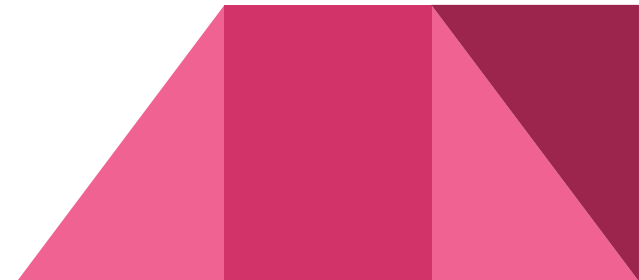


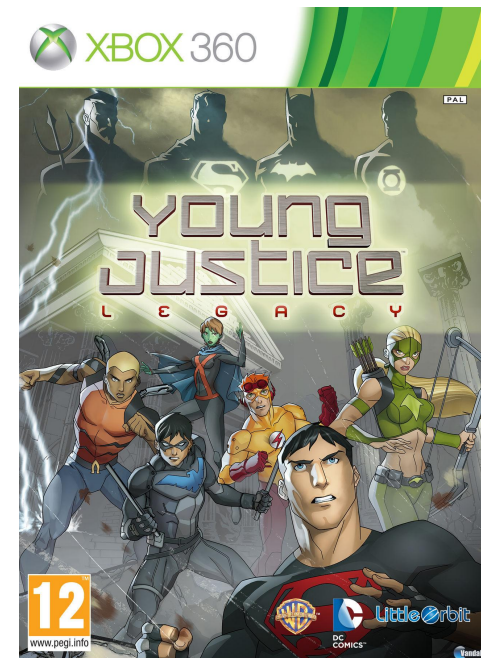
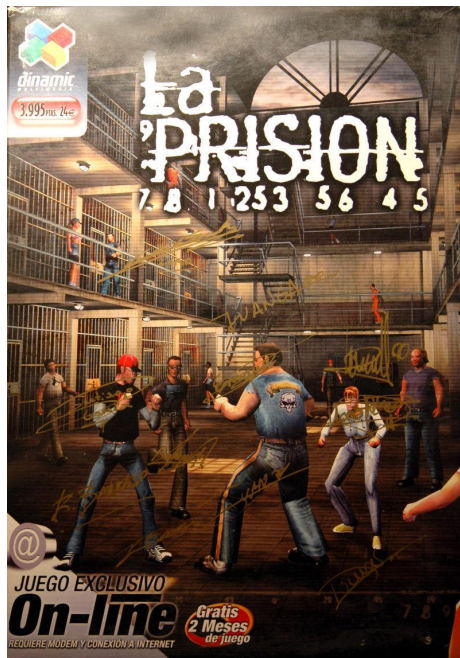
# 10 Consejos sobre Desarrollo

# Jorge Rosado, Game Designer



# Primera Etapa

1990 ..... 2016



# Segunda Etapa



zeptolab

2016 .....

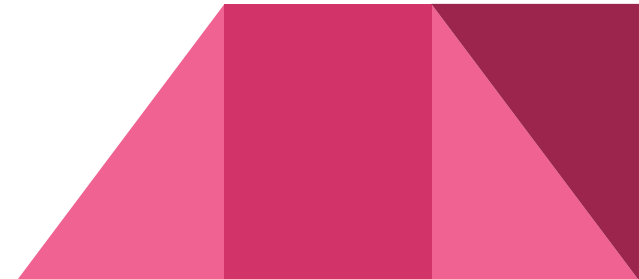




# Overcrowded Tycoon

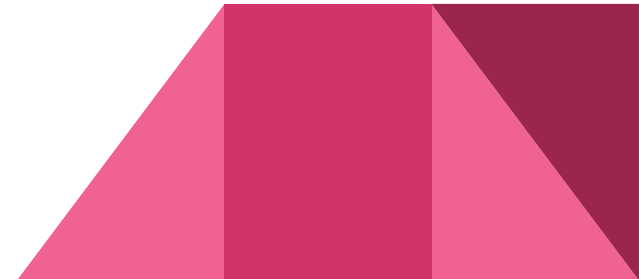


**¿Cómo comenzar en la industria del videojuego?**



# Conocer Gente / Hacer Contactos

- Universidad
- Eventos
- Game Jams
- Redes



# Conocer Gente / Hacer Contactos

## Calendario de Eventos de Videojuegos en España

[↑ INICIO](#) [📅 CALENDARIO](#) [➕ AÑADIR EVENTO](#) [🕒 EVENTOS PASADOS](#)

🔍 Buscador

⚡ Filtrar próximos eventos por tipo



📅 Próximos eventos

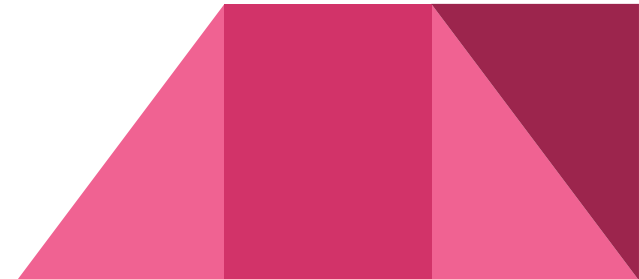
Mostrar como Li

TÍTULO	TIPO	FECHA INICIO	FECHA FIN	UBICACIÓN
📅 Z-Jam 2023	📅 Game Jam	📅 05/05/2023	📅 07/05/2023	📍 Zaragoza
📅 Power Up: Videojuegos aplicados y persuasivos	📅 Charlas <b>✖</b> Networking	📅 12/05/2023		📍 Ferrol
📅 RetroBarcelona 2023	📅 Retro <b>✖</b> Charlas	📅 13/05/2023	📅 14/05/2023	📍 Hospitalet de Llobregat
📅 Excursión: MalagaJam x Arcade Planet	📅 Fiesta	📅 13/05/2023		📍 Málaga
📅 Café y Videojuegos 3.0	📅 Networking	📅 20/05/2023		📍 Santiago de Compostela
📅 RetroReal 2023	📅 Retro	📅 03/06/2023		📍 Ciudad Real
📅 Mundos Digitales	📅 Charlas <b>✖</b> Exposición	📅 06/07/2023	📅 08/07/2023	📍 A Coruña
📅 Tenerife GG 2023	📅 eSports <b>✖</b> Feria	📅 11/07/2023	📅 16/07/2023	📍 Tenerife
📅 IndieDevDay 2023	📅 Feria <b>✖</b> Networking	📅 08/09/2023	📅 10/09/2023	📍 Hospitalet de Llobregat
📅 Amstrad Eterno 2023	📅 Retro	📅 30/09/2023		📍 Málaga
📅 Granada Gaming Festival Octubre 2023	📅 Feria	📅 21/10/2023	📅 22/10/2023	📍 Armilla



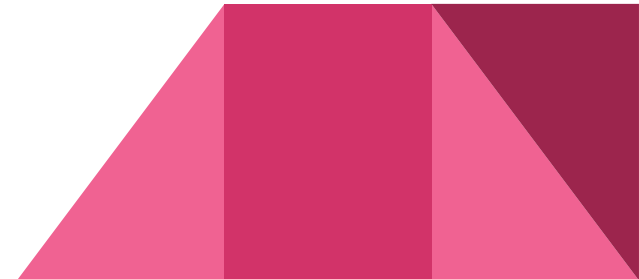
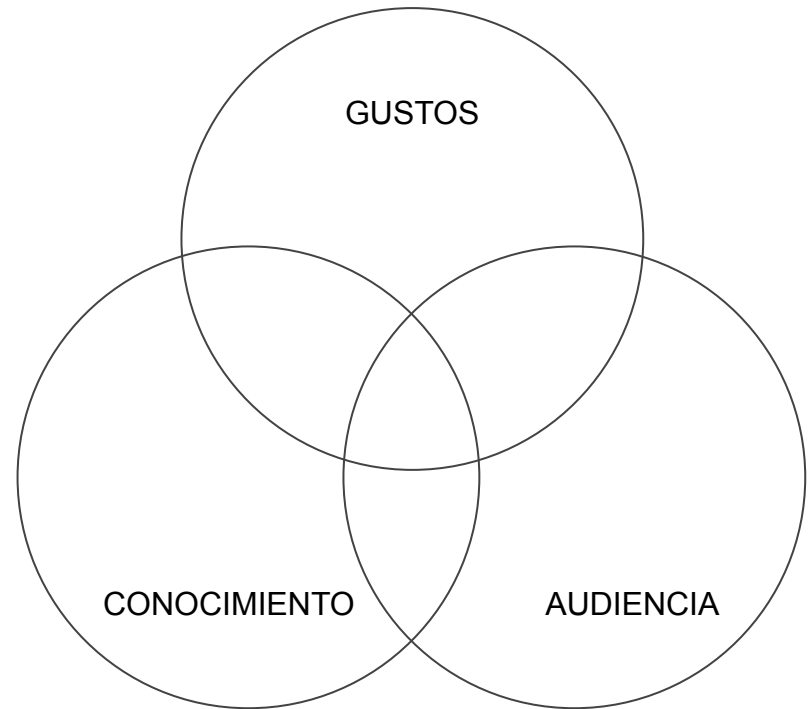
# Elegir compañeros de viaje

- Que tenga **Pasión**
- Que tenga **Compromiso**
- Que tenga **Conocimiento**



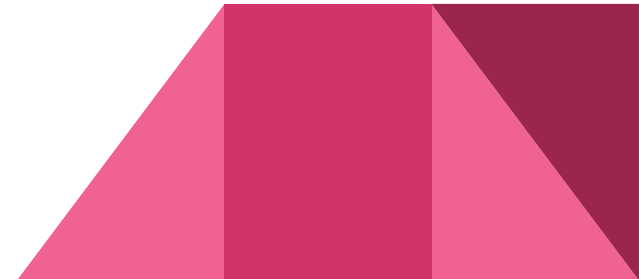
# ¿Qué juego hacemos?

- ¿Qué nos **Gusta** hacer?
- ¿Qué **Sabemos** hacer?
- ¿Que tiene **Audiencia**?



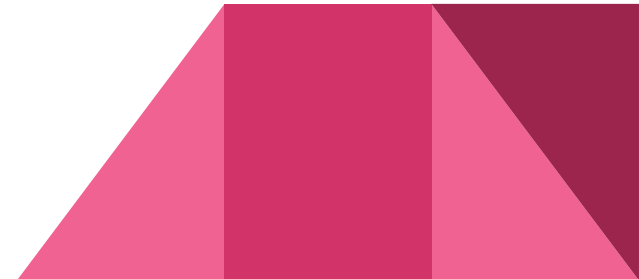
# ¿Qué juego hacemos?

- Empezar con algo **pequeño**
- El objetivo es **terminarlo**
- Muchos **malos** antes de hacer uno **bueno**



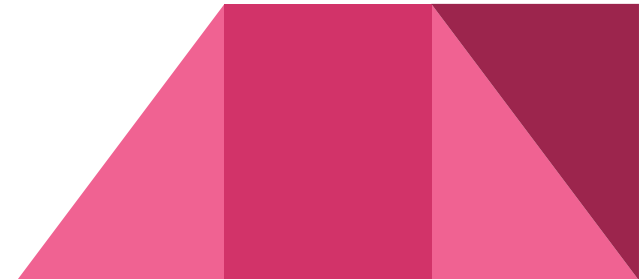
# ¿Por dónde empezamos?

- Idea
- Exploración
- Validación
- Ejecución
- Lanzamiento
- Mantenimiento



# ¿Cómo generar ideas?

- Brainstorm
- SCAMPER (sustituir, combinar, adaptar, modificar...)
- Estudiar Referencias



# ¿Cómo generar ideas?

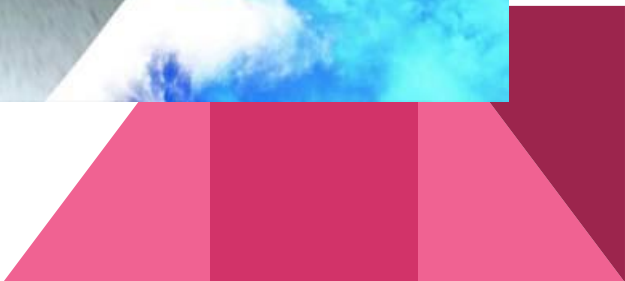
Hey! Lets collect ideas for cattle animals and predator that introduce new mechanics and gameplay for the lassoing and hunting.

Search Sort by user Add Share Settings

Cattle Ideas	Predator Ideas
<p>Goat - Only in the mountains, they're fast and jump around Alan Elwood</p>	<p>Bandits - They'll shoot at you if you're carrying cattle, if you get hit by a bandit you'll lose your animals. (You can hunt them in the side, but you have that already?) Alan Elwood</p>
<p>Cattle buffs: Having x number of certain cattle will give the Player buffs ex: For every Chicken Roped +5 Stamina For every Cow Roped +5 Health For every 2 deer roped +1 Additional Rope blah blah +5 speed etc. Ashwin Kumara Velayutham</p>	<p>Rhino: This predator will telegraph its attack then charge in a straight line damaging everything in its path If it hits a wall gets stunned Ashwin Kumara Velayutham</p>
<p>Stag - This Cattle type needs to be shot a few times and injured before they can be roped Ashwin Kumara Velayutham</p>	<p>Predators with specific tastes: Certain Predators prioritize going after certain types of cattle or the Player first This will not let the Player fall into a single Playstyle/strategy towards dealing with the wild Ashwin Kumara Velayutham</p>
<p>Massive Herd: sometimes massive herd is passing through the whole map, leaving a lot of dust. it's like a frenzy mode. Eugene Yailenko</p>	<p>Gorilla - Telegraph AOE attack, jumps and lands damaging in that area Ashwin Kumara Velayutham</p>
<p>Huge Mammoth: you need to tame each leg separately. star wars walker vibes. Eugene Yailenko</p>	<p>Aggressive vulture: sometimes instead of regular tamable vultures a huge aggressive vulture can appear which is a predator and cannot be tamed and it will attack the player. Eugene Yailenko</p>
<p>Vultures: they appear near bodies of killed predators, some time after they are killed. it could be several vultures at a time. the player could tame them. Eugene Yailenko</p>	<p>Hide Predators: Some predators can use the environment to hide and suddenly appear. E.g. Using bushes, water, rocks, etc Ignacio Castanera</p>
<p>Chicken Raid: Chickens run away and look for other chickens, when there are several, they stop running and start attacking the player Ignacio Castanera</p>	<p>Alfa Predators: Alfa versions of predators that requires lot of effort to hunt. (Recommended with teammates) After defeat an alfa predator, players need to wait several hours before resurrect so, players would spend time camping the area (long live old mmo games) Ignacio Castanera</p>
<p>Food for Cattle: Some animals requires to leave some food so they get distracted and then catch them. Ignacio Castanera</p>	<p>Spiritual Predators: Some predators are spirits from the apache culture that can use the elements to harm you or even free animals that you are catching Ignacio Castanera</p>
<p>Senses: Each animal uses one or more senses (sight, hearing) to detect the player. That way, player need to discover which sense is using and how to avoid it. Ignacio Castanera</p>	<p>Bite the Lasso: Some predators have the skill to break your lasso, releasing your current cattle Ignacio Castanera</p>



# ROCKET LEAGUE®









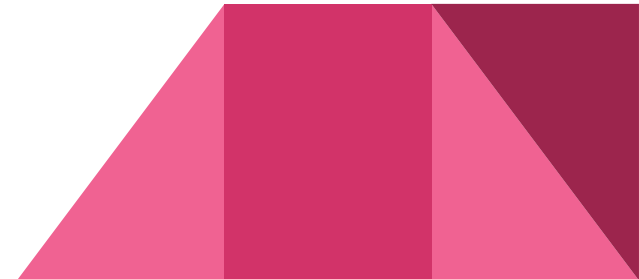






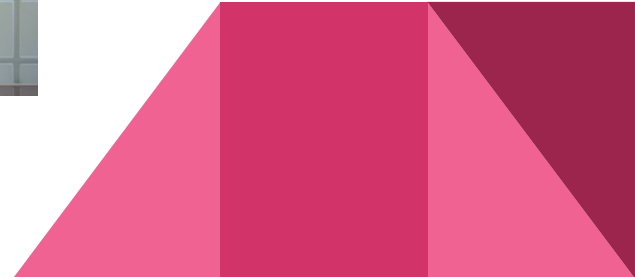
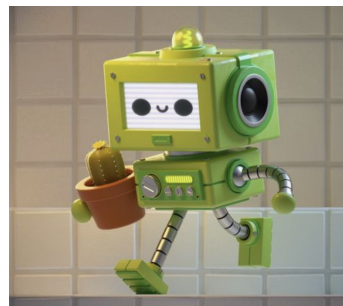
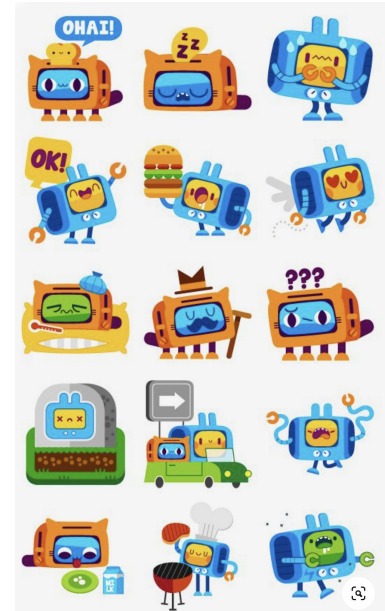
# ¿Cómo explorar ideas?

- Definir MVP (Scope)
  - Contenido
  - Tiempo
  - Estimación
- Trazar un Plan (Road Map)
  - Prioridades (Must/Want/Nice)
  - Riesgos
- Prototipado Rápido
  - Unity
  - Hacks





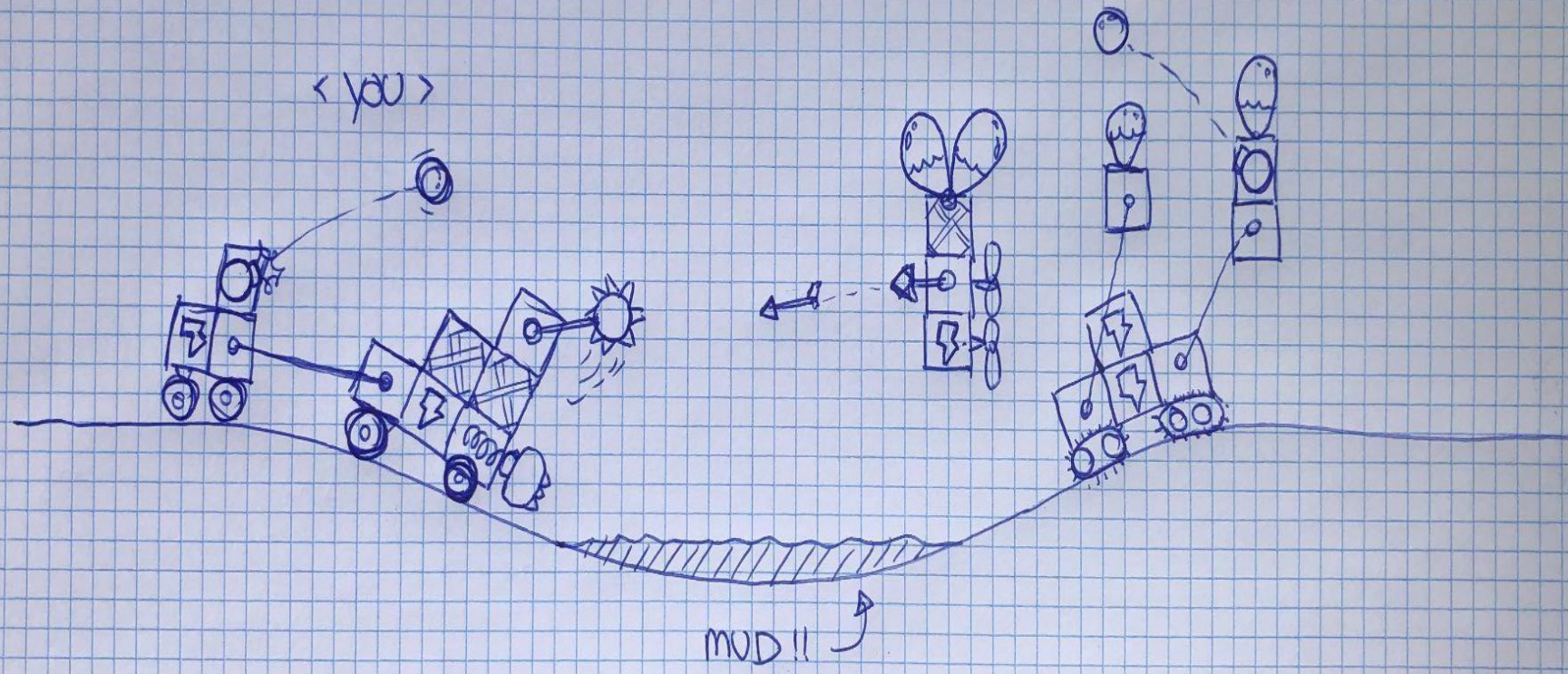






<RIUDL>

<you>



### Day 1

- Project Setup
- Connect Blocks
- 2 Machines Fighting

### Day 2

- Get New Block
- Launch Fight
- Block Types
  - Armor
  - Projectile
  - Melee
  - Wheel
  - Balloon

### Day 3

- Victory condition
- Save designs
- Merge blocks

### Day 4

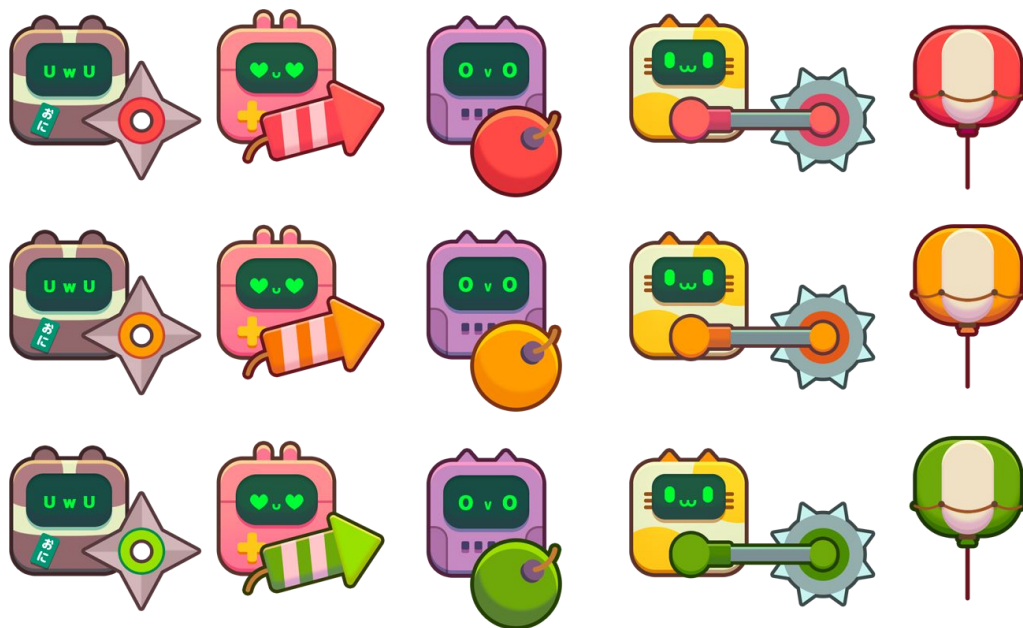
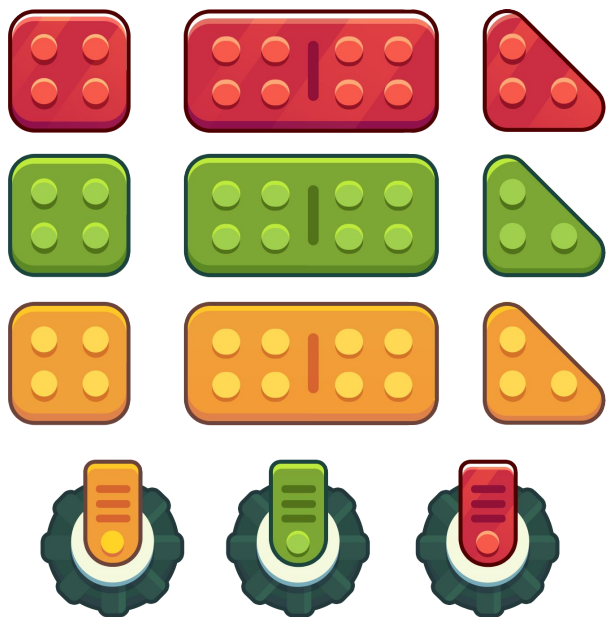
- How to Play
- Gameplay polish
- Stretch Goals
  - Ropes
  - Propellers
  - Projectile variety
  - ???

### Day 5

- Bug Fix
- Playtest
- Balance tweaks

Art creation

Art integration



HP 360  
DMG 55

DRAG BLOCKS TO EDIT

100

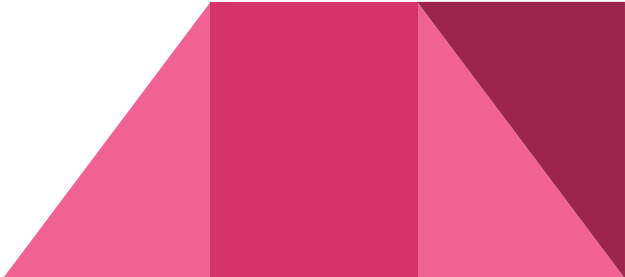


+ NEW BLOCK  
37

🗑️ BLOCK BIN

FIGHT





# ¿Cómo explorar ideas?



Cut the Food



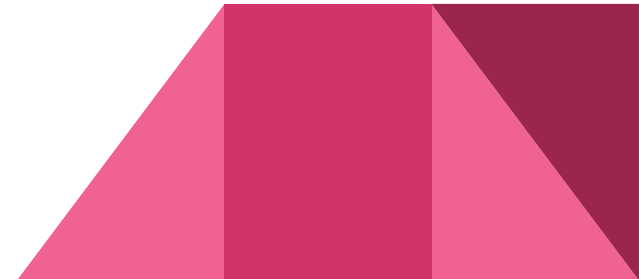
Overcrowded



Dice Wars

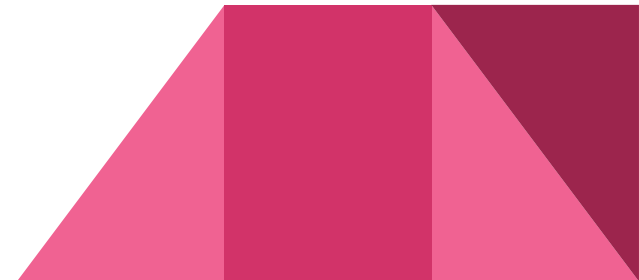
# ¿Cómo validar el interés por tu juego?

- Marketing Test
- Early Access
- KickStarter



# ¿Cómo mejorar/iterar ideas? Feedback!

- Feedback Antenna
- Team Playtest
- Feedback Cualitativo
  - Friends and Family
  - Play Test Cloud
- Feedback Cuantitativo
- Data informed no Data Driven



 **Waamas**  
🏆 515

**Survey**

⚡ 45/45    🏆 1394    ☰

 **QUESTS**

Requires 🏆 9000 

 **TRIALS**

Requires 🏆 11K 

 **FRIENDS**

Requires 🏆 12K 

 **EVENTS**

**HUNTERS** 



**Bruttus**  
👤 146    ❤️ 987

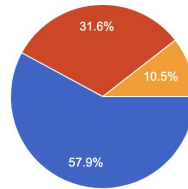
  
**TUNDRA**  
Stage 7  
🏆 73/135 

**HUNT**

What do you think about the difficulty of the game?

 Copy

19 responses

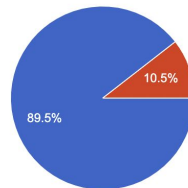


- It's challenging, and I like it.
- It's too difficult, and I feel frustrated by not being able to collect all stars.
- It's fine (not too easy, not too hard).
- It's too easy, I wish it could be more challenging.

What do you think about the concept of having one puzzle unlocked every day?

 Copy

19 responses

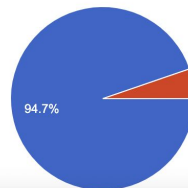


- I like it.
- I don't really like it. I prefer more traditional approach with saga map.

What do you think about big scrollable levels?

 Copy

19 responses



- I like it. It's different from other games in the series and fits with "one puzzle a day" concept.
- It feels frustrating. Please bring back traditional single screen puzzles!



# ¿Qué consideramos un éxito?

- Adquirir conocimiento/experiencia
- Mejorar curriculum
- Visibilidad
- Recuperar inversión
- Obtener beneficio

