



**KTH Computer Science
and Communication**

**Computer Game
Design**

DH2650

Björn Thuresson

CSC

HPCViz/VIC

thure@kth.se

**Interactive Entertainment
Technologies**

DD3336

Chris Peters

CSC

HPCViz/VIC

chpeters@kth.se

About the course

- This is NOT a course in game development
- Gives an overview of and insights into what computer games are, why people play, how the market works, game development models, games tech, etc
- Lots of guest lectures

About the course

- There will be guest lectures, project work and seminars
 - Guest lectures to go deeper into relevant expert areas
 - Project work to learn the practise and exemplify
 - Seminars to reflect and tie together

Project questionnaire

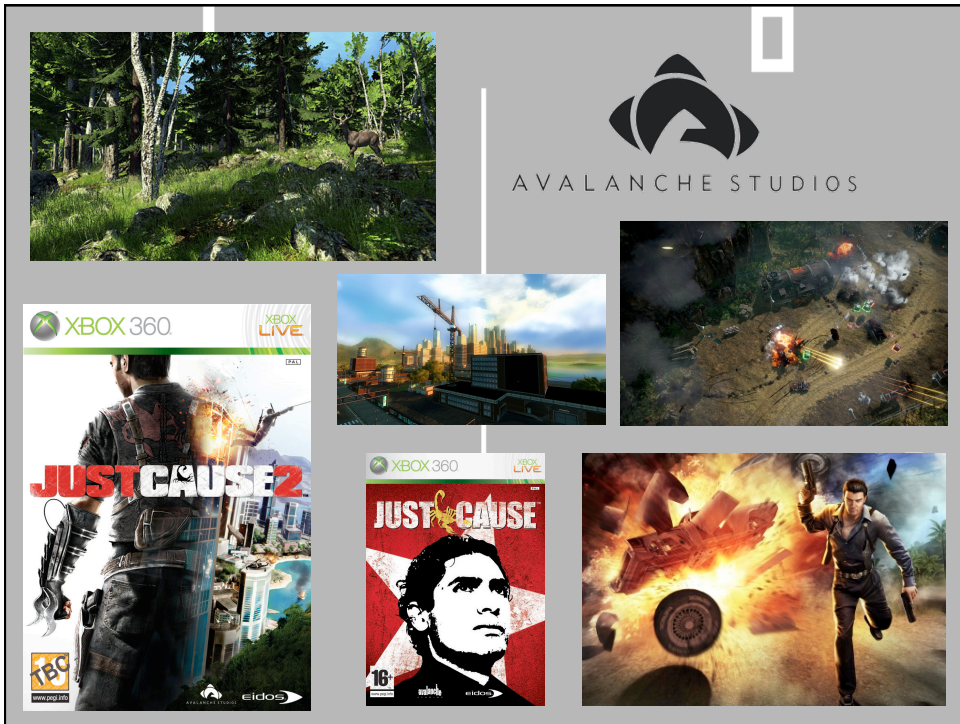
- Fill in
- Hand in at the end of class today

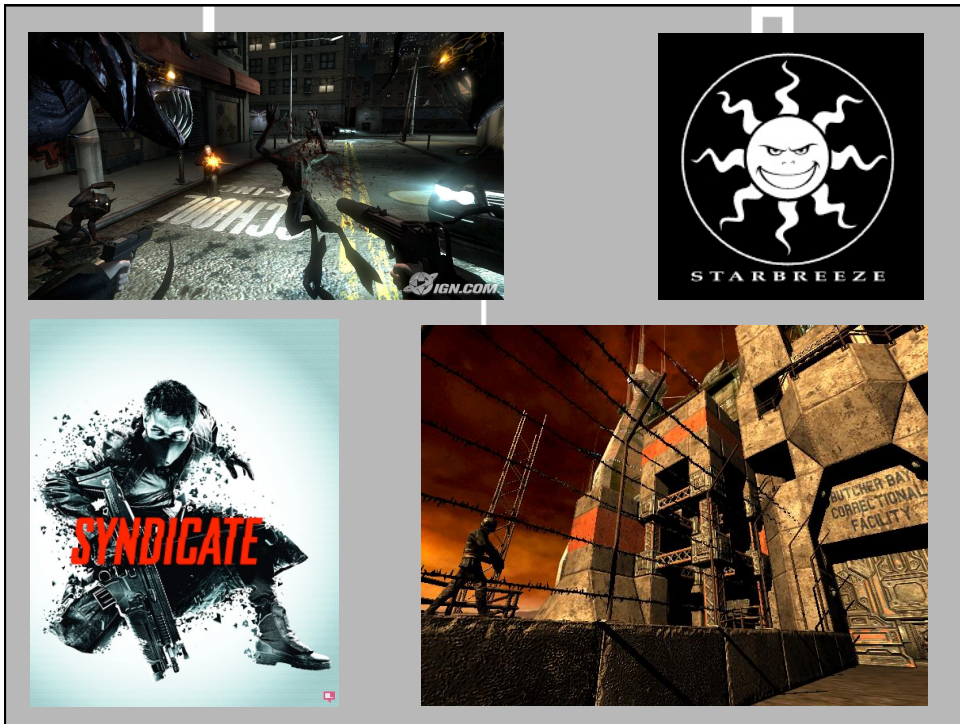
About the project

- The project is about developing an idea through a *concept description*, a *target group analysis*, a defined *tech platform*, a *business plan*
- One deliverable called a GDD (Game Design Document)
- A demo or a vertical slice or a walk through
- More details a little later...

About the guest lectures

- You'll meet actors from all parts of the value chain
- The trade organisation, game companies, independants, tech providers, producers, publishers, etc

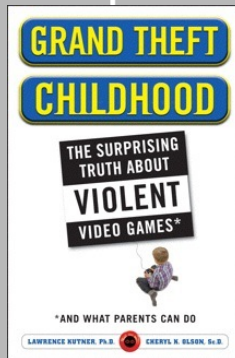




About the seminars

- Often directly after the guest lectures
- Reflect and discuss

Course material



- Gamasutra
 - Reddit/gaming
 - Joystiq
 - Loading.se
 - Kotaku
 - Gamespot
 - Gamesradar
 - IGN
 - 1UP
- etc etc etc

+ 1M blogger...

Diary

- After each lecture you'll get a couple of questions to reflect upon in writing, 1-2 pages/lecture
- Actively use sources and references
- Lots of examples

Assignments and grades

- The *diary* should be handed in no later than **Dec 20**. You'll get a grade and a comment on the whole diary, not the separate parts
- The presentation of the project takes place on Dec 13 and the *demo* and *GDD* should also be handed in no later than **Dec 20**
- The project grade is twice the grade for the diary

About the project 1/4

- The project is about developing an idea through a *concept description*, a *target group analysis*, a defined *tech platform*, a *business plan*
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- A demo or a vertical slice or a walk through

About the project 2/4

- *High Concept* | *Game Treatment* | *Game Design Document* | *Pitch* | *Brief* etc etc etc
- No established standard, but a common trait is that it should *effectively communicate the idea* and clearly state the *defining factors* and *USPs*
- There are many templates...

About the project 3/4

- The GDD should include:
 - Concept description (fairly exhaustive, but more importantly, highly communicative)
 - Target group (incl motivation)
 - Technical platform/s (incl motivation)
 - Business plan (incl market analysis, competitor analysis, finance plan etc)
- You can put emphasis on some areas more than others, but all should be there!

About the project 4/4

- Assessment criteria:
 - Integration of defining factors
 - Novelty/creativity
 - Process
 - Motivation and positioning
 - Communicability

GDD 1/5

- Used to **communicate the project** and its parts to the different relevant stake holders
- It's not a contract, but a **living document**
- There's not one way of doing it, but each GDD is **adapted** to fit that particular game and that development process
- Most companies have developed their **own template** that, as much as possible, is reused between projects – especially for handling resources...

<http://www.hiwiller.com/2011/07/19/game-design-documents/>

Overview 2/5

- What's the name of the game?
- Introduction
 - Short and efficient description of the game
 - Why is it different? Why is it exciting? Why should we care?
 - Genre/type, target group
- Gameplay
 - How do you play it? Basic mechanics? Why is it fun?
- Technology
 - Platform, distribution, interaction etc

"Complete" layout 3/5

- Game Design Document Outline

Mark Baldwin

- Hand-out...

"Complete" layout 4/5

- Regard it as a check list
- Choose the relevant sections, take away the rest
- Other examples:

<http://gamedesigntools.blogspot.com/2010/10/game-design-documentation.html>

Business plan (generic) 5/5

- Executive summary – comes last...
- Description of target sectors – trends, main actors, sales numbers
- Market analysis – description of the target market
- Competitor analysis – direct and indirect competitors, strengths and weaknesses (SWOT)
- Marketing plan – sales plan, pricing, marketing
- Organisation plan – work organisation and management
- Operations – work plan, resources, needs, assets
- Finance plan – financial needs and budget

Tentative schedule

| Week # | Date | Day | Time | Type |
|--------|--------|-------|-------|-----------------------------|
| 45 | Nov 5 | Tues | 15-17 | Intro session |
| 45 | Nov 8 | Fri | 13-15 | Seminar |
| 46 | Nov 12 | Tues | 13-15 | Tech: GL Fatshark |
| 46 | Nov 14 | Thurs | 13-16 | Tech lab: Bitsquid |
| 46 | Nov 15 | Fri | 13-15 | Tech: GL Bitsquid |
| 47 | Nov 19 | Tues | 15-17 | Tech: GL Physics and anim |
| 47 | Nov 20 | Wed | 09-15 | Games session |
| 47 | Nov 22 | Fri | 13-15 | Tech: Havok etc |
| 48 | Nov 26 | Tues | 15-17 | Tech: AI + group work |
| 48 | Nov 28 | Thurs | 13-15 | Lab: Project checkpoint |
| 48 | Nov 29 | Fri | 13-15 | GL Dataspelebranschen |
| 49 | Dec 3 | Tues | 13-15 | GL Paradox |
| 49 | Dec 5 | Thurs | 15-17 | GL Avalanche |
| 49 | Dec 6 | Fri | 13-15 | GL King.com |
| 50 | Dec 10 | Tues | 15-17 | GL EA/Easy |
| 50 | Dec 13 | Fri | 13-17 | Project presentations |
| 51 | Dec 20 | Fri | | Project submission deadline |

Games session 20 nov

- Call out games you think would be interesting

For the diary

- What type of player are you?
- Describe a really good game experience.
What was good? (the game, the situation, the platform, etc etc etc)
- Describe a really bad game experience.
Why didn't it work?

Next time

- Friday, Nov 8, 13-15

GL: *Concept development for game design*

Björn Johannesen, Seatrube



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