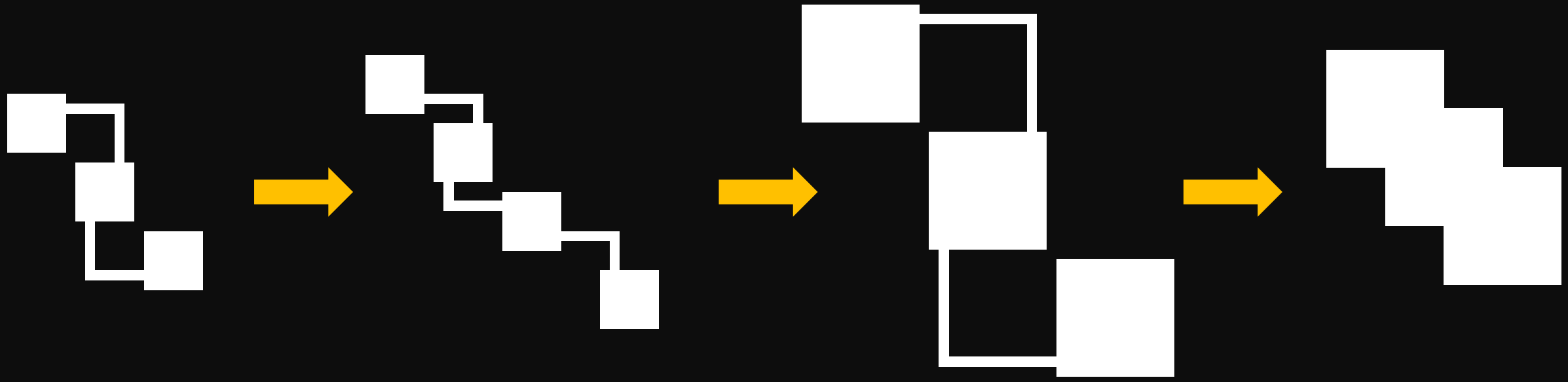
IV PRESENT THE PLANS

V PLAY THROUGH THE LAYOUT

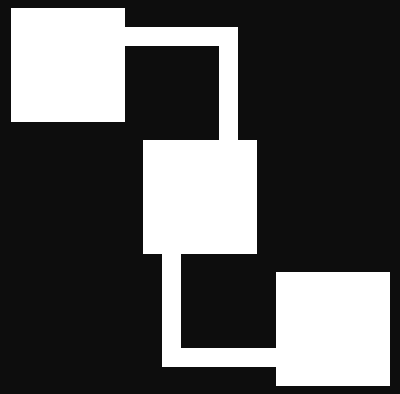
VI ???

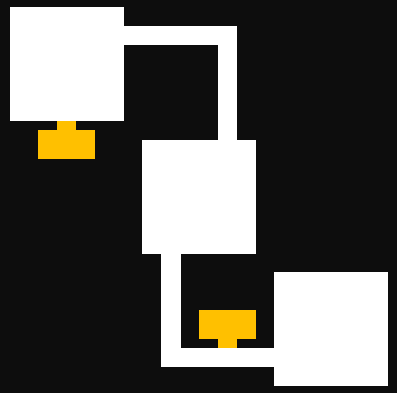
VII ???



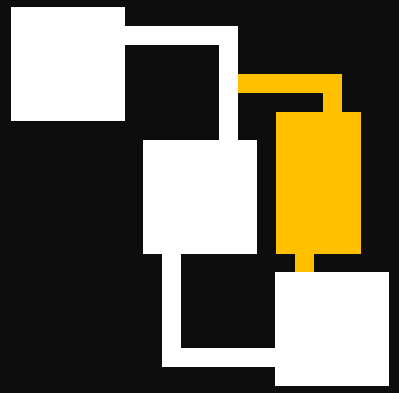


# INSIGHT: SIZE IS FINE; RHYTHM MIGHT BE THE ISSUE

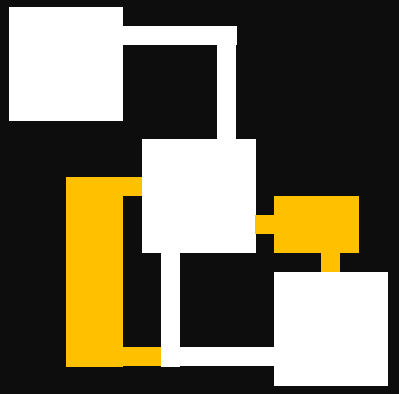




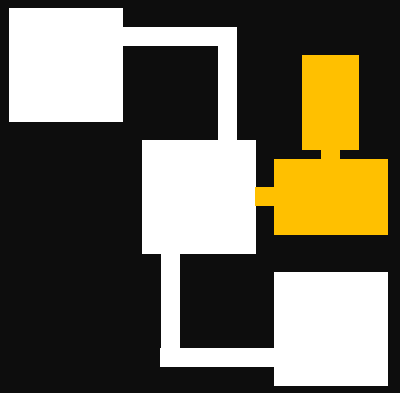
“NESTED LOOT CLOSETS”



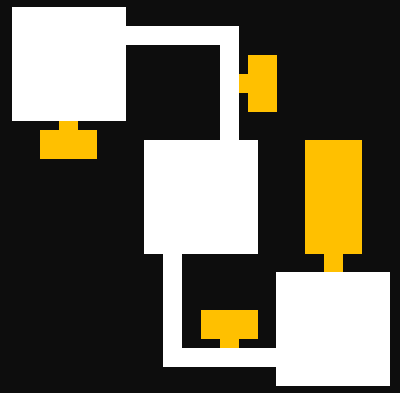
“ALTERNATE PATH 1”



“LOCK DOOR GET KEY 1”

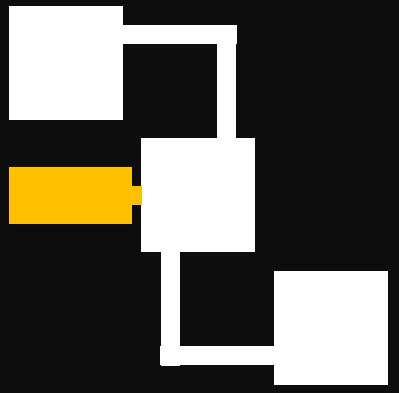


“PUZZLE ROOM”

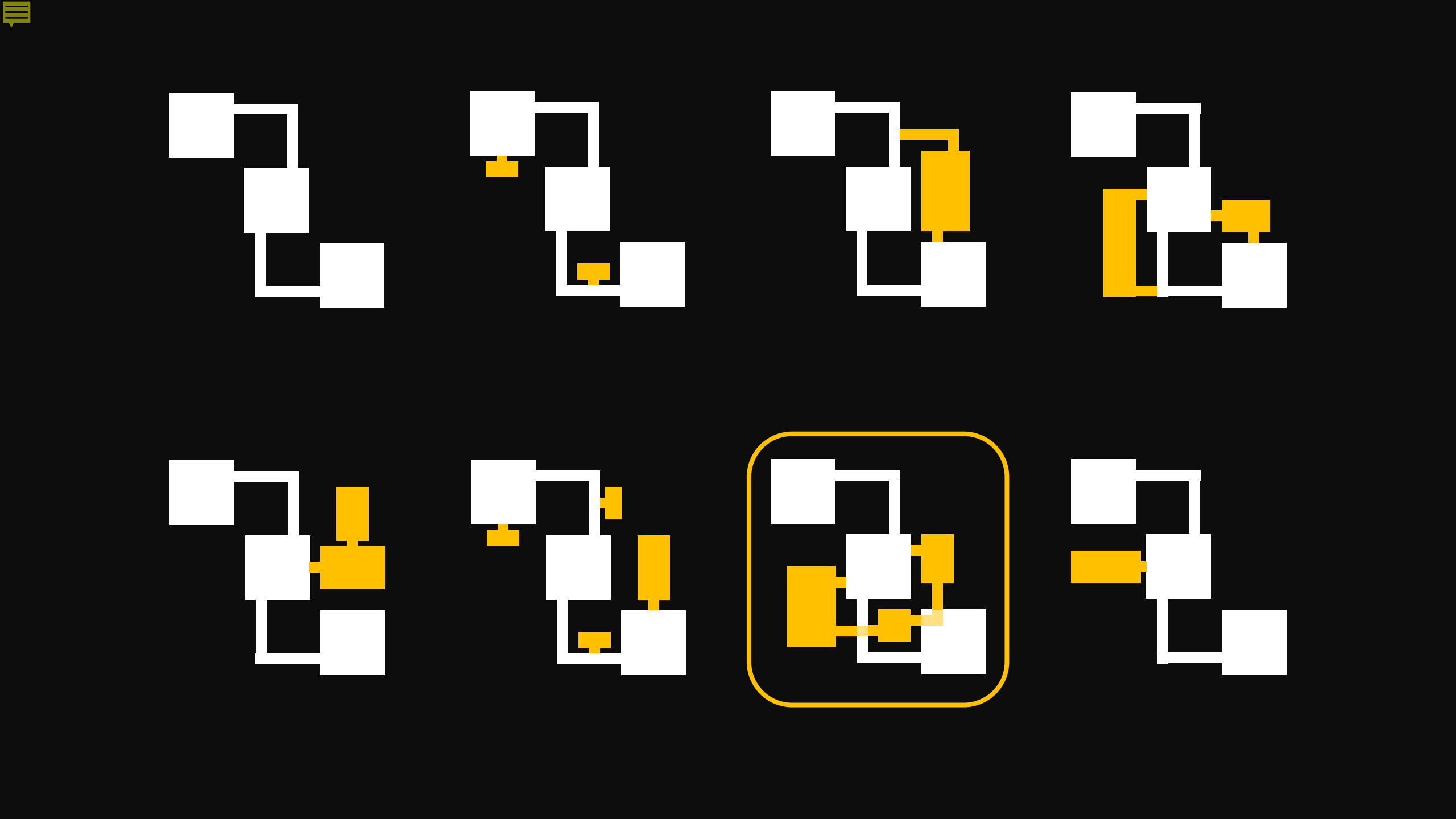


“INCREMENTAL LOOT CLOSETS”

“ALTERNATE PATH 2”

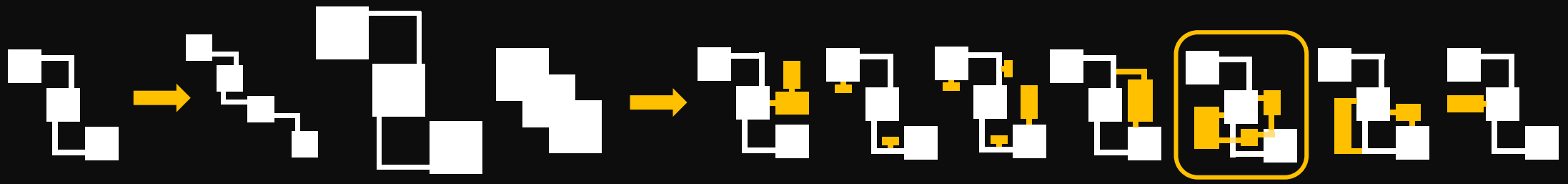


“LOCK DOOR GET KEY 2”



# WALKING OTHERS THROUGH THE PROCESS EASES THE TEAM INTO THE SHOES OF A DESIGNER

# WALKING OTHERS THROUGH THE PROCESS EASES THE TEAM INTO THE SHOES OF A DESIGNER



I STATE THE DESIGN PROBLEM

II DESCRIBE THE PROCESS

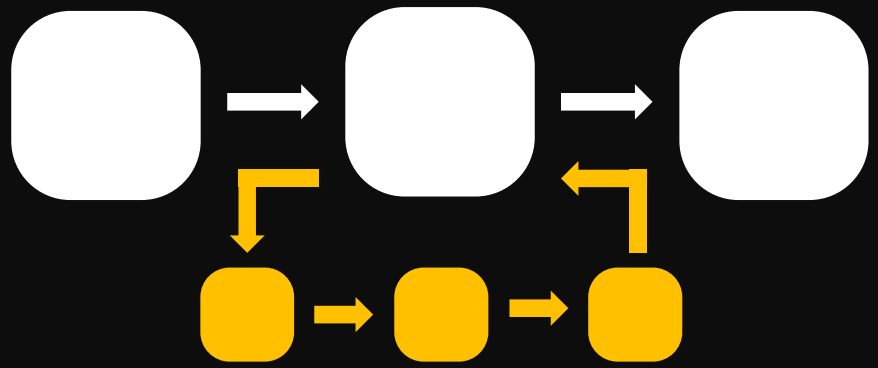
III ARTICULATE THE CONCEPT

IV PRESENT THE PLANS

V PLAY THROUGH THE LAYOUT

VI ???

VII ???



“RABBIT HOLE”

# DESIGN NEEDS LANGUAGE

I STATE THE DESIGN PROBLEM

II DESCRIBE THE PROCESS

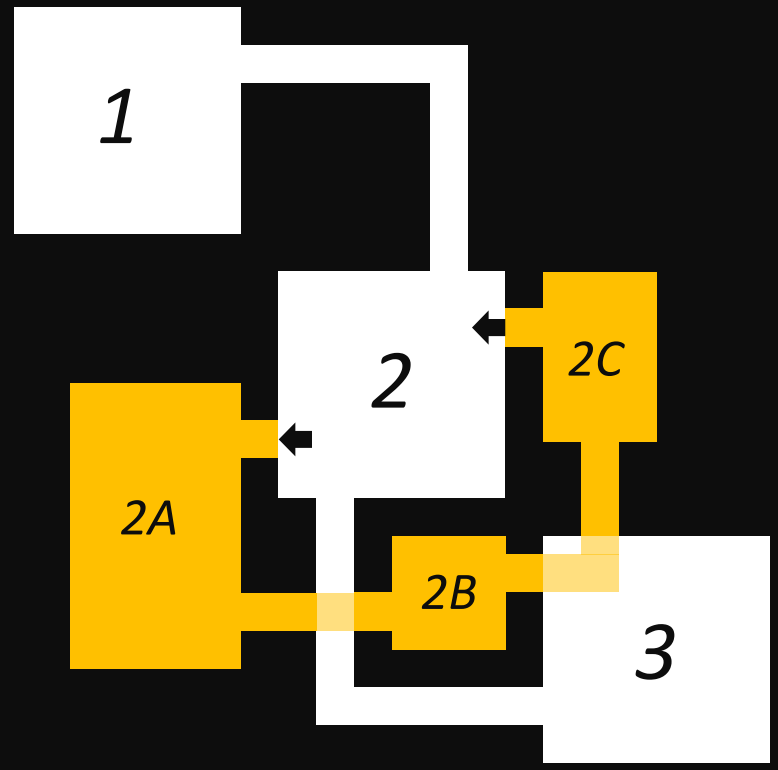
III ARTICULATE THE CONCEPT

IV **PRESENT THE PLANS**

V PLAY THROUGH THE LAYOUT

VI ???

VII ???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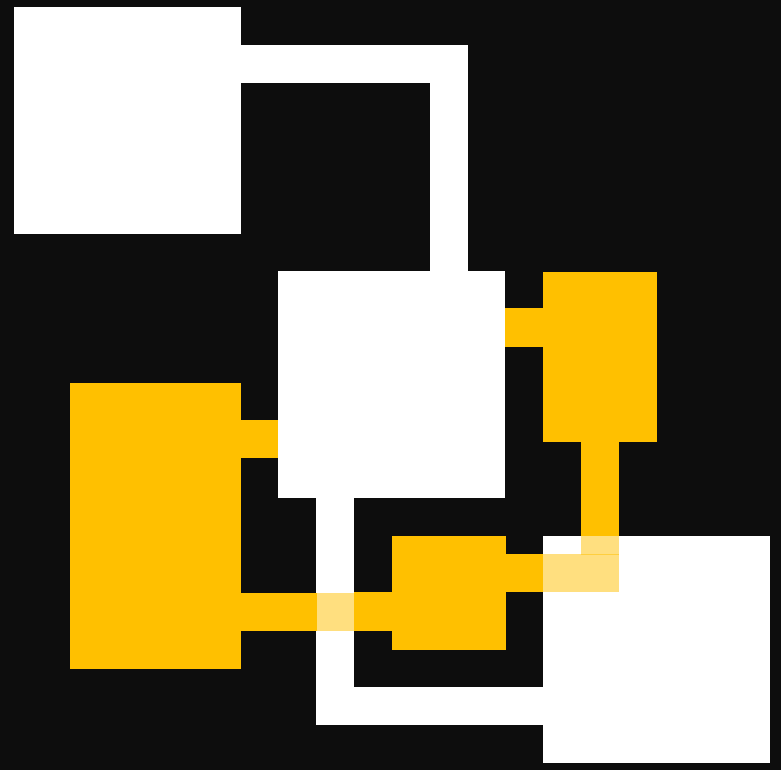
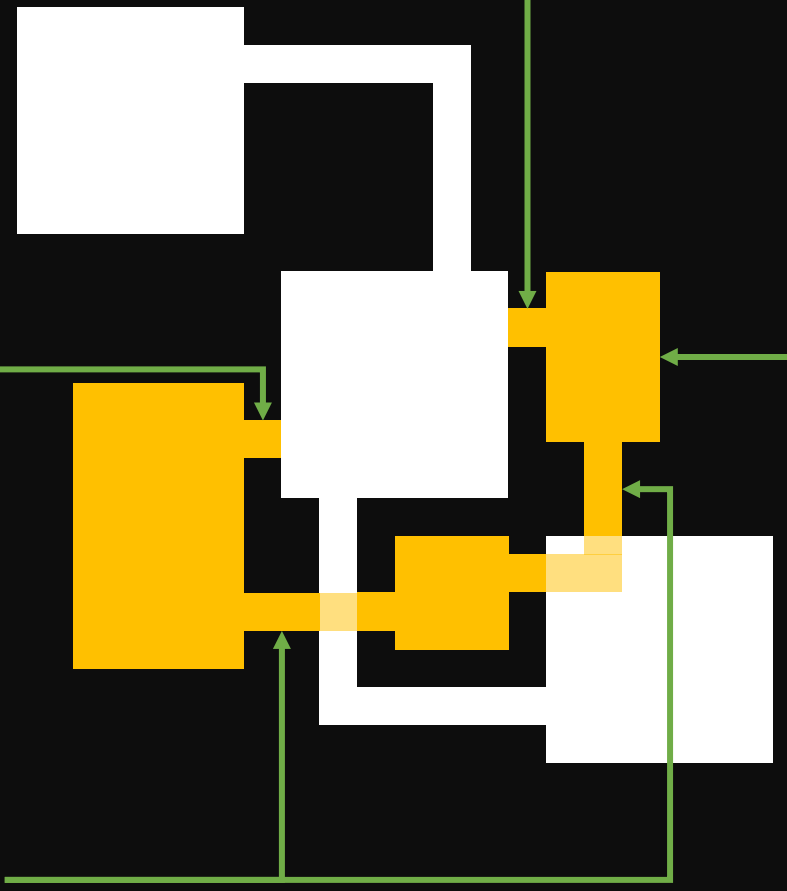
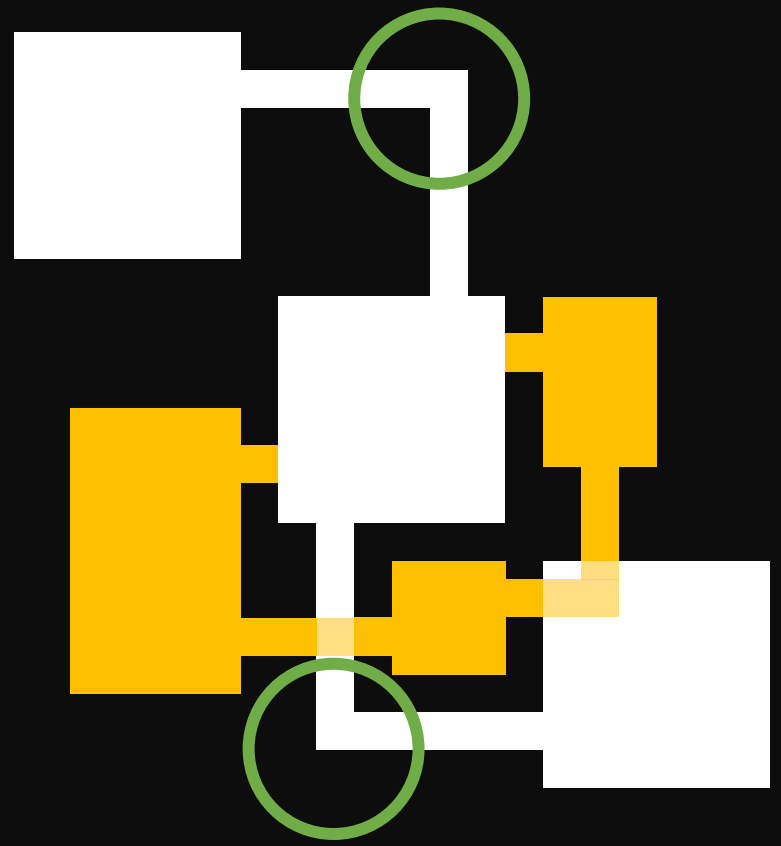


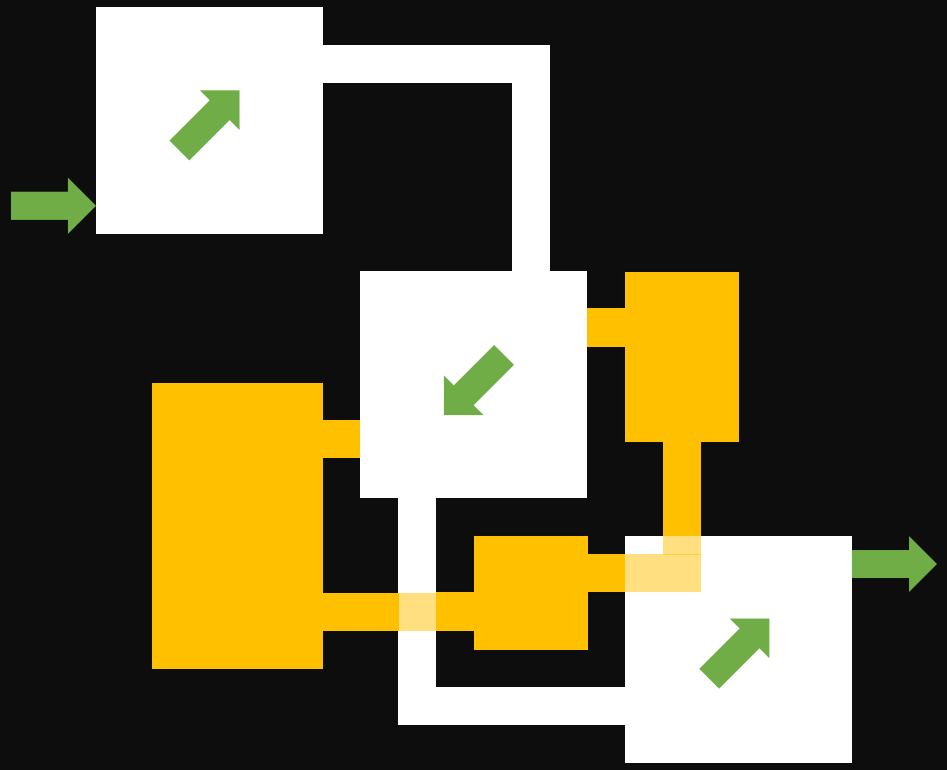
secondary route can be reversible; player enters or exits from the same accesses

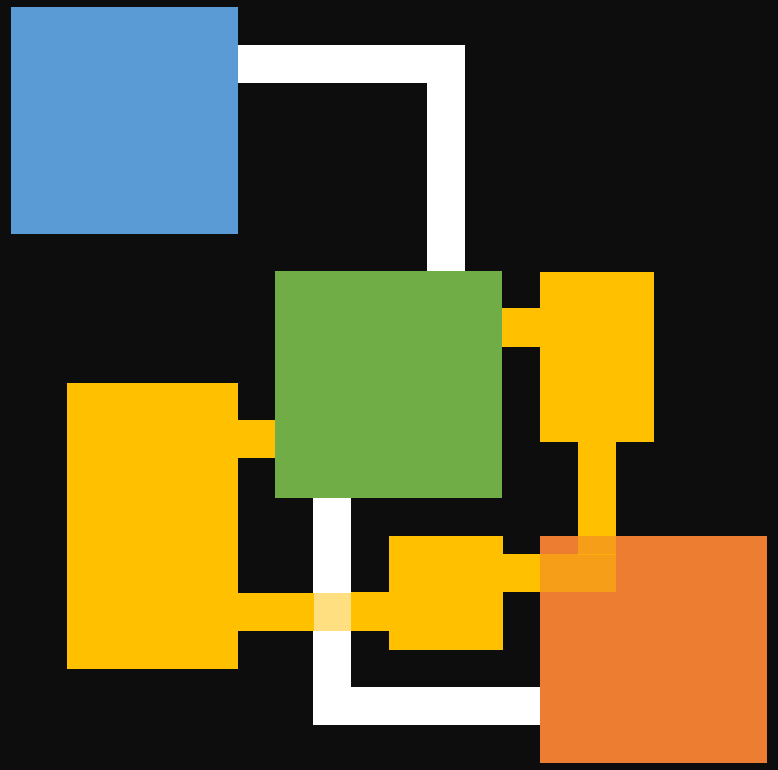


each room has the potential of being incrementally difficult

it would be possible to get back on the main route when the blue and yellow overlap







# ONBOARDING GIVES YOUR AUDIENCE THEIR BEARINGS

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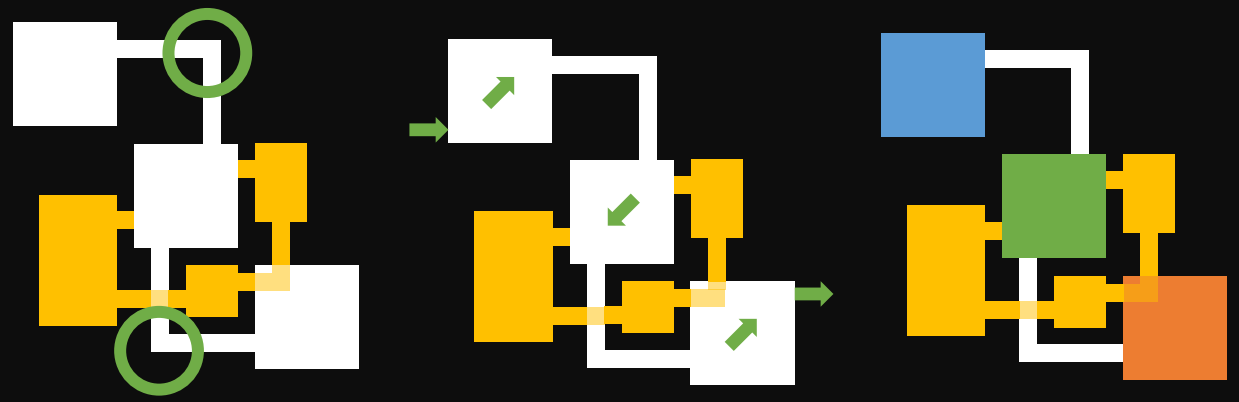

I STATE THE DESIGN PROBLEM

II DESCRIBE THE PROCESS

III ARTICULATE THE CONCEPT

IV PRESENT THE PLANS

V **PLAY THROUGH THE LAYOUT**

VI ???

VII ???

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III ARTICULATE THE CONCEPT

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V PLAY THROUGH THE LAYOUT

VI ???

VII ???

I STATE THE DESIGN PROBLEM

II DESCRIBE THE PROCESS

III ARTICULATE THE CONCEPT

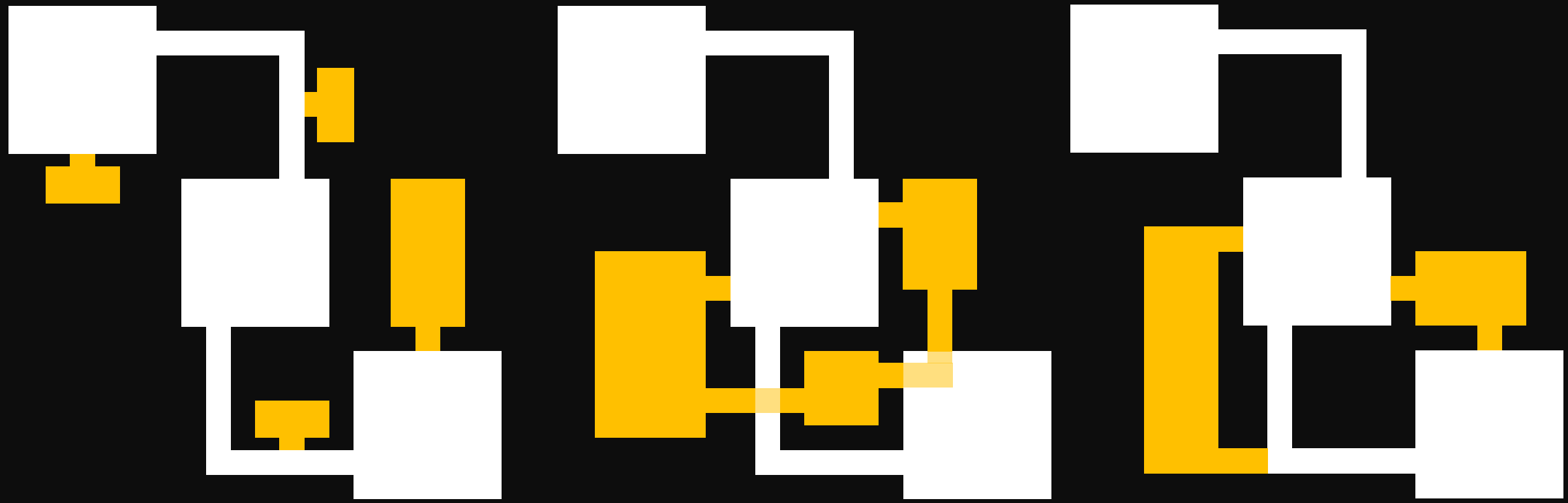
IV PRESENT THE PLANS

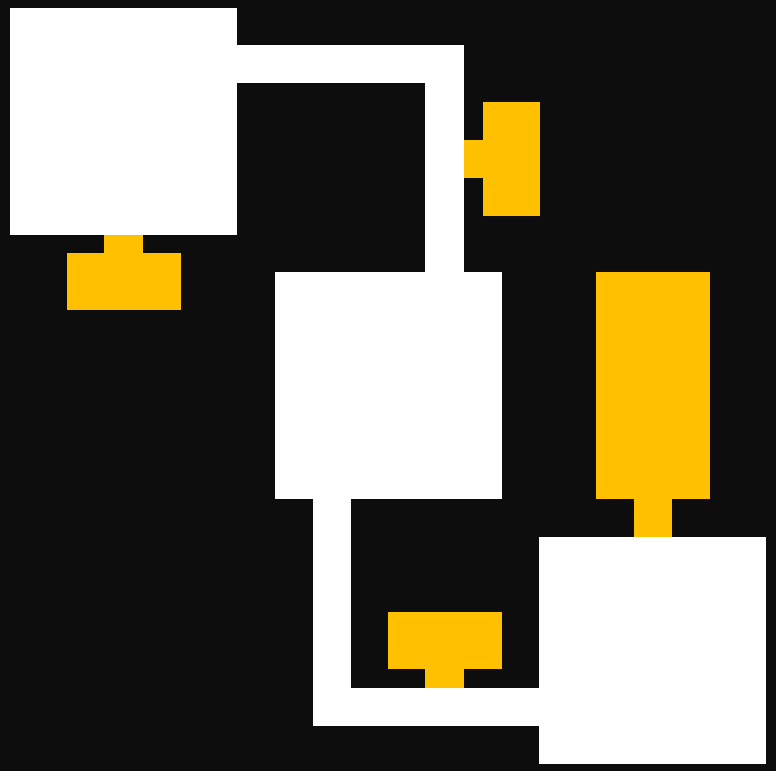
V PLAY THROUGH THE LAYOUT

VI SUGGEST ALTERNATIVES

VII ???

# ALWAYS HAVE A PLAN B





# A

## NESTED LOOT CLOSETS

+ cheap to make

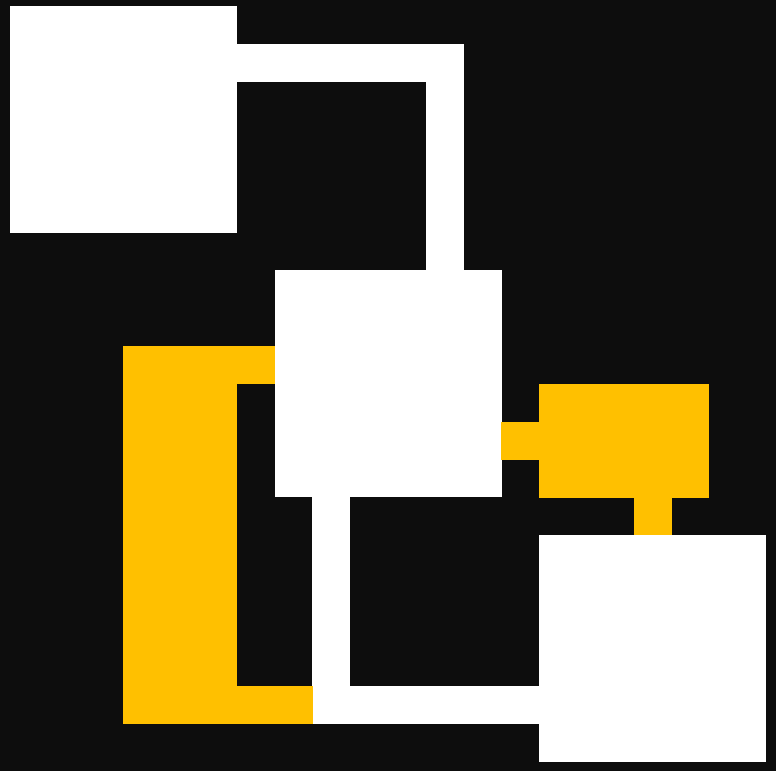
- possible backtrack

# B

## RABBIT HOLE

+ flexible add-on

- time-expensive



# C

## LOCK DOOR GET KEY

+ foster exploration

- can confuse player

# HAVING ALTERNATIVES FOSTER BETTER DECISIONS

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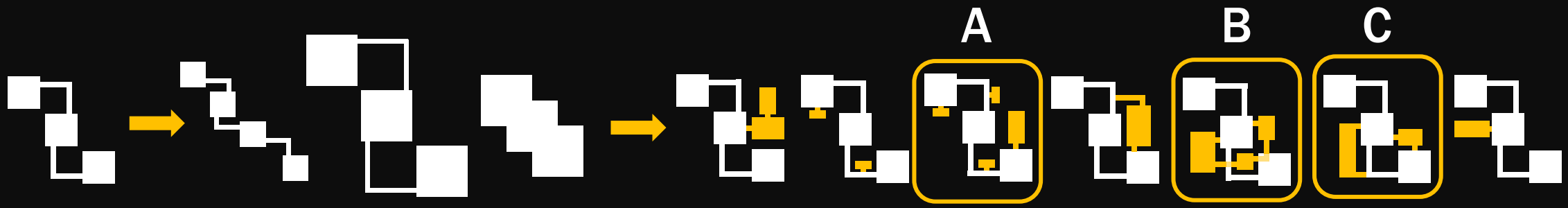

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I STATE THE DESIGN PROBLEM

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V PLAY THROUGH THE LAYOUT

VI SUGGEST ALTERNATIVES

VII CRITIQUE THE WORK

# WHAT ARE *YOUR* UNCERTAINTIES?

# WHAT ARE *YOUR* UNCERTAINTIES?

*“we need to scale up the level”* → *“how can we increase the duration of the level?”* → *“how can we make sure the new rooms offer interesting but optional gameplay?”*

takeaway #1

# showing is storytelling

takeaway #2

# learn graphic design

takeaway #3

# vulnerability is professional

thank you