public speech mid-term exam

Technology advance and game design concept make Nintendo`s game more interesting

1:The IP of Nintendo(Conclude introduce of the speech)

1.1 Introduce

1.2 Super Mario

1.3 POKÉMON

2:The special hardware design of Nintendo

2.1 Game &Watch

2.2 The legend of FC machine

2.3 switch

2.4 LABO

3:The game design concept of Nintendo

3.1 Let the game can be on hand by everyone in a minute(splatoon)

3.2 Get close to everyone`s life

3.3 Always stimulate your curiosity

part1:

Dear listeners, good morning! Today, I will take you to a world of creativity, passion and classics. As one of the most famous game developers in the world, Nintendo has always been known for its unique game IP. Today let`s start from the most famous IP, From Mario to the Pokemon, these classic characters not only accompanied our childhood, but also shaped the development of the entire game industry. So, let's explore how Nintendo expanded these IP to make them an immortal legend.

(Mario part)Mario is Nintendo's number one mascot. Mario has become a diverse IP from platjumping to racing, party, puzzles, SPG and RPG. These games have not only achieved great success in sales, but also affected the development of the entire game industry. Mario's success tells us that only creativity can make an IP shine in different fields.

(Pokemon part)Pokemon is one of Nintendo's most successful IP projects. From the original Game Boy games to today's animation, comics, cards, toys and film and television works, Pokemon has become a comprehensive entertainment brand. Its rich worldview, cute characters and deep emotions make it a memory of generations of players. Nintendo is not only content with the game itself, but also with new Pokemon titles that will make the IP continue to grow in different fields.

part2:

After introduce Nintendo IP, next let`s talk about the hardware. The first is Game & Watch, Game&watch is the first pocket game machine design by Nintendo, and it made a lot of money for Nintiendo, a special design on game&watch is use cross bottom to instead joysticks, easy for user to operate and more accurate.

After the game&watch, a world famous game machine is published, it is the FC game machine, which called red and white machine in China. At that time, 16-bit CPU had been published, but FC still used 8-bit cpu, and its performance is not lower than 16-bit machine, FC used two 8-bit cpu, one is used to calculate as another is used to deal with picture, just like GPU does, but at that time, GPU has not being exist. 8-bit cpu brought a very low price, low price mains more custom, FC explored around the world.

As the development of somatosensory technology, Nintendo brought this technology in their new game machine, WII, by this technology, Nintendo design many game like somatosensory tennis, somatosensory golf, and the famous WII fit, which in three WII users, there must have one had this game.

part3:

Thanks to Mr.Jin and Mr.Guo`s excellent speech. And the next topic is Why Nintendo`s games always so interesting. First, I want to introduce a new game which i very like it. It is the splatoon. You may not heard about this game, but actually ,this game is the most popular game in Japan.

(video)

From this video, we can see it is clearly distinguished that it is a FPS game, but all you need is to splash ink on floor and wall, just it .Splash ink, what a simple thing.

Here i will introduce my first point: Make every thing simple. Make every easy to handle, it will extremely extend the use group.

The second point i want to mention is Get close to people`s life. A game is name as "Brain exercise". This game firstly load on 3DS, and you can also find it in ESHOP from switch. This game not have a grand story, not have excellent picture, but it was the hottest game on 3ds. Why is "Brain exercise"? The reason is : it is close to our life. Do you want to be smart? Of course ! Another game is WII fit. An exercise game, i think everyone know the ring advance, WII fit is its predecessor. The reason for WII fit explosion is as same as Brain exercise. Close to people`s life.

The final point, i think it is the most important part of Nintendo game design concept, it is always stimulate your curious. The most famous game ,legend of Zelda,give a very important way to stimulate players. They use different kind of buildings, Tower, temple, mountain, and monster lair. These will become the new target.

Skill ability is another way to stimulate players. In the game stars of Kirby , you need the assign skill to pass the difficult, so get these skills become the target of players.

Conclusion:

At the end, a word i want to mention, is innovation, this word often appear with this company, but we have said a lot about this company, we said ip, is classic ip, we said hardwave, time pass hardwave, everything is old, it is seem that there is no innovation about this company, Why we still said, nintendo is always do somethiong new. Who said, innovation must use new technology. Old, time pass thing, can also do something new. But if you want to make old thiong come to new, one concept can not be absent——Mind evolution.