Game Development Essentials: An Introduction

Third Edition

Jeannie Novak
Chapter 11
Production & Management
developing the process
Key Chapter Questions

- What are the *phases* and associated components in the game development cycle?
- What are some effective ways to *lead* and *manage* game development teams?
- What are the different types of *documentation* used in game development?
Development Phases

- Concept
- Pre-Production
- Prototype
- Production
- Alpha
- Beta
- Gold
- Post-Production
Management

- Iterative Development
- Common Mistakes
- Recovery from Mistakes
- Effective Management
Management
Iterative Development
Game Documentation

- Concept
- Game Proposal
- Game Design Document
- Art Style Guide
- Technical Design Document
- Project Plan
- Test Plan
Game Documentation

Concept

- Premise
- Player Motivation
- Unique Selling Proposition (USP)
- Target Market
- Genre
- Target Rating
- Target Platform and Hardware Requirements
- License
- Competitive Analysis
- Goals
Game Documentation

Concept

Target Market

What age group will you target?
Game Documentation

Concept
Genre

Zen Bound

Secret Exit Ltd.
Game Documentation

Concept

Target Rating

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Viva Piñata
Game Documentation

Concept

Target Platform and Hardware Requirements

WindySoft Co., Ltd.

Strikers 1945 Plus, on the iPhone
Game Documentation

Concept
License

Iron Man
Game Documentation

Concept

Competitive Analysis

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Gears of War 3
Game Documentation
Game Proposal

- Hook
- Gameplay
- Online Features
- Technology
- Art & Audio Features
- Production Details
- Backstory
- Story Synopsis
- Character Descriptions
- Risk Analysis
- Development Budget
- Concept Art
Game Documentation

Game Design Document

Game Interface

Civilization IV
Game Documentation
Game Design Document
Character Abilities and Items

Warner Bros.

LEGO Harry Potter: Years 1-4
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Game Documentation

Game Design Document

Game Engine

GameSalad

Unity

GameSalad

Unity Technologies

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Summary

- Development Phases
- Management
- Game Documentation
- Making It Happen