

hola



Qué tal?

**Gracias
Donostia 2016
Santa Clara Games
DonostiTRON**

Miguel Angel Alvarez

Trabajé en la industria
del videojuego, en
Gameloft, Ubisoft...

Diseñando mecánicas e
interfaces para ports y
simuladores de
conducción

En Barcelona, en
Newcastle Upon Tyne.

**Estudie un poco de
Informática**

Programador
Chandalista
Chandal + código

Y me mudé a Berlín para
trabajar en un juego de
móviles

en el 2009, para el
iPhone 3gs

**...un componente social
y de geolocalización**

...durante esta época...

Los videojuegos independientes

**...se consolidaban como
un fenómeno**

Comunidades,
herramientas, festivales,
Jams...

...con propuestas

**...sencillas, directas,
honestas...**

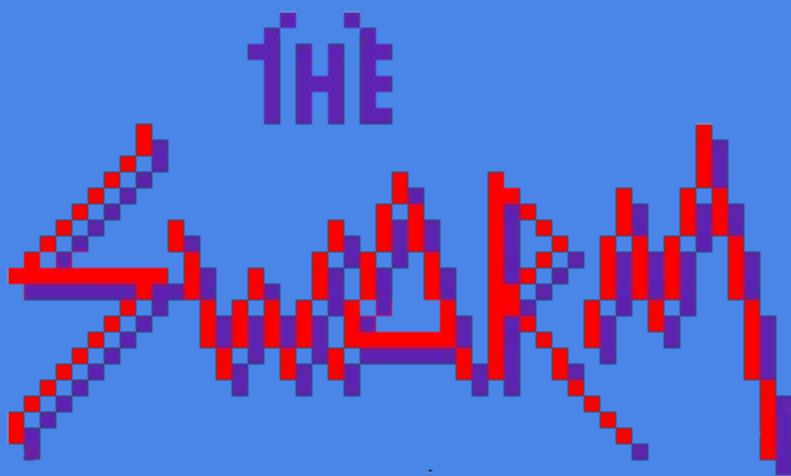
**Y su radical desarrollo al
margen del mercado**

Años de IGF, TIG, Cactus,
Vlaamber, Nidhogg,
GGJ, Flashpunk, Flixel,
Newgrounds, Line Rider,
N+, Hydorah, Limbo,
Minecraft, Super Meat
Boy, VVVVV, Cannabalt...

Yo quería hacer mis
juegos también..

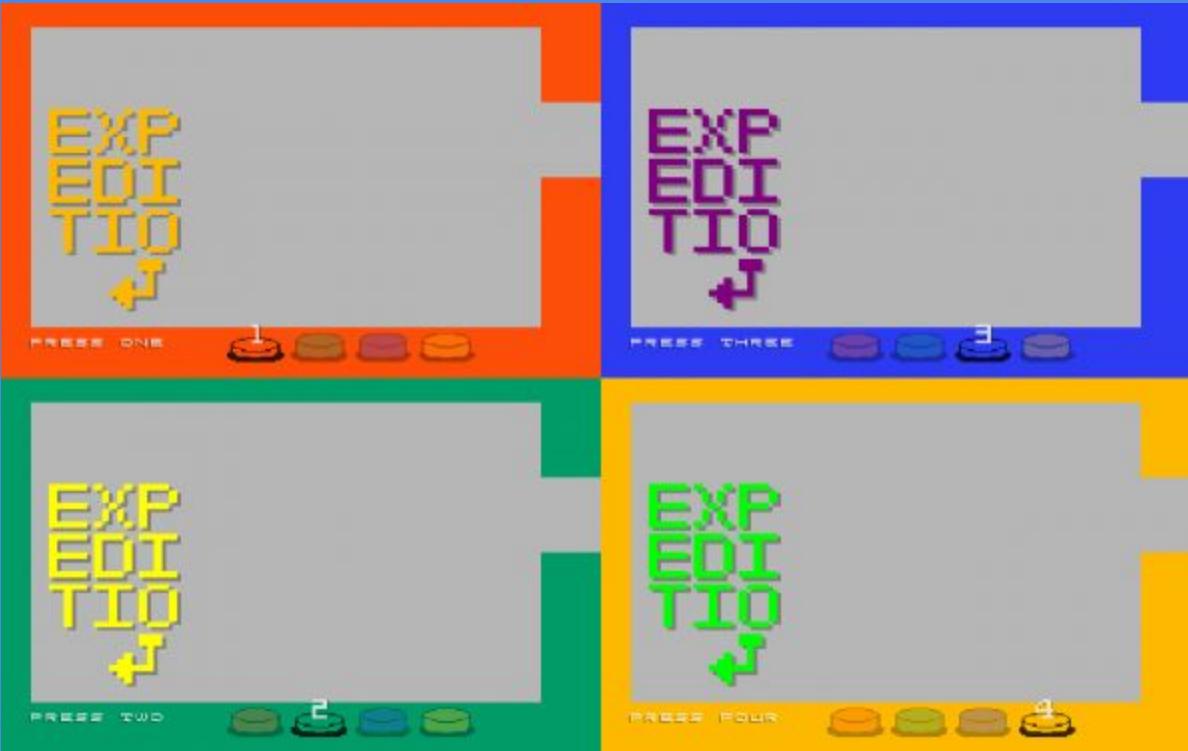
Pequeños juegos

THE
TAK



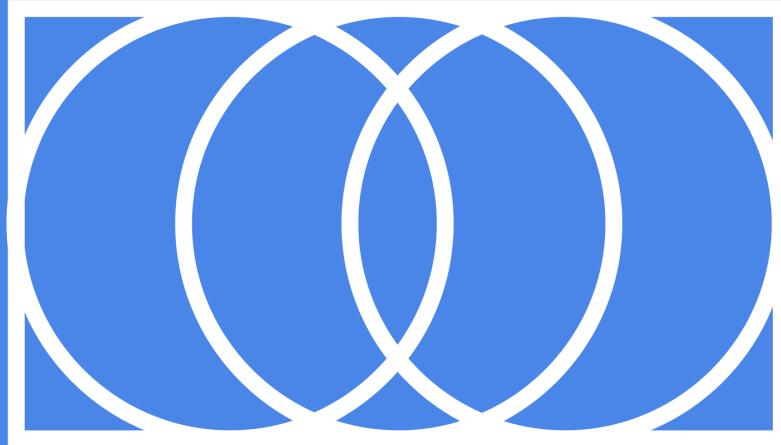
The visualization consists of two 3D bar structures. The first bar, representing the word 'THE', has a height of approximately 15 pixels and is located at a depth of about 10 pixels. The second bar, representing the word 'TAK', has a height of approximately 10 pixels and is located at a depth of about 25 pixels. Both bars are rendered using a pixelated, 8-bit style with alternating red and purple colors.







SCREEN IMPLOSION



SURFACE

ARENA

MONSTER ALIEN SHOOTING CHAOS

モンスター エイリアン 撮影力オス



OUT 28.2.2016



Download on the
App Store



2012: 1st A MAZE.
Festival Berlin

Pon el Video



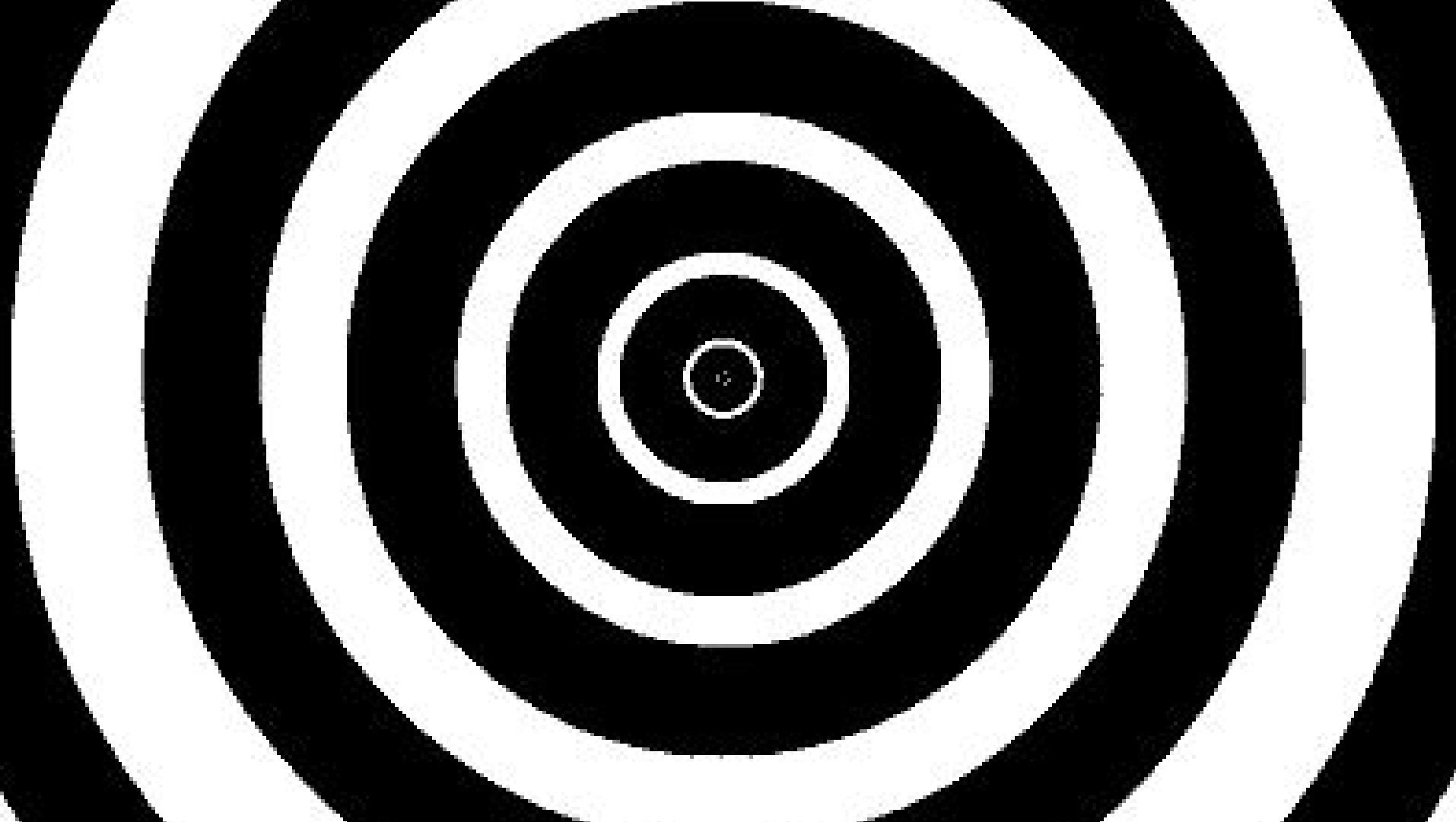
Celebramos
videojuegos
excepcionales

**Por su calidad artística, como
medio de expresión**

**...por su proyección en el
futuro...**

pensamos...

**Los buenos juegos de
hoy, serán los clásicos
del futuro.**



Año 2016

Cuadrillones de videojuegos

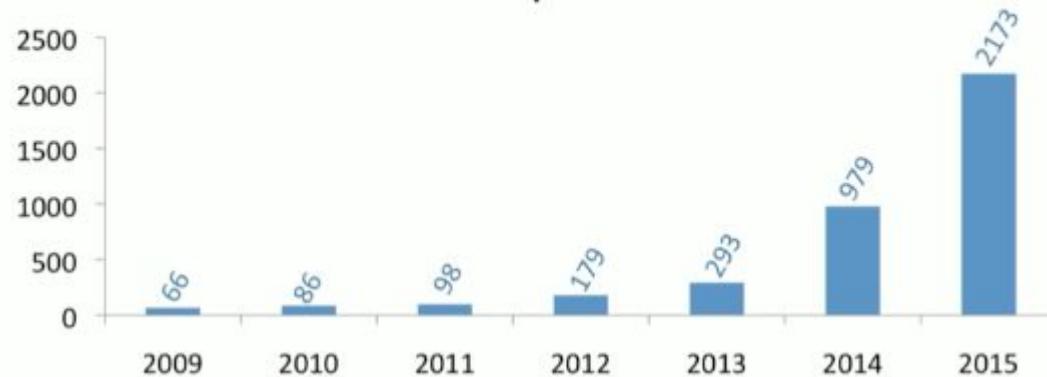
Saturación:

3. tr. *Fís.* Aumentar la señal de entrada en un sistema hasta que no se produzca el incremento en su efecto.

Saturación Comercial

Steam: Number of Indie Games Released Per Year

Ventas Steam

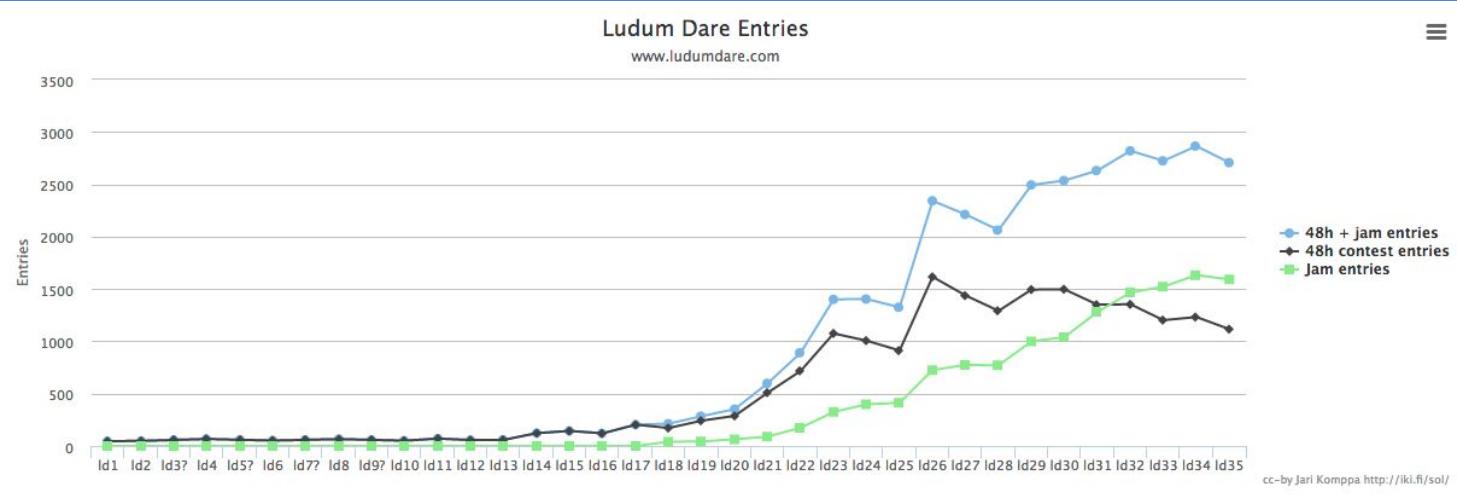


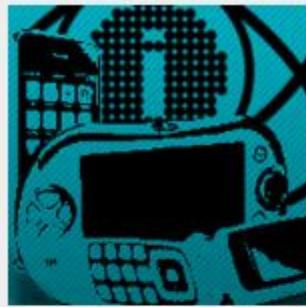
steamspy

Del medio

Ludum Dare

participación





IGF Mobile Announces Record Entries For 2010 Competition

IGF Mobile organizers have revealed record entries for the third annual handheld indie game contest, with 172 games entered in total, a 65% increase on last year's competition.

This follows a similarly all-time high number of submissions for IGF's Main and Student competitions, and means over 650 entries in total for the leading independent game competition.

NOVEMBER 26, 2014

IGF 2015 STUDENT COMPETITION SEES RECORD-SETTING NUMBER OF ENTRIES



The 17th annual **Independent Games Festival** -- the longest-running and largest independent games festival worldwide -- is months away, and today officials are proud to announce another year of record entries for IGF 2015's Student Competition.

This year's Student Competition, which will display finalists and show winners at **Game Developers Conference 2015** in March, took

in **over 360 game entries** across all platforms -- console, PC and mobile -- from a broad array of the world's most prestigious universities, games programs, and high schools.

Together with the **Main Competition submissions**, this year's IGF has taken in over 1,000 entries total -- once again surpassing the festival's record across the Main and Student Competitions.



Singapur, Australia, Argentina o Egipto. Éstos son algunos de los 47 países de los que se han recibido videojuegos para concursar en la séptima edición del Certamen Internacional de Videojuegos independientes AzPlay. Una edición que ha batido su propio récord al registrar un total de 250 propuestas, un 58% más que la edición anterior.

El concurso, que se ha consolidado como uno de los referentes ineludibles para profesionales del sector independiente, personas aficionadas de todo el mundo y empresas locales, crece año a año desde su primera edición en la que se presentaron 47 proyectos.

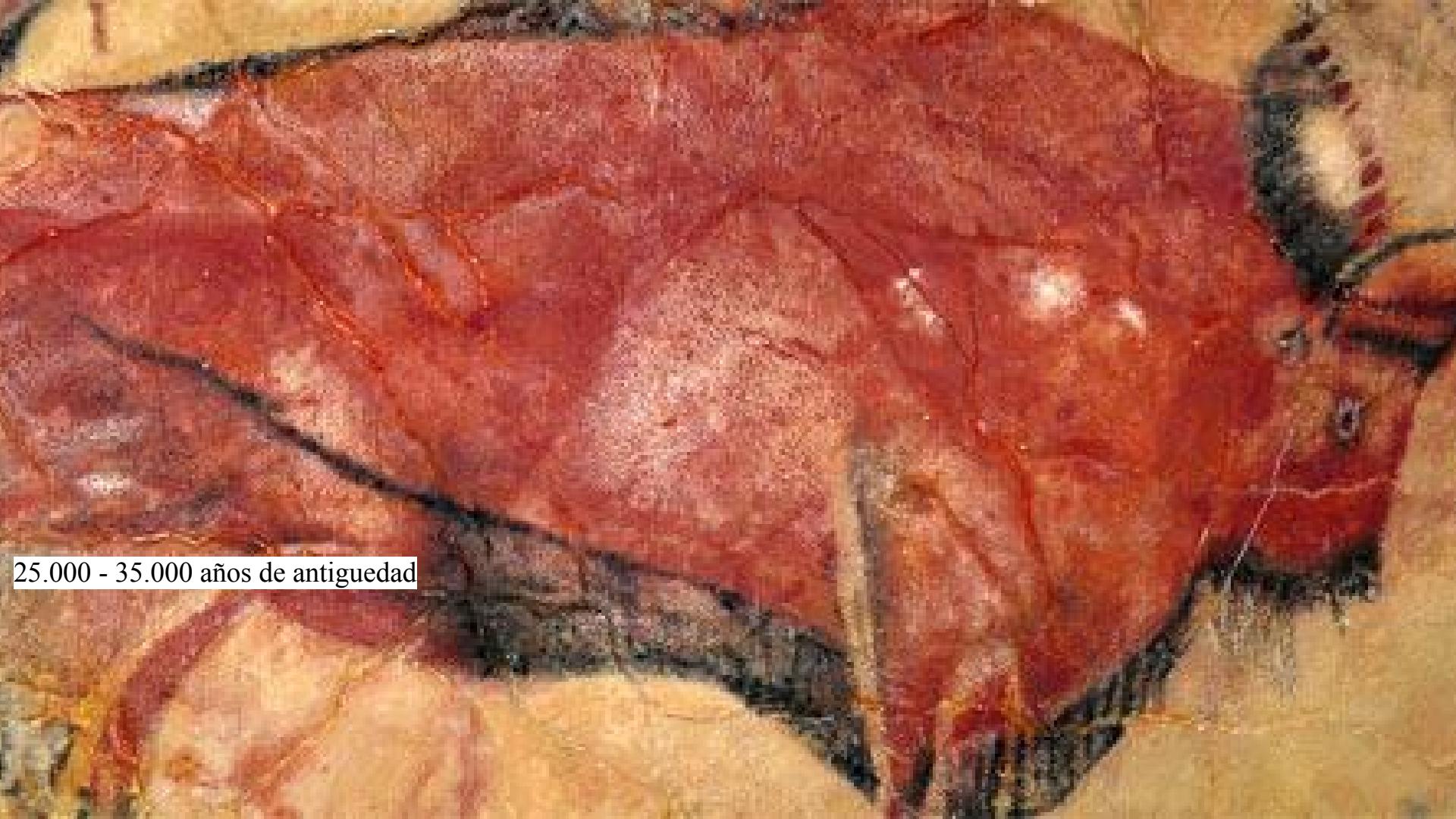
Cuales son las
expectativas como
desarrollador
independiente sin
medios ni experiencia
en 2016?

Que no cunda el pánico!

No es nada nuevo!

ejemplos!

WOS +10000 programas!
La mayoría creados
antes del año go!



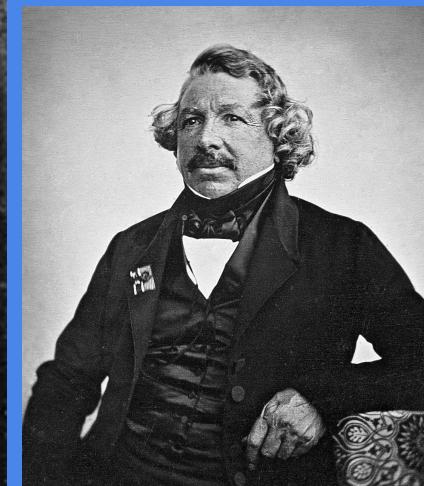
25.000 - 35.000 años de antiguedad



unnamed

Simon
Stålenhag

2016



Louis Daguerre

Still life

1837



Julie Blackmon, *Olive and Market Street*, 2012. Archival pigment print, 35 x 49 inches. Courtesy Robert Mann Gallery

Twin towers
attacks

James Nachtwey

2001





La mujer en la luna

Fritz Lang

1929

ALIEN



In space no one can hear you scream.



TWENTIETH CENTURY FOX PRESENTS
ALIEN
TOM SKERRITT SIGOURNEY WEAVER VERONICA CARTWRIGHT HARRY DEAN STANTON
JOHN HURT IAN HOLM YAPHET KOTTO
EXECUTIVE PRODUCER RONALD SHUSSETT PRODUCED BY GORDON CARROLL DAVID GILER AND WALTER HILL DIRECTED BY RIDLEY SCOTT
STORY BY DAN O'BANNON & RONALD SHUSSETT SCREENPLAY BY DAN O'BANNON MUSIC JERRY GOLDSMITH PANAVISION® EASTMAN KODAK COLOR®
R RESTRICTED UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN PRINTS BY DELUXE® 70MM DOLBY STEREO IN SELECTED THEATERS MOTION PICTURE SOUNDTRACK AVAILABLE ON 20TH CENTURY FOX RECORDS & TAPELS

ONE-SHEET "ALIEN"



Alien

Ridley Scott

1979



Colección de discos de Zero Freitas

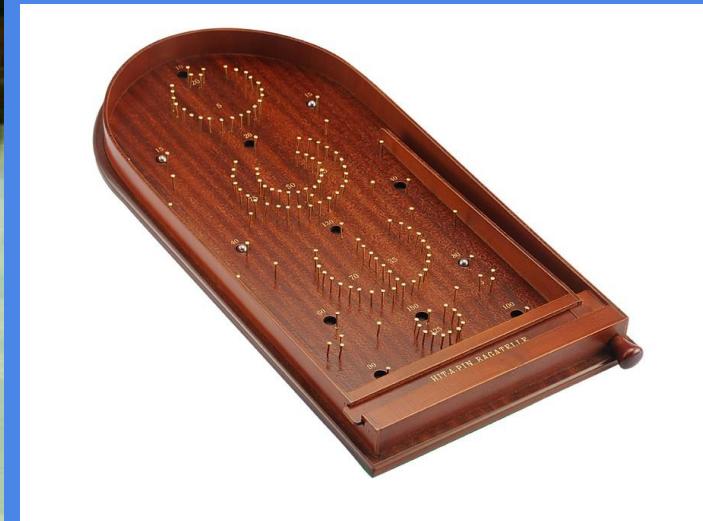
Videojuegos

S. XVIII

Juegos de bolas y de
mesa

A portrait painting of King Louis XIV of France. He is shown from the chest up, wearing a dark, ornate military-style uniform with gold embroidery on the shoulders and a white cravat. His hair is powdered and styled in a powdered wig. The background is dark and indistinct.

Luis XIV



1777:
Bagatelle

1931:
Coin op!

BAFFLE BALL!

THE GREATEST VALUE EVER OFFERED

Absolutely the FINEST
Pin Board Game Made!
NO BUGS IN THIS GAME!

Meet Us at the Big
Show, Hotel Sherman
Booths 45-47

10 Shots
for 1c

ALSO MADE
FOR 5c PLAY

AIR MAIL

POSTAGE
PAID

REGISTRATION
PAID

SPECIAL DELIVERY
PAID

TELEGRAM
PAID

OUR RISK
Banishing Guarantee
YOU CAN LOSE
CAN WINNER SAY MORE?

OPERATORS: BEFORE BUYING MACHINES GET OUR
LOW PRICES--THEY ARE ASTONISHING!

We are Direct Factory Distributors for

BAFFLE BALL • BINGO BALL
BUSTER BALL • PLANET BALL

THE "ACES" IN PIN BOARD GAMES

Dept. CUK, Jackson Blvd., at
Desplaines St., CHICAGO, ILL.

ROCK-OLA MFG. CO.



1931: Baffle Ball

David Gottlieb

BALLYHOO

Never Successfully Imitated

It was to be expected, of course, that many attempts would be made to imitate BALLYHOO—for BALLYHOO is the ultimate machine of the industry. Never before was there a game so popular. Never before had there been such a waiting demand as that received by BALLYHOO almost from the start. The "imitators?" have sprung up. The playing field of BALLYHOO has been adopted, adapted, revised, contented and even reproduced exactly as is mad effort is made in the unprecedeted popularity of BALLYHOO.

The designers and builders of BALLYHOO assert and repeat—there is a similar fact, shown that there has been no successful imitation of BALLYHOO. The reason for BALLYHOO's success lies largely partially in the playing field. It is contained in a sturdy cabinet, which is scientifically designed—done to the last detail in solid wood. It is the cabinet which makes BALLYHOO unique. There is no other machine that is able to duplicate the looks of BALLYHOO by anyone, making it a part of this popular machine! There can be only one duplicate of BALLYHOO—and that is another genuine, original BALLYHOO.

On its general, strong wood legs, BALLYHOO is now a greater sensation than ever. If you haven't seen it, you won't believe it. See it, today, at a sample today. Try it on your location. If within seven days BALLYHOO has not proved its money-making power to you, ship it back and we'll refund every penny of your money.

There is only one BALLYHOO—where is nothing else like it.

IMMEDIATE DELIVERY

BALLY MANUFACTURING CO.
310 W. Erie Street, Chicago, Ill.

Complete
With
Wood
Legs
▼

Sample
\$19

▼
In Lots of 5
\$18 each

▼
In lots of 10
\$17 each



May be had for 1 cent play
with 2 balls or 5 cent play
with 18 balls.

BALLYHOO
Without Legs

Sample Machine...\$16.50
Lots of 5.....\$15.50 each
Lots of 10.....\$14.50 each



1931: Ballyhoo

Raymond T. Moloney
for Bally

CONTACT

PROVEN—by more than 4,000 games operating for several months in California
still going strong—holding locations against all comers.

PROVEN—by thousands of operators who are buying CONTACTS day after day to fill all their locations.

PROVEN—by the necessity of having four factories produce CONTACT games.

PROVEN—by the fact that there are two shifts working in our Chicago factory, and we are still behind on deliveries.

PROVEN—by the continued insistence of Operators for CONTACT games.

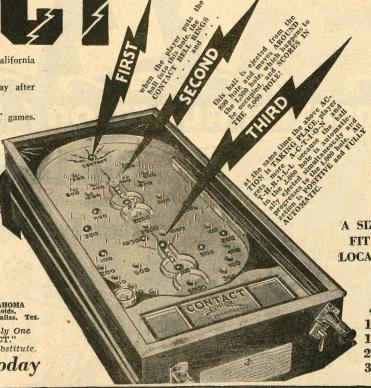
CONTACT gives you unmatched money-making advantages... tried & tested... reliability... permanence. And that's not all! CONTACT adds to the appearance of every surrounding. Examine CONTACT for yourself. Ask us questions—ask us anything you like about CONTACT. We'll tell you frankly and honestly. The story of CONTACT is an open book. You can depend on CONTACT for IMMENSE PROFITS. Locations are demanding CONTACT. Cash in on this demand NOW!

THESE WAREHOUSING POINTS SPEED DELIVERY:
 Pacific Amusement Distributing Co., of Texas, North,
185 Elm Street, Nashville, Tenn.
 Pacific Amusement Distributing Co., of N. Y.,
49 W. 45th Street, New York City, N. Y.
 Illinois—Michigan
 Geltz & Glass Dist. Co.
 Chicago
 Texas—Oklahoma
 Earl E. Reynolds
 Jefferson, Tex.
 There Is Only One
 "CONTACT"
 Accept No Substitute.

Write for Prices and Information Today

PACIFIC AMUSEMENT DIST. CO.

THE GREATEST GAME IN AMERICA
When there's a Better Game the
Makers of Contact will Produce It



A SIZE TO
FIT ALL
LOCATIONS

4 Sizes
16"x30"
18"x38"
24"x44"
30"x60"

1320 SOUTH HOPE STREET,
LOS ANGELES, CALIFORNIA
422-2222
CHICAGO, ILLINOIS



1933: Contact

Harry Williams

1963: Spacewar!

**Steve Russell,
Martin Graetz
and Wayne Wiitanen**



GOTTLIEB

Announcing...

The GREATEST TRIUMPH in PIN GAME HISTORY!

HUMPTY DUMPTY

with the sensationnally new
PLAYER-CONTROLLED
FLIPPER BUMPERS

Phenomenal is the word for this play inspiring Gottlieb innovation! Unique Flipper Bumpers are motivated by sensitive finger-tip control buttons on each side of the cabinet. With skill and timing, player can control balls and send them zooming right back to the top of the playing field for additional scoring! The combination of controlled Flipper Bumper action and controlled ball action provides amazing earning power . . . a proven "shot-in-the-arm" for any location!

There IS something NEW under the sun...get this game of SKILL and TIMING on location NOW!

"There is no substitute for Quality!"

A PRODUCT OF

D. Gottlieb & Co.

HUMPTY DUMPTY
also features:
HIGH SCORE
SEQUENCE
BONUS
KICKER POCKETS

ORDER FROM YOUR DISTRIBUTOR

COIN MACHINE INDUSTRIES, INC.
MEMBER

1140 NORTH KOSTNER AVE., CHICAGO 51, ILLINOIS

1947: Humpty Dumpty

David Gottlieb



1975: Spirit of 76

David Gottlieb

D. Gottlieb & Co.

165 W. LAKE STREET - NORTHLAKE, ILLINOIS 60164
PHONE: 312/562-7400 TELEX: 72-8463



1972: Pong

Allan Alcorn



1978: Space Invaders

[Tomohiro Nishikado](#)



1980: Pac-Man

Toru Iwatani

Shigeo Funaki

Toshio Kai

Génesis

1980:
**Se desarrolla una
industria: Arcades &
8 bit Micro ordenadores**

Habilidad

Dificultad = \$

Pocos géneros

Narrativas: Fantasía de la época

Ciencia ficción

Cultura propia de Japón



Cosas
surrealistas
e inventiva
variada

**1990:
Videoconsolas & PC**

Desarrollo de géneros

Juegos más largos

RPG

Aventuras gráficas

Juegos estructurados en campañas

Los arcades decaen

2000:
Consolas 32 bits
Internet

Juegos Online

FPS

polígonos

Grandes presupuestos AAA

Generaciones
Windows98

2010:
Madurez de
herramientas gráficas y
de animación

Juegos Independientes

Juegos en móviles

En Redes Sociales

Juegos como servicios

Microtransacciones

Virtual Goods

F2P

Formatos con Publicidad

Realidad Aumentada

Geolocalización Juegos Pervasivos digitales

Exageradas campañas de medios

e-sports

Saturación

Cambios vertiginosos

2020?

Online VR



Mecánicas
con
grafeno?

**Inteligencia artificial
adaptada al ocio?**

Segmentación del mercado

Nuevas audiencias

Y yo me pregunto...

Qué hace a un juego perdurar en el tiempo?

Creatividad

Factores culturales

Originalidad

Jugabilidad

Por eso...

Juegos cortos

De donde vienen?
Qué significan?
Como se plantean?

Dosis adecuada para
cada experiencia

Permite una cultura rica
y variada

Cuestión de identidad y experiencia

**Permite a más
desarrolladores
expresar su autoría**

Formato adecuado para nóveles

Y su desarrollo?

Cómo?

Guía rápida

1. Mecánicas
2. Restricciones
3. Acciones
4. Interfaz
5. Simplicidad
6. Estilo
7. Fallar mucho

Mecánicas

A



B

Recoge cosas

A-> Recoge Cosas) -> B

Mete un reloj en tu
juego

O un sistema de puntaje

A->B contra el reloj

Crea un problema A

Y una solución B

Define acciones

Utiliza verbos

A-disparar

B-cubrirse

A-coger

B-usar

A-mover

B-colocar

Restricciones

Diseño = Restricciones

Las baterías de tu cámara

El cartucho de la consola

La llave de tu casa

**Solo ofrecen la forma correcta de
operar**

Ofrece posibilidades



Comunica con la interfaz

Bien claro

El propósito de cada elemento

Affordance “Ofrecimiento”

En psicología cognitiva y de la percepción, un **ofrecimiento**¹ es el conjunto de **estímulos** mediante los que un objeto proporciona a un organismo (agente) la oportunidad de realizar una acción



PUSH

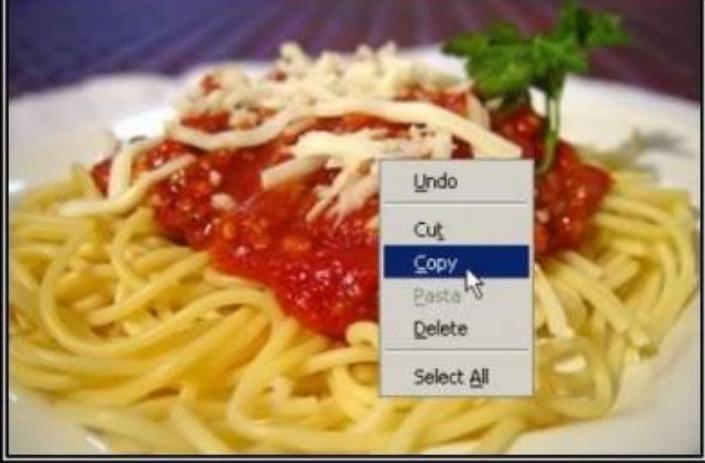


Simplicidad x
Complejidad

Piensa en pequeño

Descubre tus técnicas

Patrones



COPYPASTA

Mmm, this copypasta is delicious. Would you like some?

COPYPASTA

Mmm, this copypasta is delicious. Would you like some?

COPYPASTA

Mmm, this copypasta is delicious. Would you like some?

copia,
copia,
copia,
copia,
copia,
copia,
copia

IMPORTANTE

Elige tu estilo

Comunidades ricas

Fallar mucho

Fracasar = 0

Fallar = 1

**Cómo desarrollar un juego y obtener
mucho éxito emocional**

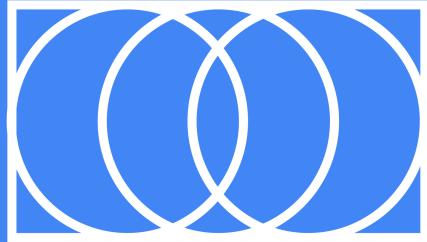
Idea de desarrollo

Simple! Possible!

1. Montar 30%
2. Lógica 50%
3. Jugar y pulir 20%
4. Tiempo extra ∞

SUERTE!

SCREEN IMPLOSION



ESKERRIK ASKO!
THANK YOU!
GRACIAS!

www.screenimplosion.com

@screenimplosion

info@screenimplosion

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Simonstalenhag.se
Louis Daguerre Still Life
Julie Blackmon Olive and Market Street
James Nachtwey Twin Towers Attack
Fritz Lang La mujer en la luna
Ridley Scott Alien
Zero Freitas Colección de vinilos
Luis XIV
Bagatelle
David Gottlieb Baffle Ball

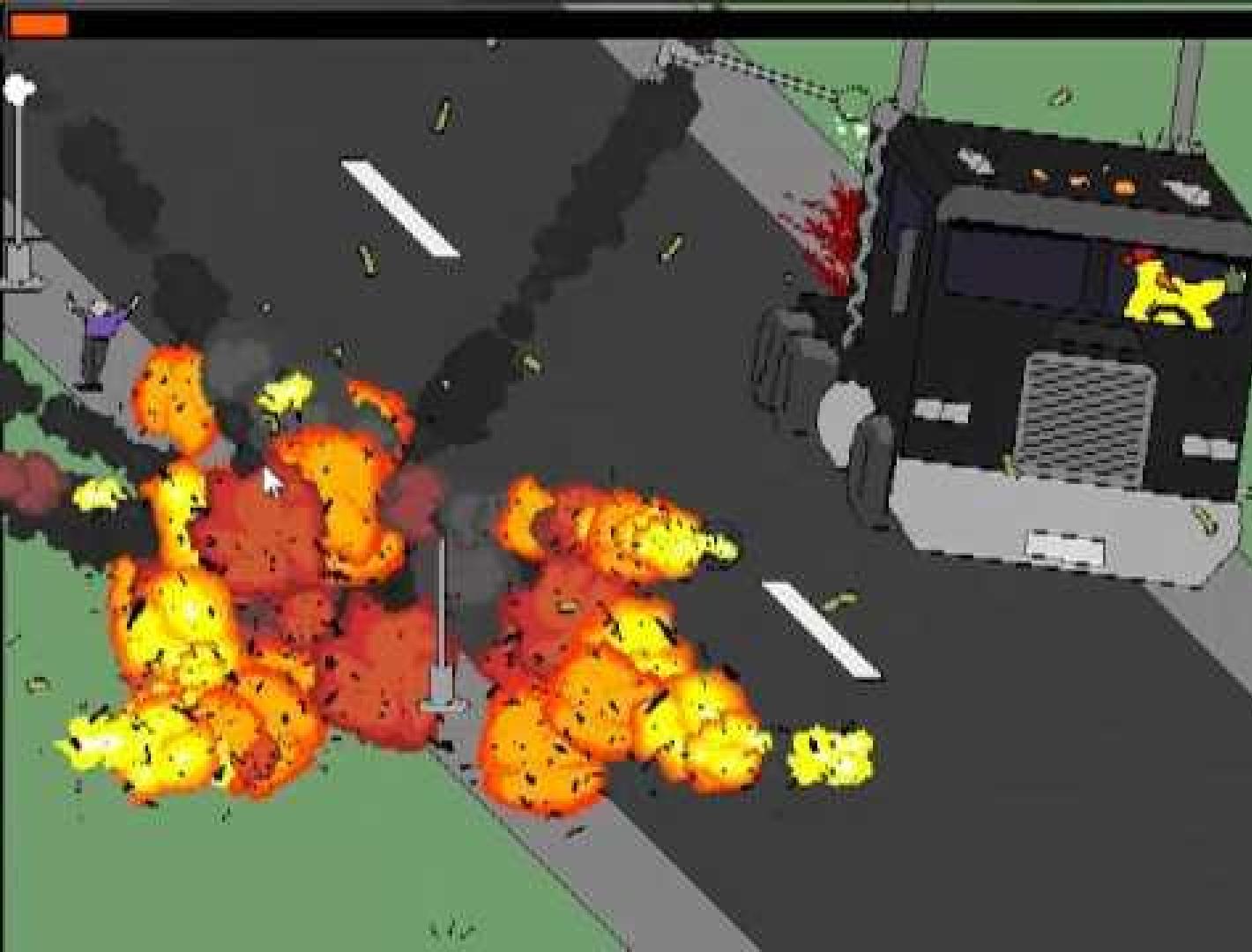
[Raymond T. Moloney Ballyhoo](#)
[Harry Williams Contact](#)
[Davig Gottlieb Dumpty Humpty](#)
[David Gottlieb Spirit of 76](#)
[Spacewar!](#)
[Pong](#)
[Space Invaders](#)
[Pac Man](#)
[Super Mario Bros 2](#)
[Grafeno](#)

bonus:

[Jake Clover Chook Driver Extreme](#)
[Locomalito They came from Verminest](#)
[Jeff Minter Psychedelia](#)
[Connor Mc Cann Black Gold](#)
[Sugboerie Boxer](#)
[Major Bueno Pan Man](#)

Colección / Bonus

**Chook Driver Extreme
(PC) 2012
By Jake Clover**

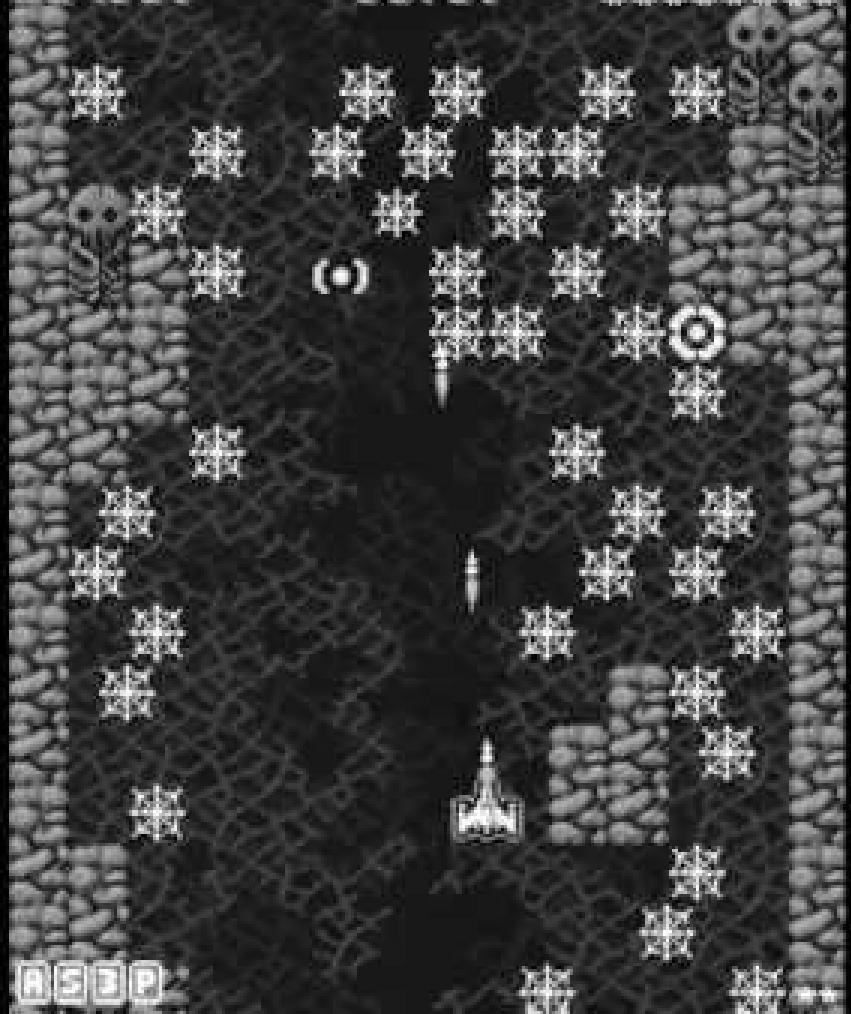


**They came from
Verminest
(PC) 2012
By Locomalito**

JUP
114980

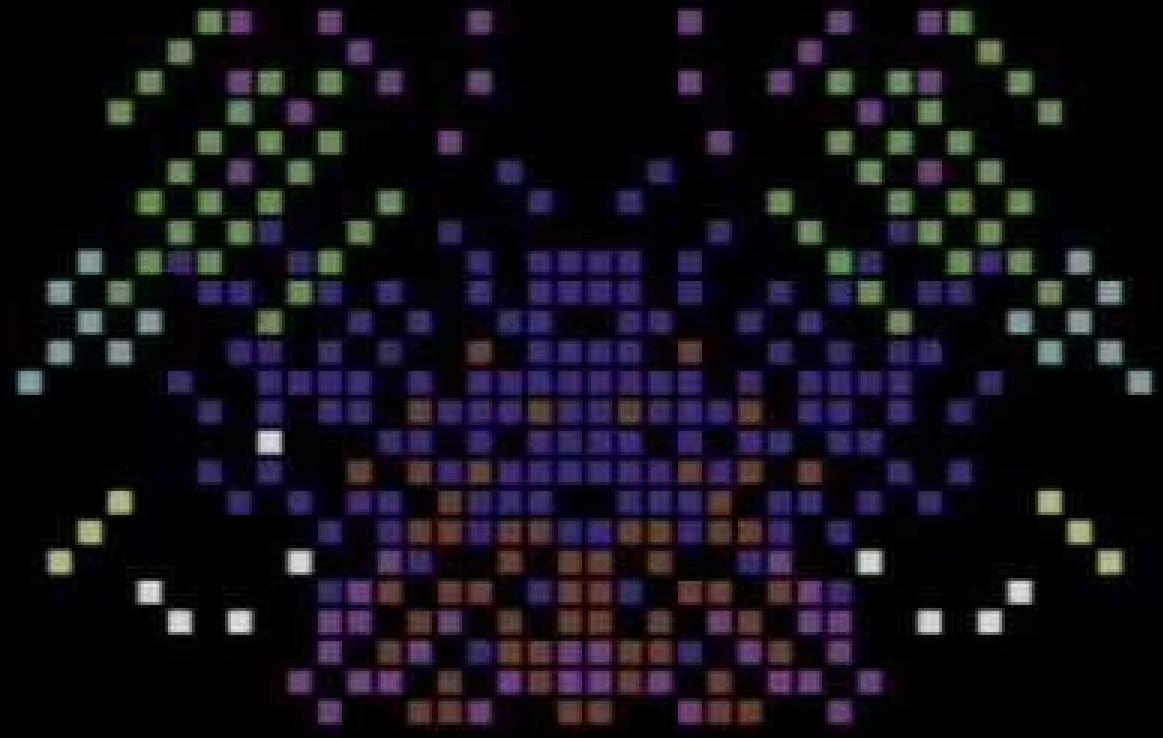
HI-SCORE
93780

REST



**Psychedelia
(Commodore 64) 1984**

By Jeff Minter



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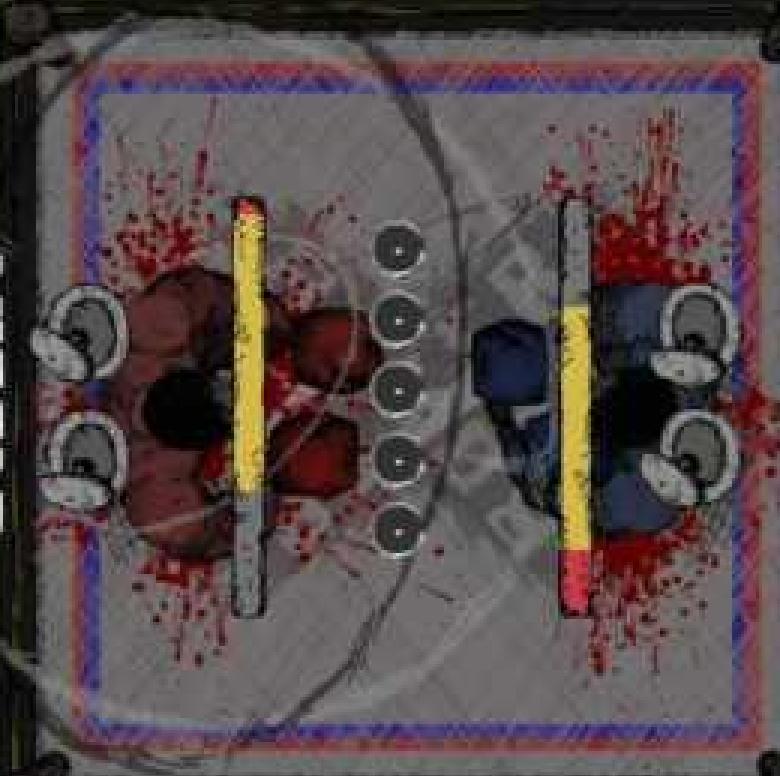
Black Gold
(PC/Mac) 2016
Conor McCann



© 2008

**Boxer
(PC/Mac) 2015
By Sugboerie**

WIGGLE



WIGGLE

Pan Man
(Flash) 2013
By Major Bueno



<http://www.majorbueno.com/pan-man/>