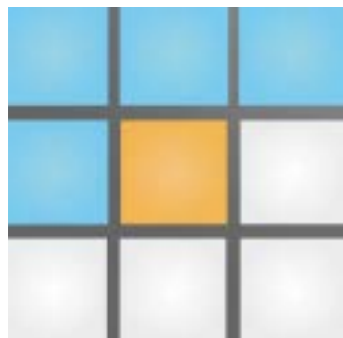


HOW TO GET STARTED IN GAME DEVELOPMENT



HAPPY BADGER STUDIO

- The “HAPPY” people!
- We’re indie game developers based in St. Louis
- We got started about 4 years ago
- We’ve published 6 games, and have many more in development



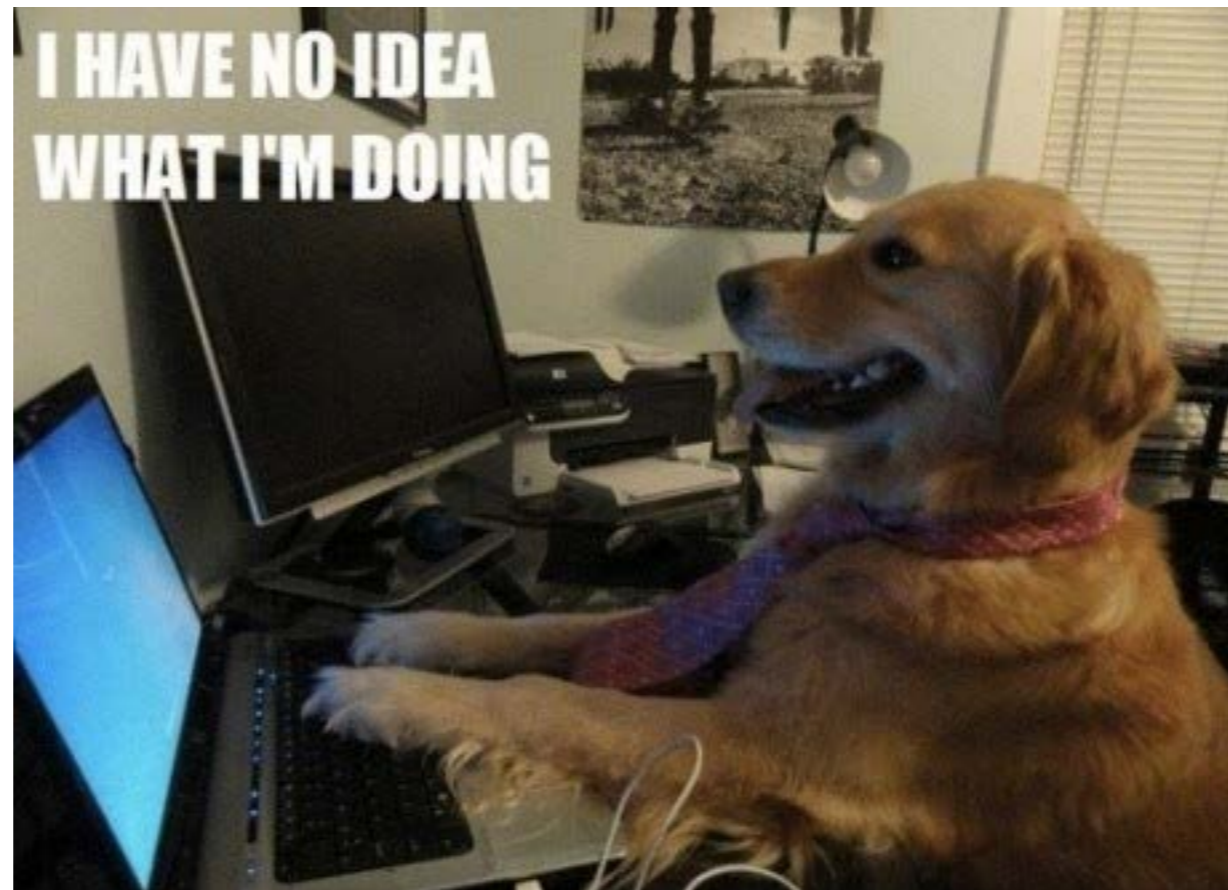
WHAT NOT TO EXPECT

- We're not going to tell you how to get a job



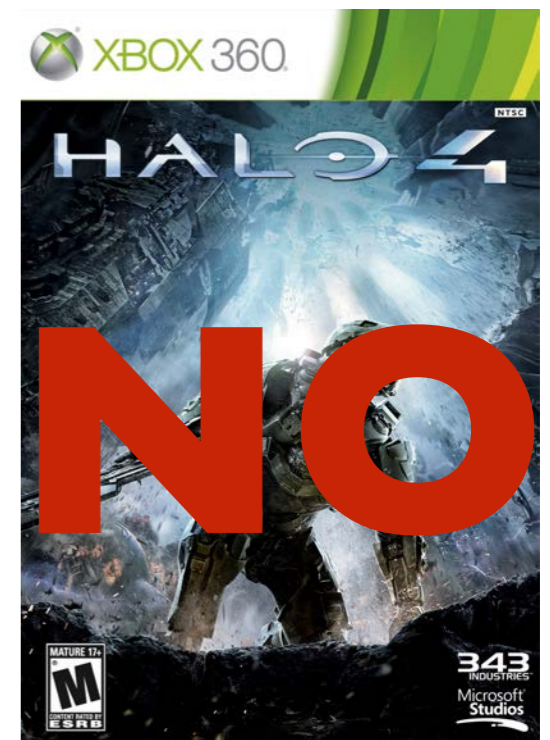
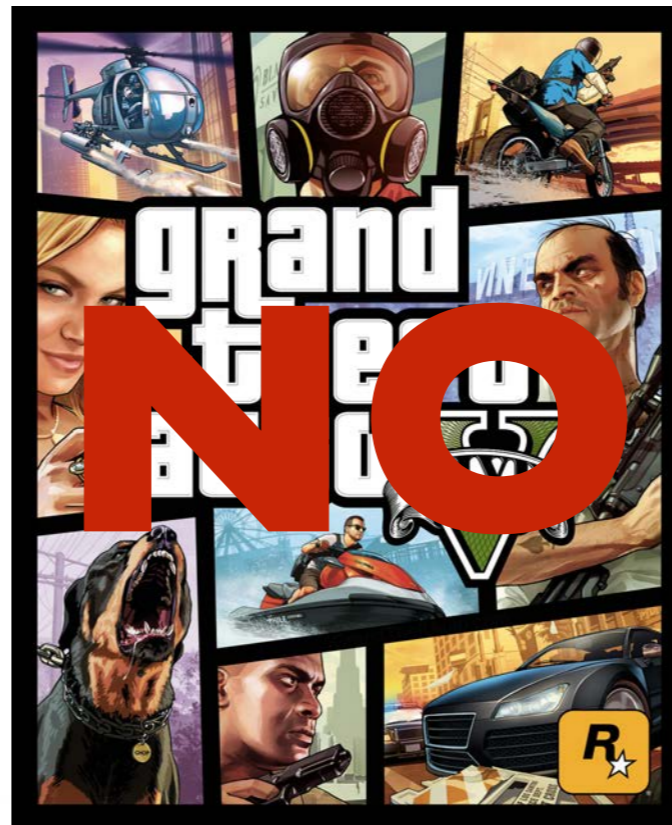
WHAT NOT TO EXPECT

- We're not going to get super technical



WHAT NOT TO EXPECT

- We're not going to tell you how to get rich or make big-budget AAA games like GTA or Halo.



If you're still here, that must mean one thing...

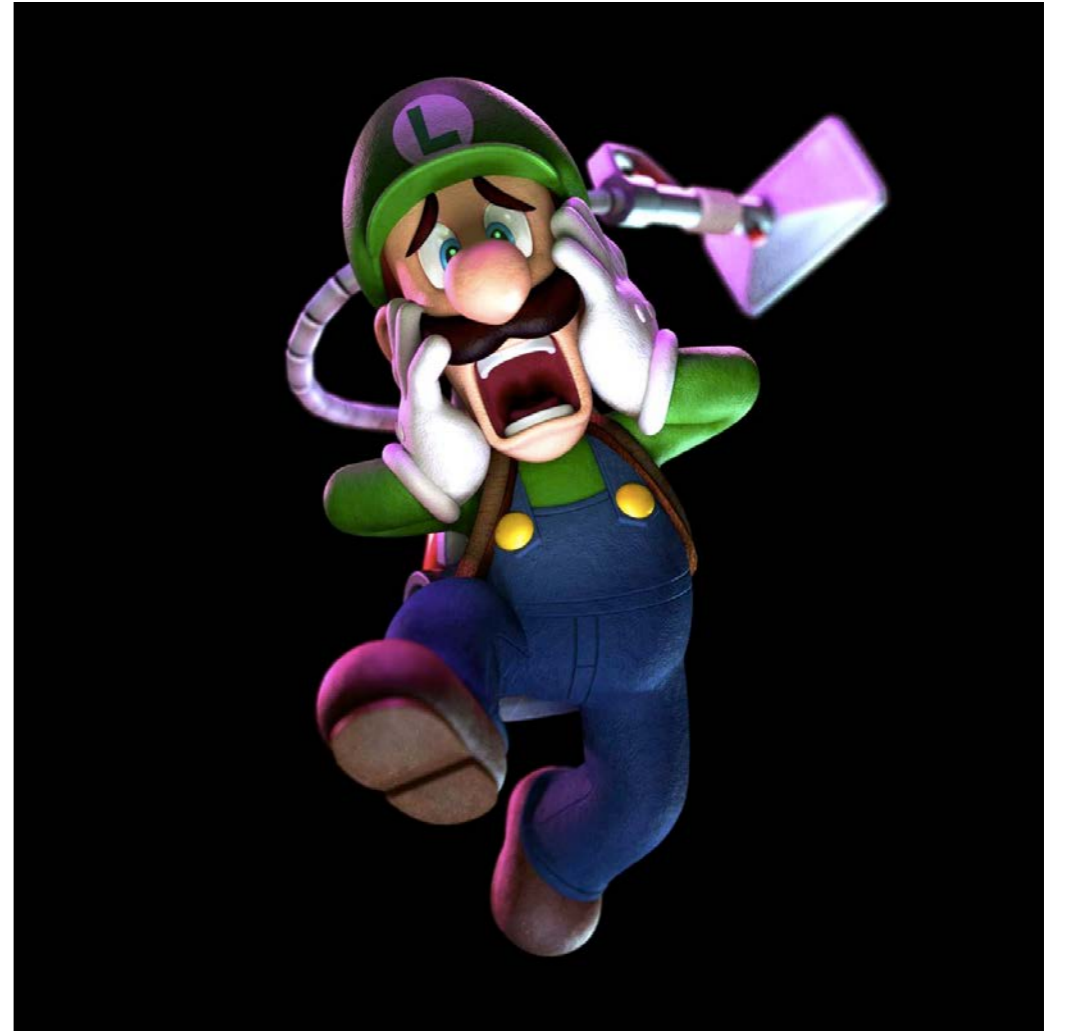
“I WANT TO MAKE A
VIDEO GAME!”



YES!



“BUT I DON'T
KNOW HOW!”



NEITHER DID WE!

WHAT CAN I DO?

- Programming
- Art
- Game Design
- Level Design
- Writing
- Sound/Music

THE TOOLS YOU HAVE

- A great local community
- A boatload of resources
- Interest, passion and motivation



I Dunno Man,

Sounds Like B.S. To Me

THE COMMUNITY

- St. Louis Game Developers on [meetup.com](https://www.meetup.com)
- International Game Developers Association (IGDA) of St. Louis
- “Game Dev Drinkups” (for 21+ devs to hang out)
- Most importantly: GAME JAMS!

GAME JAMS YOU SAY?

- 48-hour game development with strangers
- Learn new skills, hone existing talent, push yourself!
- Meet mentors, peers, and new friends
- 2-4 each year in STL (one is happening NOW!)
- Don't be scared, they're the best!

GAME JAMS CAN MAKE GREAT GAMES



USE THE TOOLS

- You have: THE INTERNET!
- Free online art and audio resources
- Free (and inexpensive) development platforms
- Lots of tutorials
- pixelprospector.com/indie-resources has a LOT of free resources available for independent devs.

GAMESALAD

- How we made Cupcake Carnage, Turkey Chase, and Hero Chomp
- Easy to learn, lots of tutorials.
- Great place to start for 2D
- A bit buggy, not good for big ideas
- Free trial, inexpensive to buy





- Used for a lot of professional 2D games
- Somewhat easy to use, but a bit more complicated than GameSalad
- Very reliable
- LOTS of resources available
- Free trial, inexpensive to buy

FLASH



- One of the oldest digital resources available (very well supported online)
- Create art and programming with the same tool
- Requires knowledge of ActionScript
- Not easy to port to other platforms



- Professional 3D Development software
- Not super easy, but VERY well supported
- Industry standard
- Free trial, sorta expensive to buy
- If you know Unity, getting hired will be easier

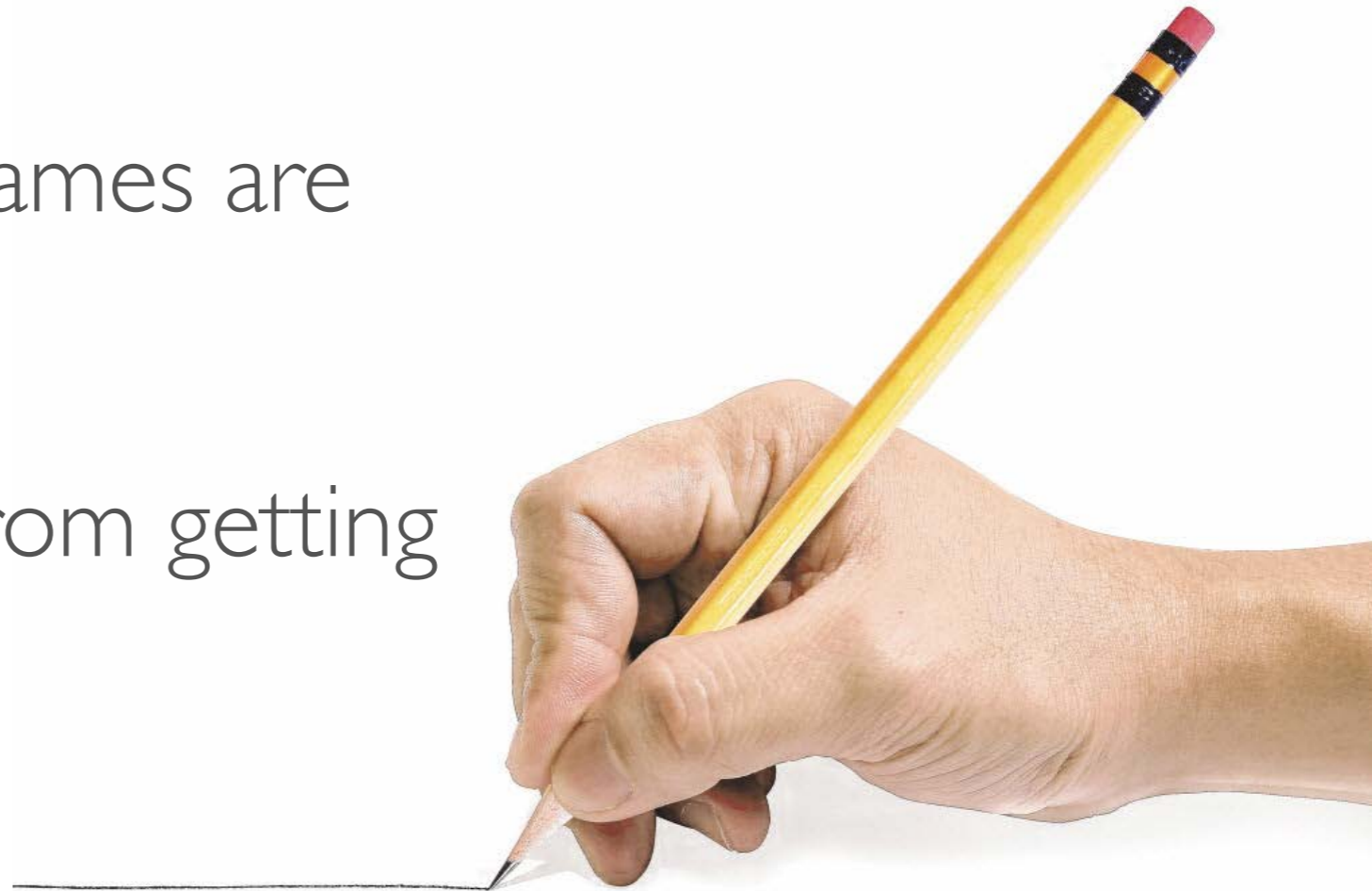
TWINE



- Interactive Storytelling (think “choose your own adventure”)
- Great for writers and game designers with no code knowledge (and no desire for code knowledge)
- Can make really wonderful game experiences
- Great for prototyping complicated story flow

PENCIL AND PAPER

- Prototype video game ideas on paper!
- Seriously, you can make a game with anything
- Card games and board games are great ways to start
- Nothing's stopping you from getting started.



START SIMPLE

- Don't start with your epic 80-hour RPG
- Your first game **WON'T** be the next AAA Title.
- Don't try to build a castle before you know how to set up a tent.
- Starting big will only discourage you from finishing.

SERIOUSLY, START SIMPLE

- Trim, trim, trim! How small can your idea get?
- Start with a proven game mechanic and make it something unique.
- Keeping your idea small means you can finish faster and start on the next idea!
- As you learn more, you'll work faster, and be able to take on bigger challenges.



Tweet



George Broussard

@georgeb3dr



Wanna make the next Flappy Bird? Buy a lottery ticket. Wanna make a great game? Start making small games and see what happens in 3 years.

3/30/14, 10:38 AM

PLAY GAMES

- Expose yourself to new games and ideas
- Explore other independent games to see what others are doing with small teams and low budget
- Indulge in Steam Sales & Humble Bundles
- “Pirate Bay Bundle” has 100+ free games

ACCEPT FAILURE

- Your first game probably won't be a huge hit
- Every time you fail, you learn
- They say on average, it takes making 10 games before you can be really successful
- “Sucking is the first step toward being good at something.” — Alexis Ohanian (reddit founder)

BE VULNERABLE

- Let other people play your game
- Listen to feedback and constructive criticism
- Be open to changing things up if they don't work

RELEASE IT INTO THE WORLD!

- Publish it!
- Web, mobile, PC are cheapest/easiest
- Publishing is your best chance at becoming a pro.
- It will feel like it's "done," and you can move on to the next idea!

CREATE, RELEASE, REPEAT

- Keep building
- Keep working
- Keep learning
- Keep failing
- Keep succeeding
- Keep trying



THANK YOU!

Questions?

Email: info@happybadgers.com

Tweet: [@happybadgers](https://twitter.com/happybadgers)

GameDev

Events:

igdastl.org

Game Jam Info:

stlgamejam.com

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