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Guidelines for Flash Games

**Instant Gratification**

Rule of Thumb: The client should be instructed for 30 seconds maximum, 1 min advanced instructions. From starting the program to playing the game should take no longer than 30 seconds.

Nothing should take time loading and every movie or animation should be easily skipped by the press of a button.

All upgrades that take place should visually change the gaming experience in both graphics and game play.

**Time**

The more time the client spends on the game = the more revenue.

A user should always be allowed to restart easily and should want to come back and play more in a different fashion when the client has finished the game.

A game at any moment should be able to be paused.

**Simplicity**

Controls of the game must be simple and obvious. The less buttons pressed the better.

Using the mouse as the only control is a good idea.

Art should always be simple, unique and unrealistic always.

**I/O**

All controls that are pressed should show some sort of reaction, most often visual.

**Theme**

The theme of the game should be constant and should only have one theme throughout the whole game both visually and with game play.

The game should be easily describable to another person as if someone would do in real life.