

# The Game Development Process



From idea

...

to playing



takes time, money, people, tools, organisations, timing, ...

the idea

- *be very, very careful who you tell*

- *nurture the idea.*



## the concept

- sell your story
- sell it well
- sell it quickly



Bored?



## Work up the game

- from loading screen
- through the story
- to game over



*once upon a time there was a bad man who had to be stopped, only you can stop him, the future of the universe is at stake ....*

*...the universe is safe*

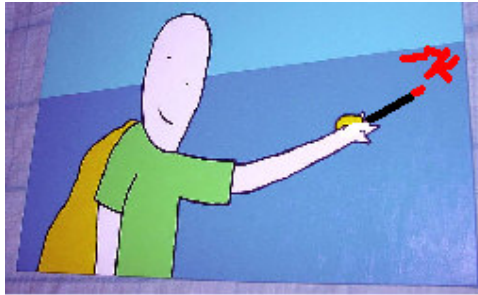
...

*for now*



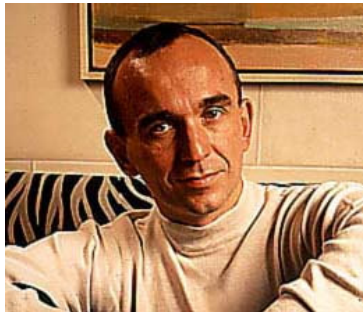
## Define tasks

- producer
- director
- editor
- programmers
- artists
- musicians
- QA



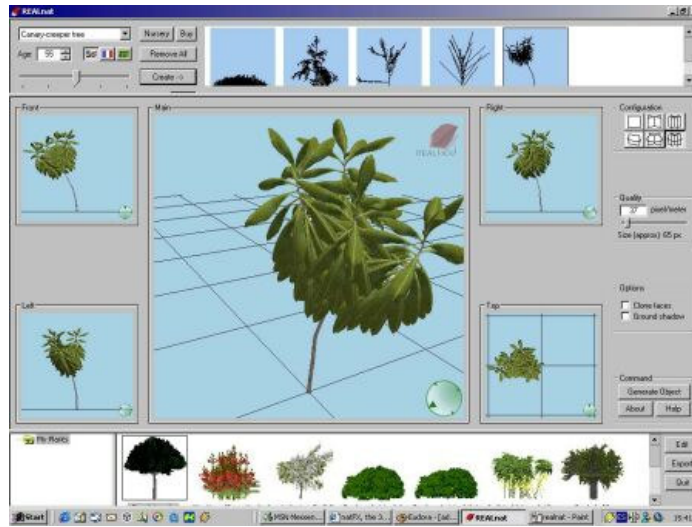
## Cost it all

- time
- timings
- staff
- resources



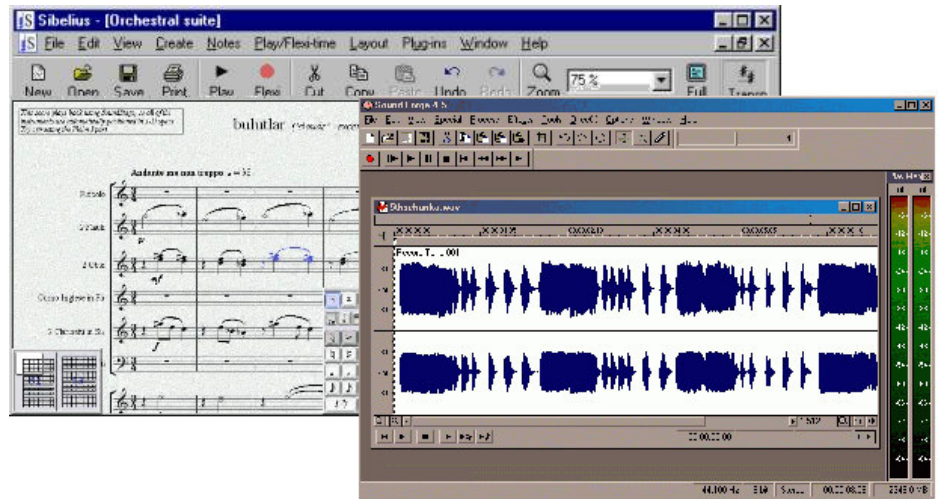
## Artists

- characters
- landscapes
- levels



## Musicians

- sfx
- music



## Programmers

- engines
- game



## Producer

- staff, time and costs



## Director/Designer

- good game?



## Editor

- selects and edits



## Quality Assurance

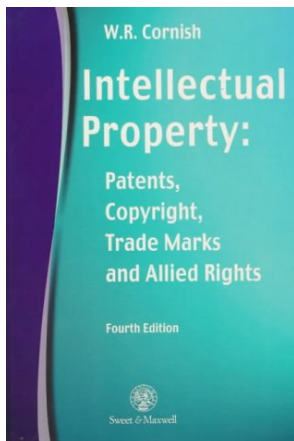
## Outside agencies

- publisher
- subcontracts
- marketing
- press
- manufacturing
- distribution
- retail



## Be aware of risks

- competition
- staff
- IPR
- costs
- contracts



## Keep an open mind

- TV, movie, ...
- toys, dolls, ...
- convergence
- trends

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# Always be learning