Game Design

What do we know about games?
When I talk about games - I will start talking about any creative fun activity.

Computer Games, Board Games, Movies, Books, Comics etc.

Later this will narrow to Computer Games
What I want you to walk away from here is:

IDEA --> STORY / CHARACTER --> DESIGN --> PITCH --> DEVELOPMENT

A Process

We aim to be top of the food chain, not bottom of it.

Producers of Entertainment!
USE OF COMPUTERS IN SCHOOLS

Survey of Y7-10 students 2012
“What do you use your computer for at school?”
Game Industry is BIG BUSINESS
Better to be at the top.

VERY BIG AND GROWING

Global video game market
$ Billions

- 2002: 21.88
- 2003: 23.3
- 2004: 26.33
- 2005: 27.67
- 2006: 31.63
- 2007e: 37.47
- 2008e: 41.46
- 2009e: 44.23
- 2010e: 46.72
- 2011e: 48.88 (30.4%)
The Story So Far

One Game:

- 12 million subscribers pay $45 (USD) to buy and $15 per month.
- That is $ (12000000 x 45) = $540,000,000 + 12M x $15 = $180M per month ($2.2B a year)

Farmville

- 200M players = $800M year
Money?

- Buy a game new $90
  - sell 3-4 million
- Mobile for $.99
  - sell 15-20m
- FTP (free to play) PTW (Pay to Win)
  - Free. $.99 in micro-transactions (on going)
    - Plants V Zombie 2 - $25.90 to unlock + coins $3-50
- Subscription
  - Only worked well for a couple of AAA
  - 200000 users @ $10-15 / month
Become Part of it.

- Large range of skills needed
- Not just IT / Technical
- Multimedia
  - Writers
  - Artists (2D / 3D)
  - Video
  - Music
- Programming is the last part of the process
How do we make fun?

Long before the development starts:

- Idea
- Story
- Characters
- What those characters do
  - Fun, mechanics (rules), feedback.
- Pitching (Selling) our ideas
What do you get paid?

Note these figures are VERY rough for experienced people - depends on location, what the company is etc...

- Business and marketing: $130,000
- Producers: $120,000
- Game Designers: $100,000
- Programmers: $90,000 (Can expect $40-80/hr)
- Sound designers: $80,000
- Artists and animators: $70,000+
- Quality Assurance: $32,000 (Game Testing :) )
HOW MUCH & HOW LONG?

- An “AAA” list game for PC or Console:
  - 2-300 people
  - 1+ years (usually 2-3 all up)
  - $30 Million+

- Top iPhone game:
  - 3-4 developers
  - 3-6 months
  - $200k
To Build Something you need to know something about it.
- What do we as individuals know?
- What is fun?
- How do we communicate our ideas about fun?
- Social Aspects of Games
- Designing a Game
- Building a Game (for our Projects)
Create a Mindmap of what you know about games.

Digital (freemind / bubbl.us)

Pen and Paper

Keep to compare at end of unit.