

Games on a budget

Don't get sucked in by sexy technology. Instead, focus on engaging a core audience & growing with them.

8 questions to help you properly frame your project.

What's our budget?

Be realistic. Constraints are good.

What do we want to accomplish?

Teach? Branding? Inspire? Fundraise?

What other formats might also accomplish our goal?

What are their strengths relative to a game?

Who are we trying to engage with a game?

Be specific. Who decides if this game will be played? Who can we talk to from that audience?

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Who will be the champions for our game?

Who can help us find & engage players? What do they want? How can we work with them?

What existing games could we use?

Can we frame materials around the game to reach our goals?

How will we create a context to help the game succeed?

Curriculum? Messaging? Situating?

What format should the game take?

What format will give us the biggest bang for our buck?

10 rules of thumb for development.

Find a developer working in the type of game you want to make.

Stay involved.

Build in a series of gates that allow you to change course.

Prototype & evaluate.

Don't try to do everything. Focus on the most important vector to you.

Pick an aesthetic that matches your means.

Collaborate with your audience.

Develop a plan to expand your audience.

Plan for iteration.

Think in series.