Make the Most

Game in the Whole World!

(Time permitting: How Dating and Sex Make You a Better Game Developer)

Ichiro Lambe
Dejobaan Games, LLC
You!

- Student, professional, hobbyist
- Create the most amazing games in the world
Me!

- Ichiro Lambe
  - WPI ’98 and IMGD Advisory Board
  - 1988 – Final Frontier
  - 1992 – Novalink USA
  - 1996 – Worlds Apart/Sony Denver
  - 1999 – Dejobaan Games

- Lesson: Amazing = Must
Why are you here?

• Why make the most amazing games?
  – Dean forced you!
  – Argue with Richard Garriott
  – Tell Will I said “hi.”
  – Change the world

• Must be tough!
Keep Two Things in Mind

1. Amazing Game as easy to implement as mediocre game
2. Your job begins today

So, what does “amazing” mean?
By Sales

• What do GTA vs. Pokemon have in common?
By Sales

• What do GTA vs. Pokemon have in common? Two of the best-selling series ever.
  – GTA: 70M units
  – Pokemon: 175M units

• Other than that: Little.
  – Have you played GTA? Pokemon?
  – Pokemon Red as your MQP?
By Popularity

- WoW and Runescape
- Runescape beats Wow
  - 15M to 10M accounts: Guinness
  - Different revenue models
- Runescape’s: simple graphics
  [Image](http://www.synthscribe.com/media/7[1].jpg)
- Can you create the most popular MMO?
Tetris, Tetris, Tetris

- EGM: “Greatest game of all time”
- Ported to...everything
- Dev. complexity != popularity
  - See: Pokemon (175M units sold) vs. Doom 3 (3.5M)
This is Within Your Reach!

• No way!
Your Tools

- Attention to detail
- Playing unfair
- Economy in work
Attention to Detail

• Amazing via critical acclaim: Portal
  – Metacritic: 90%

• What’s so special?
Detail in Portal

• What’s Portal?
• Big: new game mechanic
• Small:
  – Turrets talk to you?
  – AI with a cake recipe?
    http://www.youtube.com/watch?v=U3WF-5-o2KA
• You know they’re there!
Dean’s Take

- A hamster in 12 Monkeys
- An apothecary in a Disney set
  - Detail ➔ Disney’s success
- We’ve seen the opposite
  - Grey corridors
Attention to Detail

• Suspension of disbelief
• Pleasure pellets
• We forget to speak of detail!
• Where can you embellish?

And on to our next tool...
Cheat: Play Unfair

• Kick apart game dev assumptions
• Fantasy MMORPG vs. WoW?
  – Runescape dropped a barrier
• Love – Quel Solaar
  – http://www.rockpapershotgun.com/2008/10/15/love-video/
  – http://www.synthscribe.com/media/love_city5[1].jpg
  – http://www.synthscribe.com/media/love_city9[1].jpg
Cheat: Play Unfair

• Comics
  – Dresden: http://www.synthscribe.com/media/a_epilogue[1].jpg
  – XKCD: http://www.synthscribe.com/media/balloon[1].png
  – OOTS: http://www.synthscribe.com/media/oots0001[1].gif

• How can you play unfair?
  – One pixel
Economy in Work

• Create an experience from reasonable resource investment?
  – Business
  – Academia

• Our industry SUCKS at this!
Economy in Work

• Choose your battles
  – Pixel + sombrero
  – Simple things: apothecary

• New techniques
  – Procedural content generation
Time Permitting...

• Experimental game design
• Plussing
• Intermezzo magic!
Take One Thing Away

• Use these tools now!
  – Get an “A”
  – A remarkable portfolio
  – Demonstrate a new idea
  – Network

• Fin!

Amazing Game Design by Ichiro Lambe, Dejobaan Games, LLC