

WHAT THE ~~BLEEP~~ AM I DOING?

Being a Gamedev Without a Clue

12-13 July 2017

 **IndieDev: Bootcamp**

Insight: Inspiration: Networking



“Nobody knows anything.”

– Jeff Vogel

(citing William Goldman)

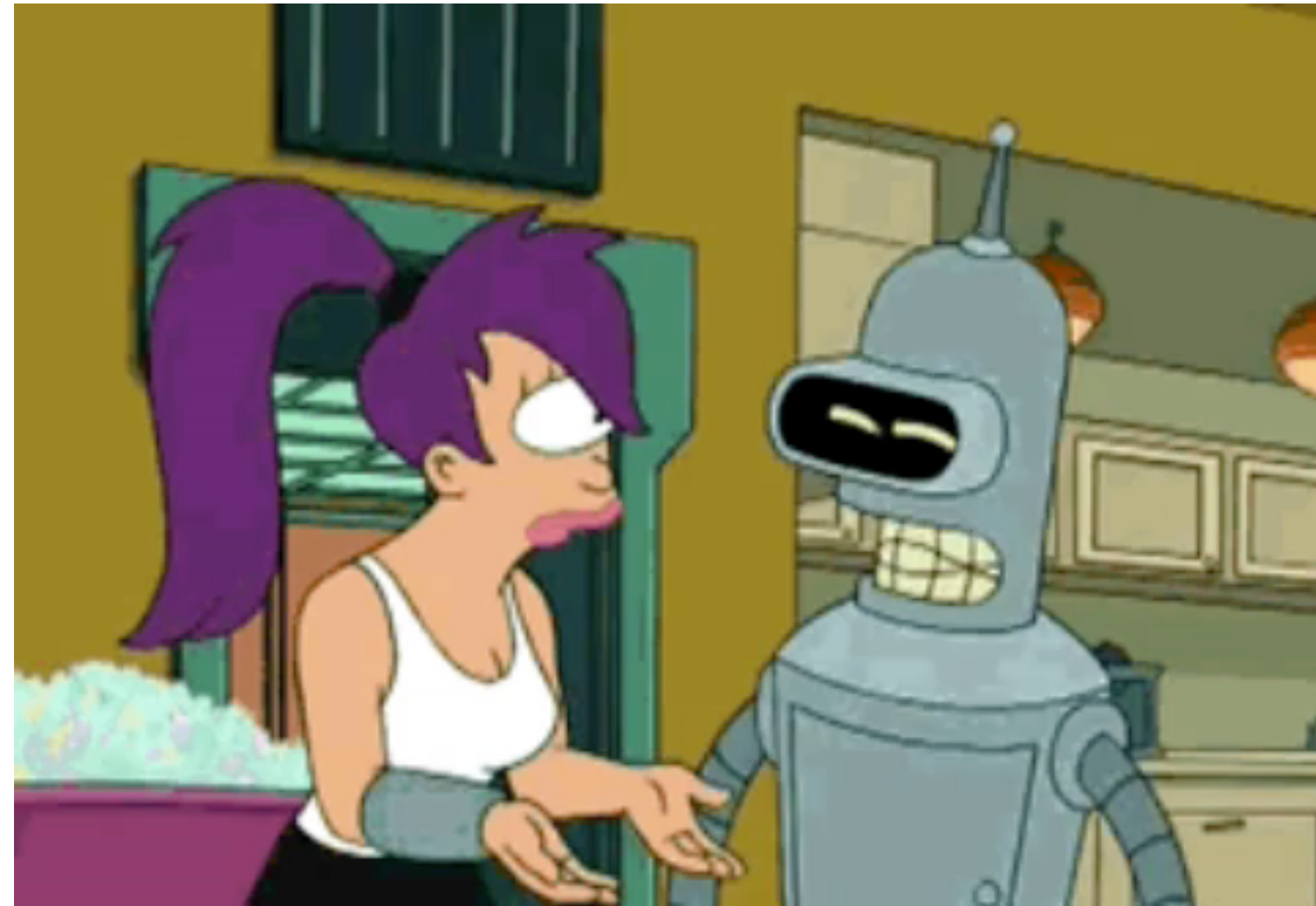
Who is this guy?



What we used to do

- Mobile app developer since 2011
- 130+ published apps
- Marketing & distribution partner
- Good footing in industry
- Financially successful

LET'S NOT DO THAT ANYMORE



What we do now

- Desktop & console games since 2016
- 1.5 published games
- Financially ~~successful~~ still here

Comparing Indies

indie \neq indie

Comparing Indies

NUMBERS ARE ROUGH ESTIMATES
BASED ON STEAMSPY DATA,
REPORTS & # OF RATINGS

- **Rocket League**

- Reported 10.5M+ Owners
- ~ \$190M Gross Revenue

- **No Man's Sky**

- ~ 4.5M Owners
- ~ \$180M Sales Revenue

- **Salt & Sanctuary**

- ~ 1M Owners
- ~ \$19M Sales Revenue

- **ChromaGun**

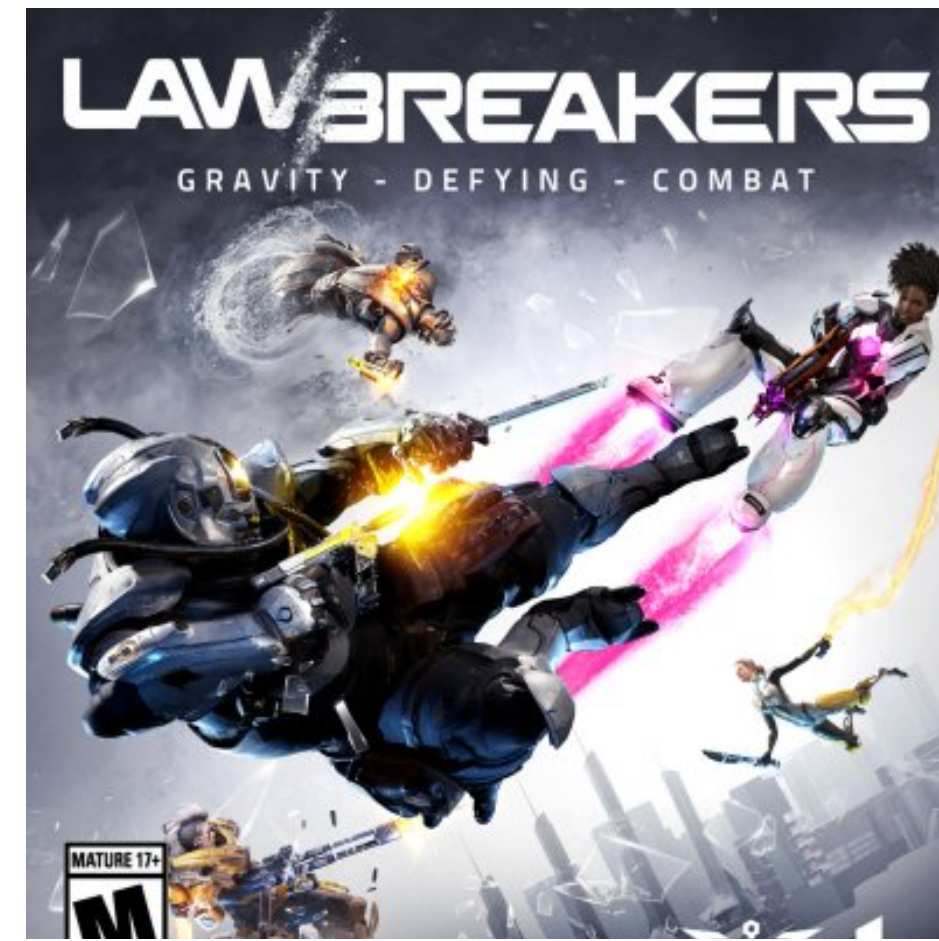
- ~ 11k Owners
- ~ \$130k Sales Revenue

Comparing Indies



DEVS' CREDITS

- The Walking Dead
- Tales of Monkey Island
- Spore
- Star Wars Battlefront
- Fable 3



DEVS' CREDITS

- Unreal
- Unreal Tournament
- Gears of War
- Killzone
- Battlefield Hardline
- Fallout



DEVS' CREDITS

- Gears of War
- Mass Effect 3
- Bulletstorm
- Unreal Tournament III
- XCOM: Enemy Unknown



DEVS' CREDITS

- ChromaGun

Learn From Yourself

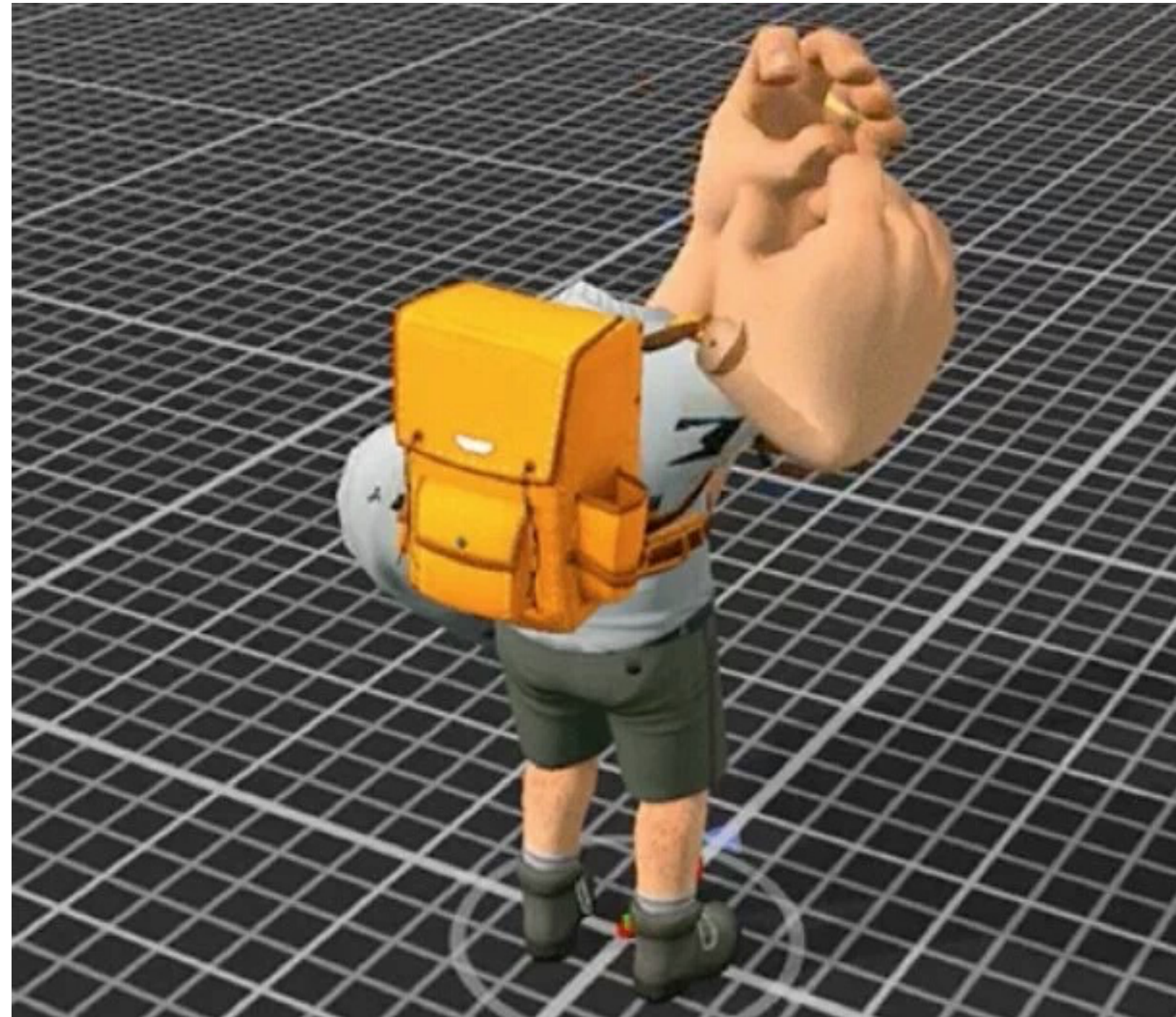
- CDT outsold CG by 750% in Week 1
- Started talking about CDT early
- Made great contacts who know things
- Avoided lots of pitfalls from CG (Damn you, lighting!)

Nobody knows anything*

*Some just have more experience knowing nothing.



Proof that all devs cheat



Credit to Campo Santo

Proof that all devs cheat



Credit to Matt Boehm at Blizzard (@mattheweboehm) - The First Person Animation of Overwatch (GDC)

Proof that all devs cheat



Credit to AlexP4 on Imgur

Ways to learn

- **Read books**

- e.g. Game Design: A Theory of Fun, The Art of Game Design , Rules of Play
- Helps cover the basics, even if you think you know them all (you don't)
- Builds confidence, because you know why you do things

- **Follow blogs & vids**

- e.g. Gamasutra, IndieGames Blog, GDC Vault, GamesIndustry
- Keeps you informed about the market
- Gives you access to new techniques, as they're discovered

- **Go to dev conventions (you did, yay!)**

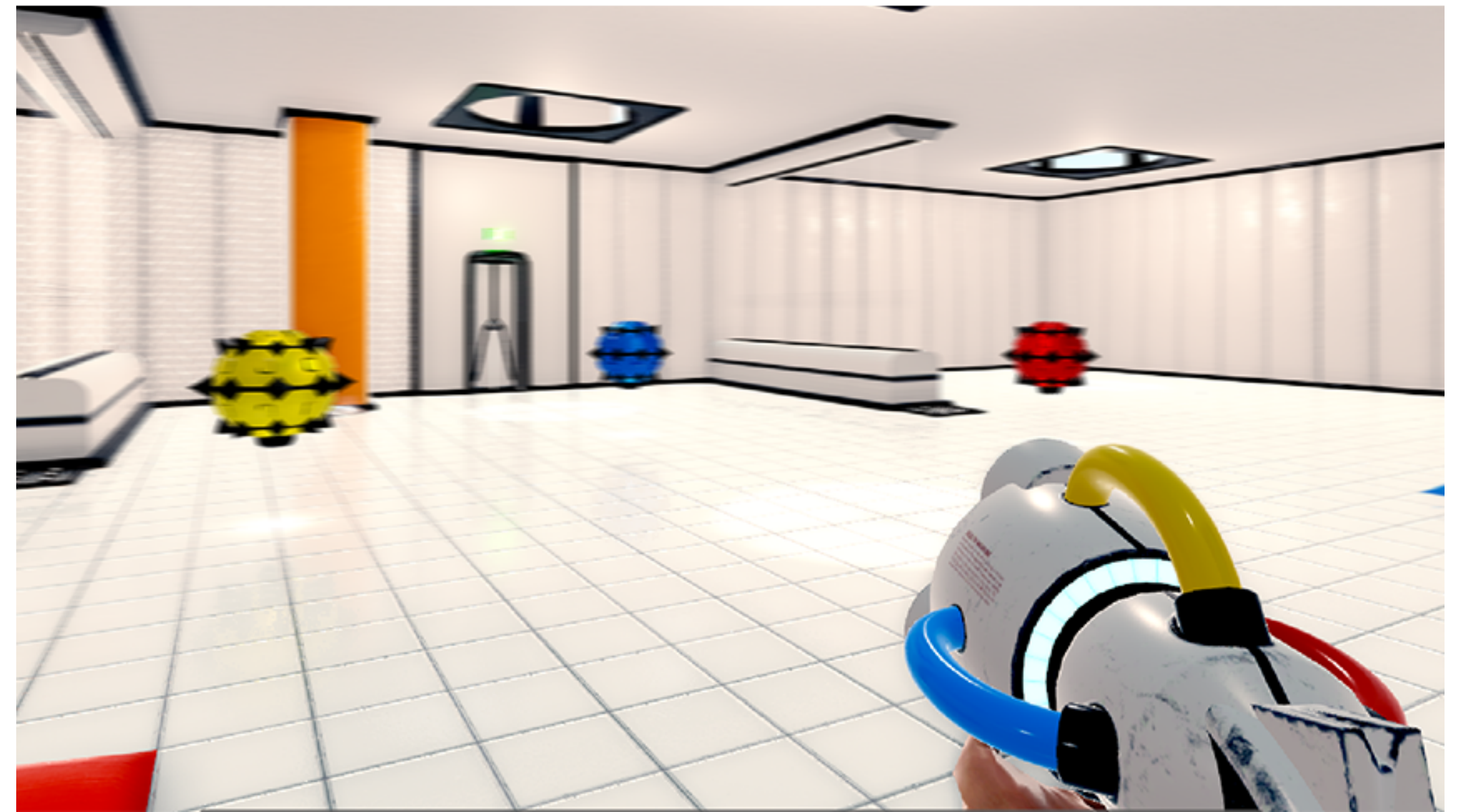
- e.g. Develop Conference, GDC, Siggraph (graphics), Casual Connect (mobile), Respawn
- Builds important business contacts
- Fosters friendships, and keeps you motivated
- Helps with impostor syndrome, when somebody tells you they suck, too

How to be a good dev

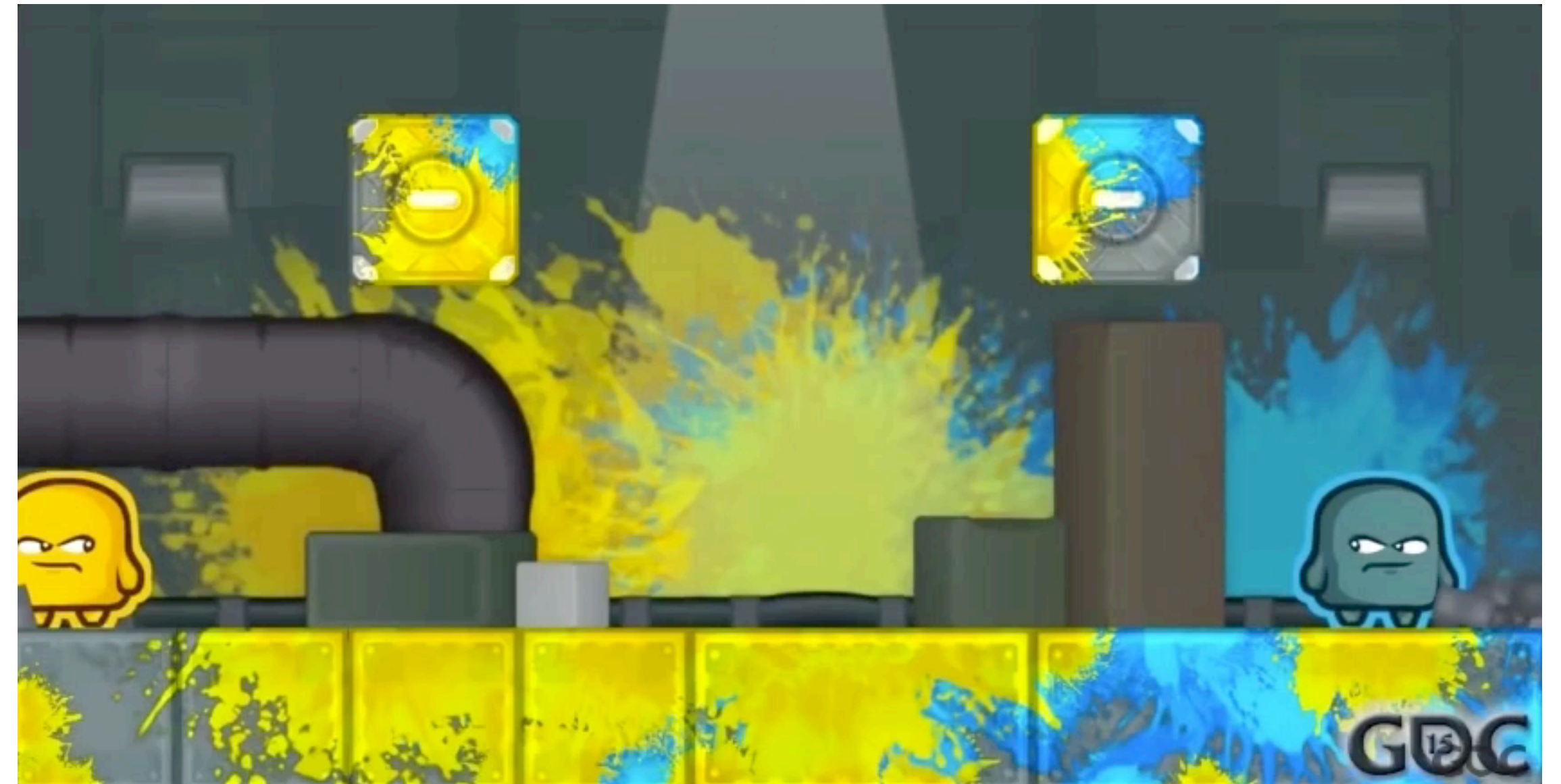
- **MAKE MORE GAMES**

Some quick tips

Polish your look

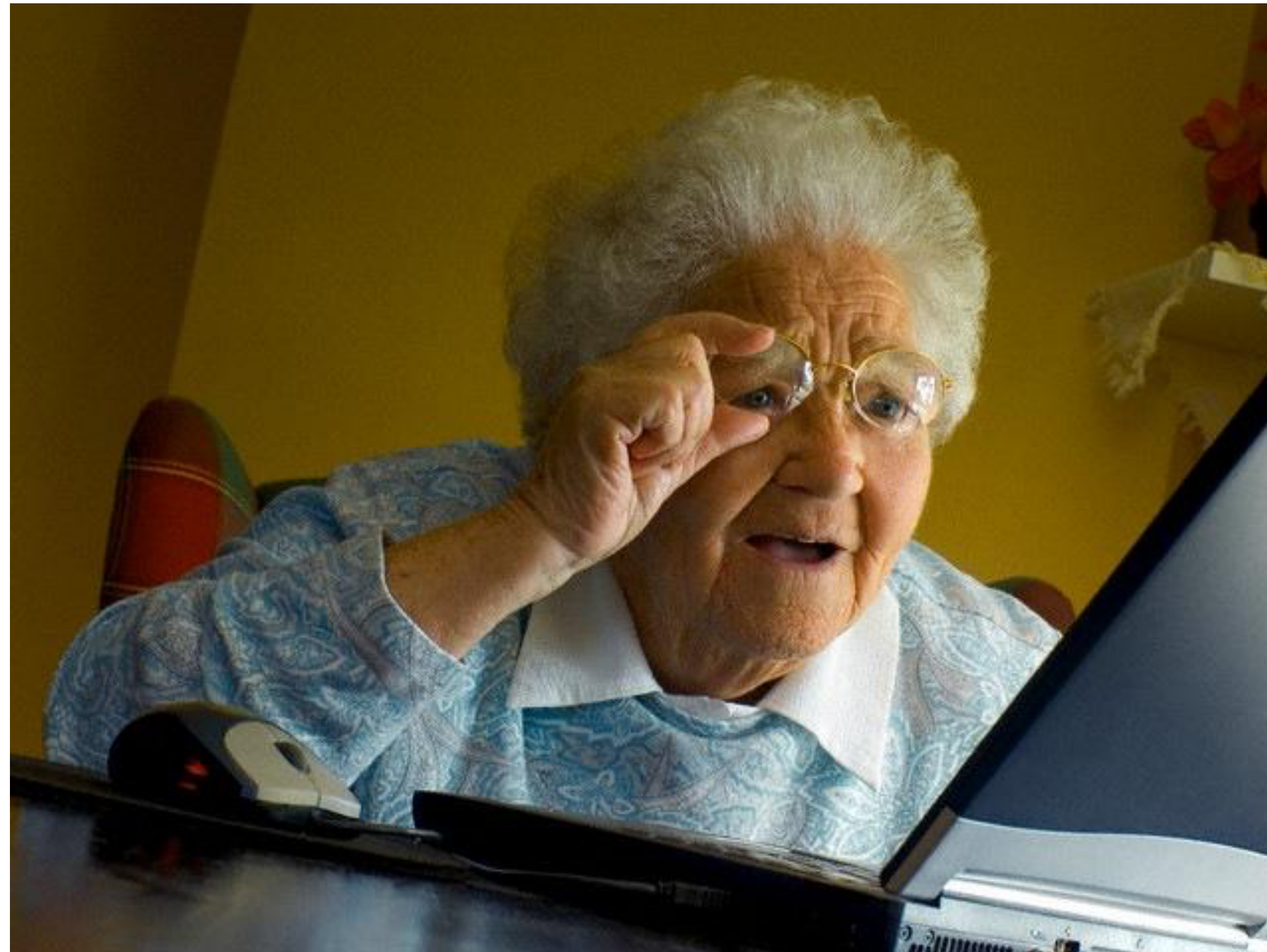


Polish your feel

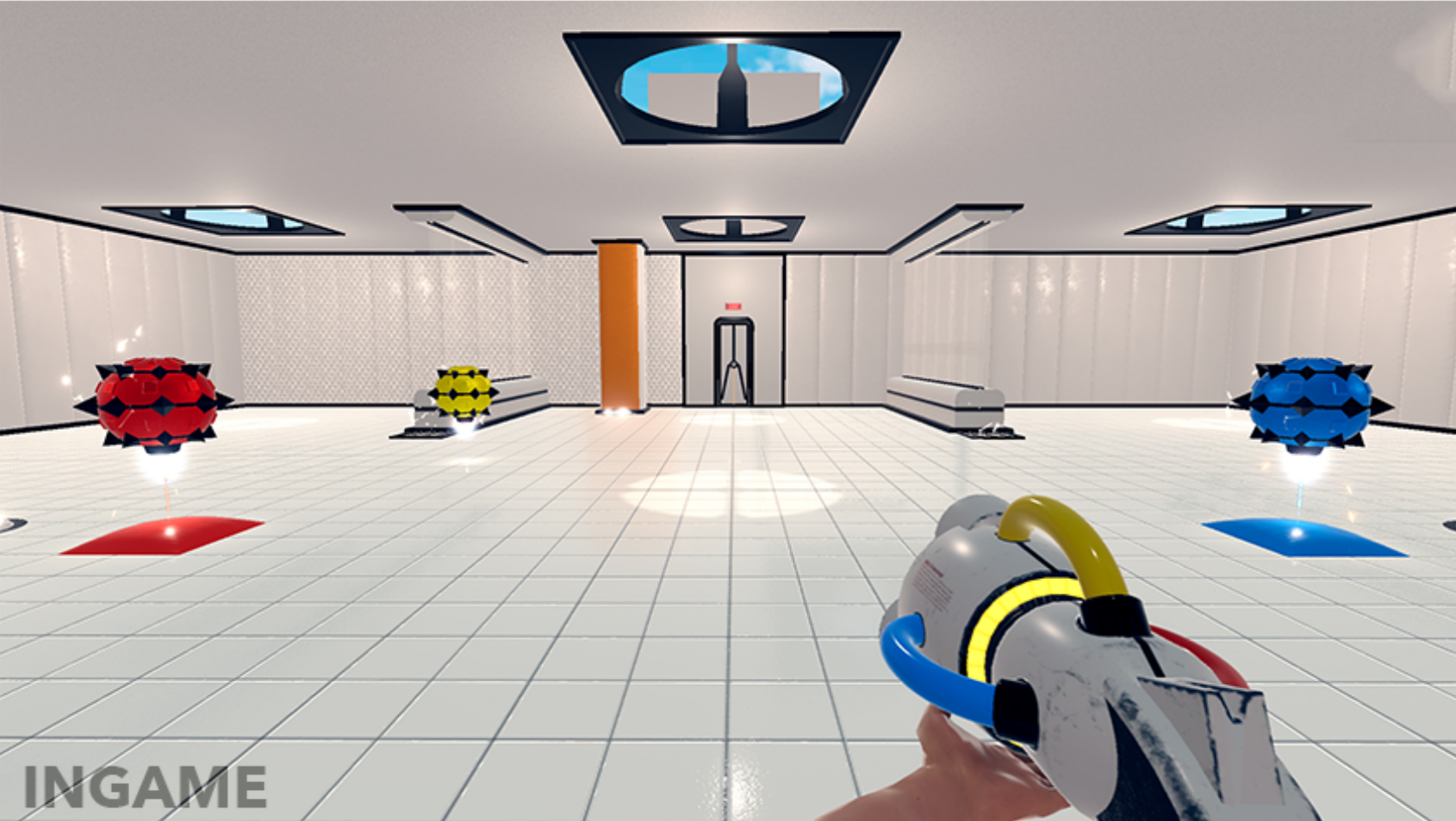
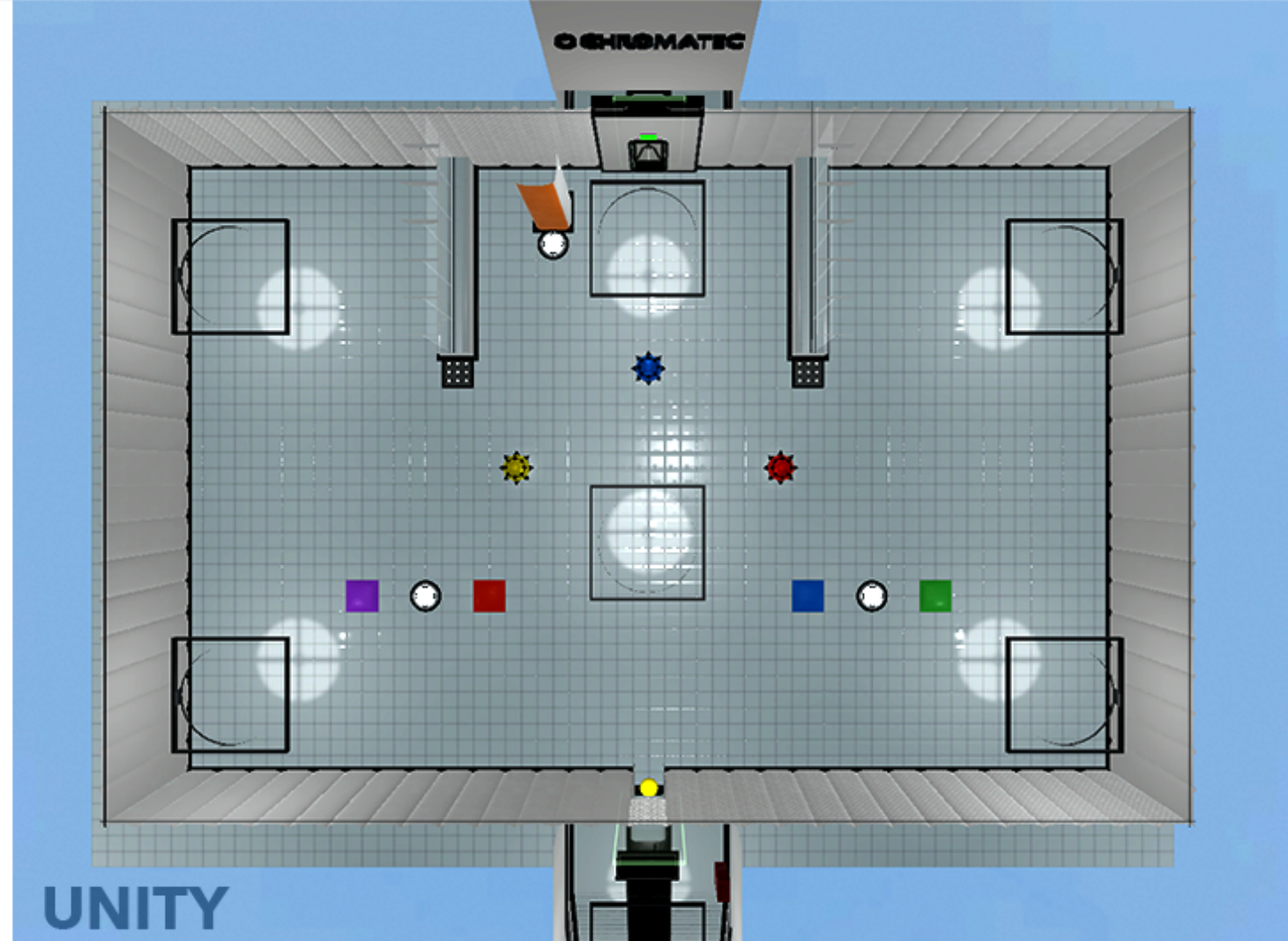
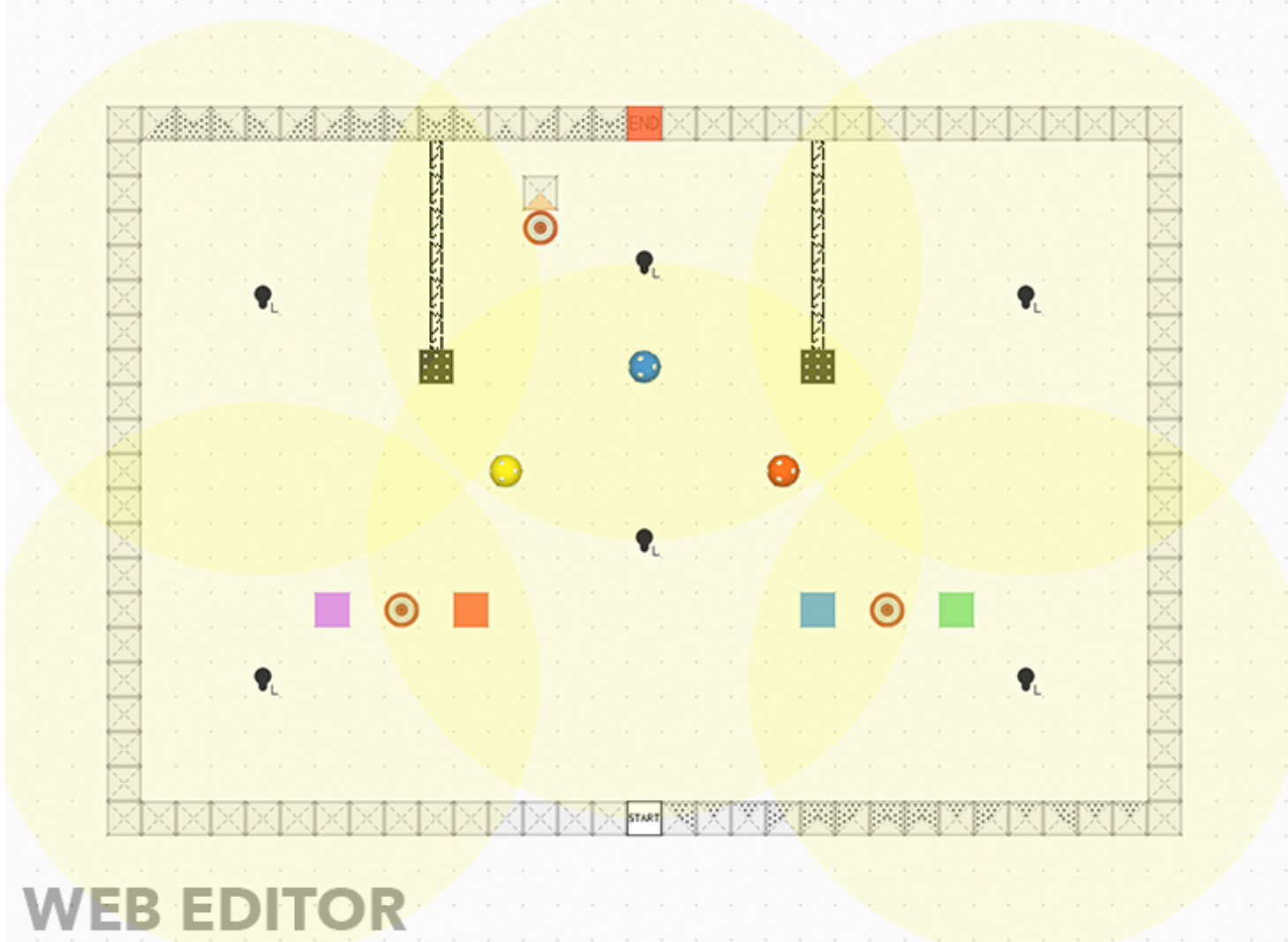


Credit to Nicolae Berbece at Those Awesome Guys – Game Feel: Why Your Death Animation Sucks (GDC)

Polish your gameplay



Think outside the engine



THANK YOU!

Questions?

STEVE CROUSE



@stevecrse

@pixel_maniacs

