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Getting your game to market



A spooky elephant production

How not to get sued

- Make double sure all your assets are ok to use
- If in doubt – don't use them
- You will get no warning – you will just get a bill
- It doesn't matter if you make money or not, if you used the asset you can be charged for it
- Assets include images, music, fonts?
- Use creative commons search and check the agreement
 - You may need to simply give credit
 - You may not be allowed to use an assets for commercial purposes
 - You may not be allowed to modify an asset

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Why should you publish

- Make the game
- Publish the game
- Sell the game
- Get all the money
- Spend all the money!



Indie Case Studies

- Minecraft
 - Notch had industry experience
 - Took more than four years to create
 - Was very well known through meet ups, forums etc.
- Super Meat Boy
 - Between them Ed McMillen and Tommy Refenes made 22 games for 10 years before Super Meat Boy was a hit
 - Had backing from Microsoft
- I MAED A GAM3 W1TH Z0MBIES 1N1T!!!1
 - Success primarily due to the fact that it was one of the first to market, and so has remained at the top of the indie all time downloads forever

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Manage your expectations

- It is very unlikely that you are going to make a lot of money from making Indie games
- **Why bother?**
 - Experience
 - Something for your CV
 - Get your name out there
 - Networking opportunities

Promote your game, your brand, yourself!

- **Get your name out there**
 - Build a brand
 - Get a website
 - Use social media
- **Networking**
 - Networking is hard
 - Especially for the typical computer scientist (ref. Hackers and Painters, why girls like pink etc)
 - It gets easier with practice
 - Get a card made up – it's just how it's done

Promote your game, your brand, yourself!

• Networking

- Find out who the “influencers” are (reviewers, journalists, industry evangelists)
 - Have a story
- Get involved in forums
- Get people to test your game
- Talk about your ideas
 - IP is worthless until you've made your game

Case Study: Beard Bandit Games

- Met Lee Stott from Microsoft by publishing a TTG game “Shear Carnage”
- Joined Windows Games Ambassador program
- Features on HullFire, MSDN blogs, Ubelly site, develop magazine
- Speaking and exhibiting at
 - Platform Expo
 - Insomnia
- Invited to events (more networking)
- Lots of free stuff

Quality?

- It's more important to have a working game that is published than it is to add feature x, y, z, whatever!
- You can continue polishing until the cows come home
- Games is a deadline driven industry
- Give yourself deadlines!
- Aim to publish from the outset

Projects	
	Ultimate Garbage Team Space Sheriffs Game Designer, Artist, Programmer Imagine Cup Quarter Finals (2012)
	Warrior Koalas On Mars Game Designer, Artist Game Developer's Choice (2012)
	It's Not Safe Outside Game Designer, Artist, Programmer The Indie Game Awards (2012)
	Pocket Starlight Game Designer, Artist, Programmer The Indie Game Awards (2012)
	With Fish Game Designer, Artist, Programmer The Indie Game Awards (2012)
	Waiting For Players Game Designer, Artist, Programmer The Indie Game Awards (2012)

Experience	
	University Computer Society Member (2010-2012)
	SED Software Member (2010-2012)

Interests	
	Tennis
	Golf
	Cinema
	Gastronomy
	Music

Case Study: Heartotron

- Developed at Global Game Jam (48 hours)
- Had two months to prepare for a competition
 - Firm deadline
- Took two weeks to iron out unexpected setbacks trying to get it into the store



Case Study: Ballrus (working title)

- Time line:
 - By Monday – more prototyping and a list of features
 - Platform could make a good deadline?
 - Would like to be finished before GGJ
 - More realistic estimate is Easter!



Global Game Jam

- The success of Heartotron and Ballrus have a great deal to do with the assets we used
- Global Game Jam is an opportunity to network and collaborate with local artists
- 24th-26th January 2014