

# *Tutorial #1*

From Concept to Delivery



# *Iteration #1*

- Definition of a Problem/Need
    - Inkling Games Can Help
  - Determination of How Game Addresses Problem
    - Initial Treatment
  - Production
    - Development of 1.0
  - Deployment
    - Getting it into hands of those who need to play
  - Assessment
    - Did it Work? Do we do 1.X-2.X, etc.
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# *Iteration #2: More Details...*

- Definition of Problem
  - Initial bite is close but often not perfect
    - Customer is often focused already on a game paradigm that needs work if not wholesale reorienting
  - Scope the problem better
    - Pull out for higher level view before drilling down
  - Look for a solution that matches well to the strengths of videogames and game design
    - Fitting the problem to a game vs. the game to a problem



# Iteration #2: More Details

- Three critical things at this stage:
  - Continuously scope the problem & the project
    - The game design and project design are separate elements!
      - But both affect the design of the software
    - Understand the contextual elements
    - Understand the elasticity principle
  - Draw from commercial games/games in general
    - Must have good catalog of games knowledge
      - Read, play, review, retro especially
      - Authoring tools, game culture, the “meta-game” of gaming
  - Steal from other applications too!
    - We are “applied gaming”
      - There is a different sentiment here to adopt
      - IT interfacing is important driver here

# *Iteration #2: Contextual*

- How will it be used?
    - Does it need teaching tools
    - Who makes levels and content?
      - Is it hardwired or need to be authorable
    - Is it distance or in-class, blended?
    - Informal learning? Formal learning?
    - Public availability, corporate?
    - How much time is the player going to have?
    - Does it have to fit into a specific curriculum?
    - Is it part of a certification?
    - And more...
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# Iteration #2: Elasticity

- *Elasticity deals with quality of production level you must hit*
    - *and sometimes design*
  - *“The player will forgive elements of a serious game that are not commercially viable if they have other sincere motivations to drive their willingness to play the game.”*
  - Elasticity is affected by how many gamers the audience has
  - How can you predict elasticity?
  - How do you set expectations?
  - Are you being honest to yourself?
  - Elasticity applies to serious games vs. commercial games but not serious games vs. serious games
  - Elasticity will tighten as commercial gaming moves forward there is a breaking point
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# *Iteration #2: Production*

- Big picture engineering scoping
    - Is this web or downloadable?
    - Cross platform or not?
    - Portable (if so how?)
    - Other (do you have knowledge about other platforms)
    - Online or not? (massive?)
    - How much text?
      - International?
    - Changeable content?
  - This list isn't much different from commercial games?
    - But serious games is different... so lets talk about that.
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## *Iteration #2: Deployment*

- What are the deployment strategies?
  - Can you really drive the audience?
  - Does the audience have the know how?
    - To play the game?
    - To understand the content as it exists in the game
  - Serious games often fail at tutorials and supporting deployment strategies
  - What do you want to capture back during deployment?
  - Corporate IT issues, security issues, asset control issues, patching, etc.
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# *Iteration #2: Assessment*

- How is success calculated?
    - For the project?
    - For the game?
    - For the player?
    - What tools calculate these successes?
  - How do you determine what certifies a success unit and success overall up-front
  - If you do not have success agreed upon how do you hit that target?
  - Do not just accept a dictated assessment goal!
    - Fight for multiple success points
    - Fight to orientate around inherent strengths in games not perceived strengths!
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# *Iteration #3: Concept*

- What needs to be developed?
    - Refine, refine, refine
    - (Re)Set expectations constantly
  - Why is this being developed?
  - Who best to develop this?
  - What can it take from games?
  - What is the budget?
    - Is it realistic?
  - Who is the target?
    - Do they game often, casually, etc. mixed group?
  - Timeline?
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## *Iteration #3: Problem to Game*

- Gather as many game ideas on a sheet of paper
  - Genre Level gathering too
  - Gather all the screenshots of those games
  - Play them as well
  - Features | Qualities | Vibe | Play
    - What transfers over?
  - Think inspirationally and abstractly
    - Jazz it!
  - Be able to eventually articulate a game-pedigree
    - Draw out the box, an ad, etc.
  - Does the approach create good correlations?
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# *Example: Microfinance...*

- Lemonade Stand (micro biz)
  - M.U.L.E. (multiplayer - gestalt)
  - SimCity (genre)
  - Utopia (scope & size)
  - Casual games/puzzle pirates? (production quality)
  - Humurabi (old text game)
  - Hidden Agenda (personal interface)
  - Civilization, Tropico (interface)
  - DS games... (portable interface)
  - SimCountry (mmp)
  - Seven Cities of Gold (walking around large world)
    - Heart of Africa (actually being in the village)
  - To do: finance games, small biz games, designers – Trevor Chan, Sid Meir, Phil Steinmeyer, etc.
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