Introduktion till speldesign, del 2

Introduction to game design, part 2

Today

09:30-12:00
Intro: Anna
Intro: Course
USP and elevator pitch
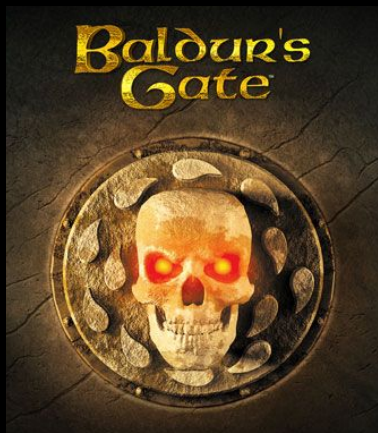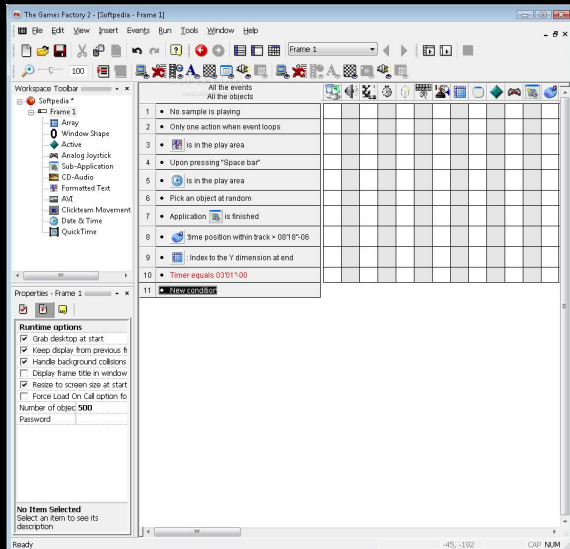**12:00-13:00**
LUNCH
13:00-16:30
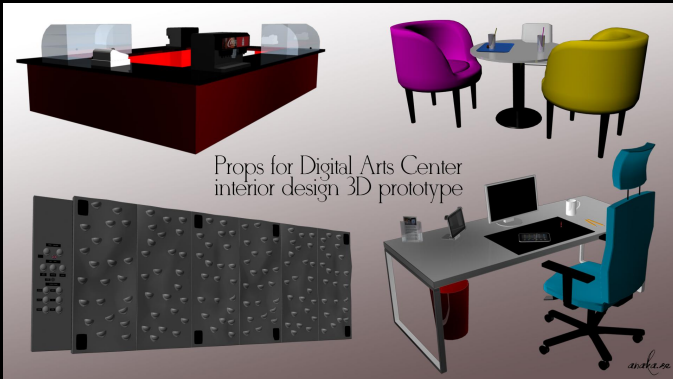Workshop: USP and elevator pitch

Who am I?

goodgame
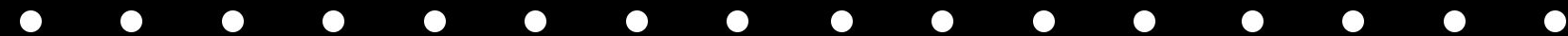
TRUDVANGS HJÄLTAR

Stockholm
University

ELECTRUM
DISK
KISTA
1990

STOCKHOLMS UNIVERSITET

Props for Digital Arts Center
interior design 3D prototype

GAMEX.se

CITIES SKYLINES

MAGICKA

PILLARS of ETERNITY

TELEGLITCH DIE MORE EDITION

midvinter

Available now!

Game projects

As indie:
Midvinter
Shantee's Choices
Capitals
Reverse
IndieGame (working title)

Gamejams:
Love bites (ILU jam, 2015)
PentaCurse (Global Game Jam, 2016)
The Great Consperatea (Castle Game Jam, 2016)

At Paradox:
A Game of Dwarves
Ancient Space
Cities in Motion
Cities in Motion 2
Cities: Skylines
Crusader Kings II
Dungeonland
East vs. West (Cancelled)
Europa Universalis IV
Hearts of Iron III
Hearts of Iron IV
Hollowpoint
Impire
Knights of Pen and Paper +1 Edition
Knights of Pen and Paper II
Leviathan: Warships

Magicka
Magicka 2
Magicka: Wizards of the Square Tablet
Magicka: Wizard Wars
Pillars of Eternity
Runemaster (Cancelled)
The Showdown Effect
Starvoid
Stellaris
Sword of the Stars II
Teleglitch: Die More Edition
Tyranny
Warlock
Warlock 2
War of the Roses
War of the Vikings

This course (preliminary)

Week	Date	Time	Hours / Total	Description	Notes
Introduktion till Speldesign					
w 41	10/10/2016	09:30-12:00	2.5	Presentation Anna, Intro to course part (what's expected of you), USP + elevator pitch	
	10/10/2016	13:00-16:30	3.5	Workshop: USP + elevator pitch	
	11/10/2016			*Catching up: Unreal & Blueprint*	
	12/10/2016	09:30-12:00	2.5	GDD + MVP (core features, vertical slice)	
	12/10/2016	13:00-16:30	3.5	Workshop: GDD + MVP	
	13/10/2016			*Catching up: Unreal & Blueprint*	
	14/10/2016	09:30-12:00	2.5	Feedback loops, triggers	
	14/10/2016	13:00-16:30	3.5	Workshop: Feedback loops, triggers	
			18		
w 42	17/10/2016	09:30-12:00	2.5	Tutorials; Teach new techniques	Look at Nintendo
	17/10/2016	13:00-16:30	3.5	Workshop: Theoretical map and powerups/abilities	
	18/10/2016	09:30-16:30	6	Continued workshop: Theoretical map and powerups/abilities	
	19/10/2016	09:30-12:00	2.5	Juciness	
	19/10/2016	13:00-16:30	3.5	Workshop: Juciness, VFX	
	20/10/2016			*Catching up: Unreal & Blueprint*	Anna at SGC
	20/10/2016			*Catching up: Unreal & Blueprint*	Anna at SGC
			18		
w 43	24/10/2016	09:30-12:00	2.5	Balancing: SP & MP. Economy	
	24/10/2016	13:00-16:30	3.5	Workshop: Balancing	
	25/10/2016			*Catching up: Unreal & Blueprint*	
	26/10/2016	09:30-12:00	2.5	Narrative through gameplay, Ludo-narrative dissonance, Story beats	
	26/10/2016	13:00-16:30	3.5	Workshop: Story beats in theoretical game	
	27/10/2016			*Catching up: Unreal & Blueprint*	
	28/10/2016	09:30-12:00	2.5	Pitching theoretical game	
	28/10/2016	13:00-16:30	3.5	What is a game, really? When a game is not a game. Games that are not "fun". + Evaluation, reflection	
			18		

Unique Selling Point (USP)

"Differentiation is one of the most important strategic and tactical activities in which companies must constantly engage."

- Prof. Theodore Levitt (Harvard Business School)

Floppy Bird - THE B...
APP-HEROES
FREE

Flap Bird Forever
Go Barcelona Startups ...
FREE

Clumsy Bird
Candy Mobile
FREE

Flappy Cat
Jógvan Olsen
FREE

Flappy Turd
Zacatictac
FREE

Impossible Bird
sudosoft
FREE

Flappy Tappy
Black Horizon Studios
FREE

Floppy Bird Space ...
TipTop
FREE

Flappy Bats
Funbly
FREE

Tappy Bird
Shane O'Brien
FREE

Steam Spy @Steam_Spy · Sep 22

There are over 10,000 games on Steam now. That number includes removed, discontinued and unreleased games.

↩ ⟲ 53   ♥ 69   •••

What is your *thing?*

- Short sessions?
- Unique graphics?
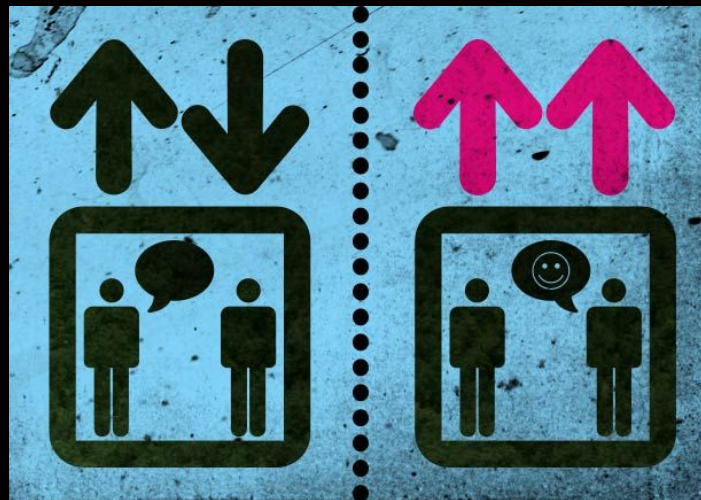- Engaging story?
- Revolutionary physics?
- New setting?
- etc

MDA Framework

- Mechanics
- Dynamics
- Aesthetics

Elevator pitch

- 1-3 sentences
- Catch the attention of the listener
- Make them want more
- Know this inside out

X meets *Y*, with/in/but *Z*

- Diablo II meets Disney, in space
- Chivalry meets Fallout 4, with Rocket Launchers
- Gangbeasts meets Surgeon Simulator, in VR
- etc...

Fleshing it out

- **Midvinter** is a cozy point-and-click adventure, based on Swedish folklore. You play as a gnome on a farm, and you meet fantastical creatures and solve puzzles as you try to stop the troll from kidnapping a child.

- **Shantee's Choices** is a Massively Branching Story Game, about a young woman who wants to be a soldier - but whose life has other things in store for her. You decide how she deals with it, and your choices truly matter.

Aesthetics   Mechanics   Emotional resonance   Setting

Time to try it!

- Take the game you have just worked on (Spelprojekt 1)
- Individually, figure out the USP (add imaginary features if needed)
- Create an elevator pitch
- Compare in the group