Get to Know you!

Warm-ups:

• Group Sort Game

• Whoosh-Bang-Pow Game

• The Most Excellent Game of Rocks-Paper-Scissors
Get to Know you!

- **Three Things** – networking game (5 min)
- **Round One**
  - Pair up
  - Through an informal exchange of Q&A, find out 3 things you have in common with your partner
  - Write down your partner's name and what you have in common with them
  - Introduce your partner to the rest of the class
- **Round Two**
  - Repeat with new partner
  - Debrief
- **Some helpful questions:**
  - What is their name?
  - Do they have pets? siblings? game consoles?
  - Are they from Austin? Do they travel? Where? Favorite city?
  - Movies they’ve been watching?
  - Books they’ve been reading?
  - Favorite Food?
  - Hobbies? Can they swim? When/where did they learn?
  - Favorite game genre?
  - Favorite games? Favorite games as a kid?
  - What about their favorite game makes it their favorite?
  - What games are they playing now?
  - What kind of games do they want to make?
Instructor Bio

• **1992**: Graduated with BA in Studio Art and Film Graphics at University of Southern California
• **1992-1993**: 3D animation intern @ Houston high-end computer graphics studio; self-trained on Alias Power Animator
• **1993-1996**: Senior Graphic Artist @ Lion Entertainment - developer of computer games and game platform conversions: SSI's “(TSR) Death Keep”, SSI's “(TSR) Slayer”, & EA Broderbund's “Puddles Learns to Fly”
• **1996-1997**: Interactive Computer Artist @ Digital Anvil – Chris Robert's (Wing Commander) game development company
• **1997-1999**: Senior Artist @ The Learning Company (Mattel Interactive) - leading developer of educational software: “Oregon Trail 4,” “Road Adventures USA,” “Madeline Rainy Day Activity,” “Reader Rabbit Kindergarten,” “Princeton Math Review”
• **1999-2000**: Interactive Artist @ HeideCo - online children's book publisher
• **2000-2001**: Graphic Artist @ Human Code (Sapient) - Internet consultant and software developer for business, entertainment, and educational markets: “Jesse's Wild West Rodeo,” “Buzz Lightyear’s Space Ranger Training Academy”
• **2007**: Visual Effects Supervisor on “Flatland, the Movie” with Collection Agency Films
• **2001-present**: Full-time Faculty in the VisCom Department; “Game Art” Curriculum Leader
• **2009-present**: Producing Creative Director of the “Puppet Improv Project”
• **2010-present**: (in pre-production) Independently produced adventure game “Toad Spell: An Adventure in Helping Others”
• **2011**: (in pre-production) Senior Modeler on “Spaceland, the Movie” with Collection Agency Films
Course Objectives

- History of Games
- Game Industry and Structure
- Marketing and Distribution
- Game Genres
- A Survey of Game Design, Development, and Publishing
- Game Business Models
- Industry Roles and Careers
Overview

• **Industry history and structure**
  – Develop a historical perspective of the origin and evolution of computer games from inception to present.
  – Identify and define the game industry structure using the Porter five-forces framework that examines current players, suppliers, customers, substitute products, and potential entrants.
  – Create a strategy based on the industry structure from both a new entrant and existing player perspective (SWOT).

• **Marketing and distribution channels**
  – Identify and define game marketing and distribution issues.
  – Gain the ability to do a market analysis, customer identification using traditional and emerging distribution channels.

• **The taxonomy of Games**
  – Identify and define the classification of games, game genres, platforms, and markets.

• **Business models**
  – Identify and define budgeting and planning issues as they apply to various business models, including: stand-alone games, the “box” model, the online model, and hybrid models.

• **Industry Roles and Careers**
  – Identify and define core requirements of a games industry career, including roles in design, development, marketing, management, and support.
Required Materials

- “Game Design and Development: Introduction to the Game Industry”
  by Michael Moore; ISBN# 0131687433

- 2006 IGDA Casual Games Whitepaper

- Handouts (as provided)
  http://www.austincc.edu/sfarr/online/game-1303/

- Pencil/ Pen, Paper, Notebook w/ paper for notes, flash drive or external
  hard drive (recommend “Seagate”) for daily backup of files, CD-R or DVD-
  R for permanent backup of files
## Schedule

<table>
<thead>
<tr>
<th>Week  1</th>
<th>Games Overview, A Theory of Fun, History of Games</th>
<th>Week 9</th>
<th>Game Genres, Models, &amp; Types II Project Milestone 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week  2</td>
<td>The History of Computer Games Project Start</td>
<td>Week 10</td>
<td>Game Design I</td>
</tr>
<tr>
<td>Week  3</td>
<td>Game Platforms, Console, PC, PDA, etc.</td>
<td>Week 11</td>
<td>Game Design II Project Milestone 4</td>
</tr>
<tr>
<td>Week  4</td>
<td>What is a Game? &amp; Game Genre Overview</td>
<td>Week 12</td>
<td>Legalities of Game Development</td>
</tr>
<tr>
<td>Week  5</td>
<td>Industry Structure &amp; Trends Project Milestone 1</td>
<td>Week 13</td>
<td>Ethics, Culture, Responsibilities, and Ratings Project Due</td>
</tr>
<tr>
<td>Week  6</td>
<td>Market Analysis: Understanding the Customer</td>
<td>Week 14</td>
<td>Industry Roles and Careers</td>
</tr>
<tr>
<td>Week  7</td>
<td>Competitive Analysis: Understanding the Company</td>
<td>Week 15</td>
<td>What it takes to make an AAA title</td>
</tr>
<tr>
<td></td>
<td>Project Milestone 2</td>
<td>Week 16</td>
<td>Final Exam Project Presentation</td>
</tr>
<tr>
<td>Week  8</td>
<td>Game Genres, Models, &amp; Types I; Strategy in Video Games Midterm Exam</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Week 1: Games Overview

• What is a game?
• Why do you play games?
  – Entertainment
  – Excuse to Socialize
  – Mental Exercise
  – Learn Something
• Overview of Games to Present Day
Origin of Games

• 3500 - 3000 BC
  **Senet and Royal Game of Ur** – Egypt, oldest game ever found. The first race game. May be the predecessor to the present day of backgammon.

• 3000-1600 BC
  **Morris or Merrils**.
  One of oldest strategy games.
  The object is to form "mills"(3-in-a-
Games as Abstractions of Real Life

- **Senet** - Senet appears to be a simple racing game like the Royal Game of Ur.
- Senet may have originated as a calendar because the Egyptians used a 30-day month, and it may have religious connotations as well.

- **Mancula** - There are many variations to this game, which consists of moving stones (or seeds) in and out of holes in several parallel rows along a board. It may have arisen from a tracking method for farmers to track where their livestock was grazing.
The Game of Go or Wei-Gi

- Wéiqí (Chinese) or GO (Japanese) said to originate from Emperor Shun (2255-2206 BCE) as a tool to improve the brain of his oldest son.
- It is named the game of life and the object is to capture and defend territories.
2000 BC – 1 AD

• 1800 BC
  Hounds & Jackals
  found in Egyptian tombs

• 700 BC
  Earliest records of cubical Dice

• 0 BC
  Record of Emperor Claudius
  playing Tabula (Early Backgammon)
300’s – 900’s

- 300's
  Reference to Nard (Backgammon) in the Babylonian Talmud

- 400's
  Tabula (early Backgammon) game lost by Emperor Zeno

- 600's
  Go (Wéiqí) comes to Japan

- 700's
  A Persian tale tells of Chess coming from India 650-850 AD

- 900's
  Tafl – ancient Germanic and Celtic game board carved 10th century
Parcheesi

- This early board game is considered the national game of India.
- It likely developed from a more complex game called Chaupar.
- Both games are known to exist since the 4th Century AD.
- Parcheesi is a simple racing game in which cowry shells (or dice) are thrown to move pieces around a track in the shape of a cross.
- In the 16th Century AD, the Mogul Emperor Akbar I played Chaupur on a courtyard made of marble, using women from his harem as playing pieces.
1000’s – 1300’s

- 1200's: Alphonso X's "Book of Games" written 1283.
- 1300's: Earliest European mention of Cards in Spain 1371.

http://www.gamesmuseum.uwaterloo.ca/VirtualExhibits/Alfonso/index.html
Chess

- India in 600 AD called Chaturanga which literally means “Army of Four Divisions”.
- Came to Europe before 1000 AD
- Abstraction of combat
- In the early versions, playing pieces representing, infantry, cavalry, elephants and even boatmen.
- The object is to capture the opponent’s king.
- Game changed in Europe in the 1400s
  - making Queen most dominant piece
  - bishop’s influence was made to be “oblique” – diagonal.

The Isle of Lewis Chessmen carved in the 12th century
1400’s – 1500’s

- 1400's **Tarot** games first played in Italy 1430's
  1440's **Poch** card game, ancestor to Rummy
- **Standard card suits** hearts clubs
  spades diamonds
  created in France c. 1480

- 1500's **Noddy** - precursor to **Cribbage**
  **Game of Goose** - ancestor to most modern
  childrens' race board games.
  First clear references to **Checkers** in 16th century
1600’s

• **Cribbage** rules standardized in England.

• **Solitaire board games** appear at court of Louis XI.

• Earliest reference to "Backgammon", Oxford English Dictionary, c.1645
  -earlier name was Tables (Tabula)
1700’s – 1800’s

- 1700's
  1765 Fortune telling with cards-tarot decks

- 1800's
  Bridge develops from games such as Whist.
  1836 Poker
  1863 Ludo on Indian Pachisi (Parcheesi in US).
  1892 Chinese Checkers
  1st published in West
War Games

• In the 19th Century, the Prussian army developed the first realistic wargames to train their leaders, using miniature figures to represent real military units.

• These “games” allowed the leaders to experiment with various tactics and strategies before engaging in combat.
1900’s

• Industrial Revolution in the 18th and 19th Centuries led to a leisure middle-class.
• More time and money to play games.
• Public schools became the norm.
• More literacy, meant more complicated games.
• First game companies founded.
Game Companies

  – Needed more revenue streams
  – The Checkered Game of Life, a game he had already patented.
  – In 1880, Milton Bradley added jigsaw puzzles to his line. The company soon became the world’s number one publisher of games and puzzles.
  – Among the best known Milton Bradley games are Chutes and Ladders (published in 1943), Candyland (1949), Yahtzee (1956), and The Game of Life (1960).
Game Companies

• As a young boy, George S. Parker, from Salem, Massachusetts, invented a game called Banking, and used most of his life savings to publish it in 1883.

• The first edition produced and distributed by George sold well enough to merchants in Northeast cities that its success encouraged George to set up a game company in 1888 with his brother Charles in Salem.

• They named the company Parker Brothers. They continued creating, including The Railroad Game and Innocents Abroad, based on the book by Mark Twain.
In 1934, Charles B. Darrow brought a game he invented, called Monopoly, to Parker Brothers.

Initially, the company rejected the game, saying it was too complicated and took too long to complete.

Darrow began publishing the game himself and did quite well. The executives at Parker Brothers heard of the game’s success and offered to buy publication rights in 1935.

Monopoly (was an immediate smash success and continues to be one of the best selling games, with many, many variations on the main theme now available.

Parker Brothers went on to publish other classic board games -- Sorry! (published in 1934), Clue (1949), and Risk (1959).
Game Companies

• The Selchow and Righter Company was founded in 1867.
• Its two great hits were:
  • Scrabble (1948)
  • Trivial Pursuit (1983 in the US)

Scrabble board (now sold by Milton Bradley).
Game Companies

• At the time that the two major game companies in America were being founded, Fusajiro Yamauchi established the Marufuku Company in Japan in 1889.
• The company produced playing cards for a popular game called Hanafuda and then expanded in 1907 by publishing Western playing cards.
• The company changed its name in 1951 and became the Nintendo Playing Card Company.
• (“Nintendo” meaning “Leave luck to heaven”).
• Eventually, the company became a leader in electronic games.
Game Companies

- In 1953, Charles Roberts created a paper board wargame called Tactics which had two hypothetical countries engaging in modern warfare with infantry, tanks, aircraft and naval units.
- Instead of miniatures, Tactics had small cardboard playing pieces that moved across a map mounted on cardboard.
- The game sold well enough that Roberts decided to found a company called Avalon Hill in 1958.
- The end of the 1980’s saw the paper wargame hobby almost die out as similar games were developed for personal computers. Computer wargames had the advantages of taking no time to set up and requiring less space for a large map and hundreds of playing pieces.
Dungeons and Dragons

• In 1973, Gary Gygax and Dave Arneson of Lake Geneva, Wisconsin jointly created a different kind of paper game -- one in which there was no board, no dice, no cards and no playing pieces.

• Players took on the roles of fantasy characters in a fantastic world. It was based on rules for medieval combat using miniatures…but the game was not simply about combat.

• It encouraged one player, called the DungeonMaster, to lead the other players through a magical world in an ongoing epic story.

• Gygax and Arneson founded TSR Hobbies to manufacture and market the game. Role-playing games became immensely popular, and many of the wargame companies brought out their own versions of role-playing games to rival D&D.
1900 – 1970’s

• 1900
  The Landlord's Game earliest ancestor of Monopoly patented 1904.

• Lexico invented 1931; becomes Scrabble 1947.

• 1950 Othello in Japan (1968 in US) based on 19th century Reversi.


• Pente published 1978.
Let the Games Begin

Thoughts?

Why have games been so persistent throughout history?

What genres of games did you recognize?

So, where can we go from here?
TOP 10 INDUSTRY FACTS

1. US computer and video game software sales grew six percent in 2006 to $7.4 billion – almost tripling industry software sales since 1996.

2. Sixty-seven percent of American heads of households play computer and video games.

3. The average game player is 33 years old and has been playing games for 12 years.

4. The average age of the most frequent game buyer is 38 years old. In 2007, 92 percent of computer game buyers and 80 percent of console game buyers were over the age of 18.

5. Eighty-five percent of all games sold in 2006 were rated "E" for Everyone, "T" for Teen, or "E10+" for Everyone 10+. For more information on ratings, please see www.esrb.org.

Source: Entertainment Software Association http://www.theesa.com
1. Eighty-six percent of game players under the age of 18 report that they get their parents’ permission when renting or buying games, and 91 percent say their parents are present when they buy games.

2. Thirty-six percent of American parents say they play computer and video games. Further, 80 percent of gamer parents say they play video games with their kids. Sixty-six percent feel that playing games has brought their families closer together.

3. Thirty-eight percent of all game players are women. In fact, women over the age of 18 represent a significantly greater portion of the game-playing population (31%) than boys age 17 or younger (20%).

4. In 2007, 24 percent of Americans over the age of 50 played video games, an increase from nine percent in 1999.

5. Forty-nine percent of game players say they play games online one or more hours per week. In addition, 34 percent of heads of households play games on a wireless device, such as a cell phone or PDA, up from 20 percent in 2002.
WHO PLAYS WHAT?

BEST-SELLING VIDEO GAME SUPER GENRES BY UNITS SOLD, 2006

- Strategy: 2.7%
- Adventure: 3.4%
- Fighting: 4.6%
- Family Entertainment: 9.3%
- Role Playing: 9.5%
- Shooter: 10.6%
- Racing: 10.6%
- Action: 27.5%
- Sport Games: 17.0%
- Other Games/Compilations: 2.0%
- Children’s Entertainment: 1.6%
- Arcade: 0.9%
- Flight: 0.9%

Source: The NPD Group / Point-of-Sale Information
BEST-SELLING COMPUTER GAME SUPER GENRES BY UNITS SOLD, 2006

- 35.4% Strategy
- 13.8% Role Playing
- 12.7% Family Entertainment
- 10.9% Shooter
- 5.7% Adventure
- 5.7% Children’s Entertainment
- 3.5% Sport Games
- 3.4% Action
- 2.8% Other Games/Compilations
- 2.4% Racing
- 1.1% Arcade
- 2.5% Flight

Source: The NPD Group / Point-of-Sale Information
WHO PLAYS WHAT?
ONLINE AND WIRELESS GAMES

What is the One Type of Online Game Played Most Often?

- 50.0% Puzzle/Board/Game Show/Trivia/Card
- 15.0% Action/Sports/Strategy/Role-Play
- 11.0% Other
- 10.0% Shockwave/Flash/Browser-Based Mini Games
- 13.0% Persistent Multi-Player Universe
WHAT'S THE BOTTOM LINE?
HISTORICAL SALES INFORMATION

U.S. COMPUTER AND VIDEO GAME DOLLAR SALES GROWTH
Dollars in billions

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (Billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>2.6</td>
</tr>
<tr>
<td>1997</td>
<td>3.7</td>
</tr>
<tr>
<td>1998</td>
<td>4.8</td>
</tr>
<tr>
<td>1999</td>
<td>5.5</td>
</tr>
<tr>
<td>2000</td>
<td>5.6</td>
</tr>
<tr>
<td>2001</td>
<td>6.1</td>
</tr>
<tr>
<td>2002</td>
<td>7.0</td>
</tr>
<tr>
<td>2003</td>
<td>7.1</td>
</tr>
<tr>
<td>2004</td>
<td>7.4</td>
</tr>
<tr>
<td>2005</td>
<td>7.0</td>
</tr>
<tr>
<td>2006</td>
<td>7.4</td>
</tr>
</tbody>
</table>

Source: The NPD Group / Point-of-Sale Information
U.S. COMPUTER AND VIDEO GAME UNIT SALES GROWTH

Source: The NPD Group / Point-of-Sale Information
2006 Industry Sales Data

WHAT’S THE BOTTOM LINE?
RECENT SALES INFORMATION


<table>
<thead>
<tr>
<th>Year</th>
<th>Video Game Sales</th>
<th>Computer Game Sales</th>
<th>Combined Computer and Video Game Dollar Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>6.02</td>
<td>.96</td>
<td>7.0</td>
</tr>
<tr>
<td>2006</td>
<td>6.46</td>
<td>.97</td>
<td>7.4</td>
</tr>
</tbody>
</table>

Source: The NPD Group / Point-of-Sale Information
2006 Industry Sales Data

WHAT’S THE BOTTOM LINE?
RECENT SALES INFORMATION

UNITS IN MILIONS

2005 2006
VIDEO GAME UNITS 190.5 201.3

2005 2006
COMPUTER GAME UNITS 38.8 39.4

2005 2006
COMBINED COMPUTER AND VIDEO GAME UNIT SALES 190.5 201.3

Source: The NPD Group / Point-of-Sale Information
Sales by ESRB Rating

2006 Computer and Video Game Sales by Rating

BY UNITS SOLD

Source: The NPD Group / Point-of-Sale Information
Who Plays Games?

• **How Many Americans Play Games?**
  – Sixty-nine percent of American heads of households play computer and video games.

• **Who Purchases Computer and Video Games?**
  – Ninety-three percent of people who make the actual purchase of computer games and 83% of people who make the actual purchase of video games are 18 years of age or older. The average age of the game buyer is 40 years old.

• **How Long Have Gamers Been Playing?**
  – Adult gamers have been playing an average of 12 years. Among most frequent gamers, adult males average 10 years for game playing, females for 8 years.

• **Will Gamers Keep Playing?**
  – Fifty-three percent of game players expect to be playing as much or more ten years from now than they do today.
Who Plays Computer & Video Games?

- Gender of Game Players:
  - 38.0% female
  - 62.0% male

Women age 18 or older represent a significantly greater portion of the game-playing population (31%) than boys age 17 or younger (20%).

- Age of Game Players:
  - 28.2% under 18 years
  - 47.6% 18–49 years
  - 24.2% 50+ years

The average game player age is 33.
Who Plays Computer and Video Games?

**For Computer Gamers...**

- Thirty percent of most frequent game players are under eighteen years old.
- Twenty-six percent of most frequent game players are between 18 and 35 years old.
- Forty-four percent of most frequent game players are over 35 years old.

**For Console Gamers...**

- Forty percent of most frequent game players are under eighteen years old.
- Thirty-five percent of most frequent game players are between 18 and 35 years old.
- Twenty-five percent of most frequent game players are over 35 years old.
What about women gamers?

• Thirty-eight percent of game players are women.

• Women age 18 or older represent a significantly greater portion of the game-playing population (30%) than boys age 17 or younger (23%)

• Forty-two percent of online game players are
How much time is spent playing games?

- The average adult woman plays games 7.4 hours per week.
- The average adult man plays 7.6 hours per week. Though males spend more time playing than do females, the gender/time gap has narrowed significantly.
- In 2003, males spent an average of 18 more minutes a day playing games than did their female counterparts,
- In 2004 they spent only six minutes more each day doing so.
- Females spend an average of two hours more per week playing games now than they did a year ago.
Online Gamers?

• **How many Gamers Play Games Online?**
  – Forty-four percent of most frequent game players say they play games online, up from 31% in 2002.

• **Who Plays Games Online?**
  – Fifty-eight of online game players are male.
  – Forty-two percent of online game players are female.
What Other Activities are Gamers Involved In?

- Gamers devote more than triple the amount of time spent playing games each week to exercising or playing sports, volunteering in the community, religious activities, creative endeavors, cultural activities, and reading.
  - In total, gamers spend 23.4 hours per week on these activities, compared to 6.8 hours per week playing games.
- 79% of game players of all ages report exercising or playing sports an average of 20 hours a month.
- 45% of gamers volunteer an average 5.4 hours per month.
- 93% of game players also report reading books or daily newspapers on a regular basis, while sixty-two percent consistently attend cultural events, such as concerts, museums, or the theater.
- 50% of gamers are regularly involved in creative activities, such as painting, writing, or playing an instrument. In addition, adult gamers exhibit a high level of interest in current events, with 94 percent following news and current events, and 78 percent reporting that they vote in most elections which they are eligible.