

Web Games

Week 12: Publishing & Submitting your Game





Objectives

- Explore options for monetising web games
- Explore options for publishing web games
- Learn how to implement custom loading screens
- Overview submission requirements
- Development & Play testing on projects



1. Monetising Games

Monetisation Options



- Free
- Premium
- IAP
- Advertising
- Publisher revenue share
- PWYW





Monetisation Resources

- [Mobile Advert Plugin](#)
- [Mobile IAP Plugin](#)
- [Game Monetisation Article MDN web docs](#)
- Further resources on Ultra...

1. Publishing Games

Publishing Options

- Self Hosted
- Arcade Portals
- Mobile
- Steam & Desktop





Publishing Considerations

Remember your games can instantly be played on desktop and mobile browsers, so have you considered handling mobile controls?

- Touch input also handles mouse
- Platform info object can be used to detect platform
- Construct will autoscale your game
- Fullscreen must be requested
- Test across devices (remote preview is great for this)
- Useful reading: [Performance Tips](#)

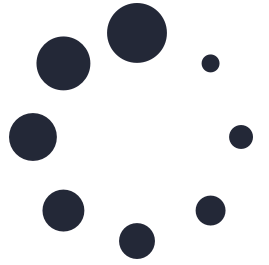


Publishing Resources

- [Publishing Projects](#)
- [Publishing Mobile Apps](#)
- [Exporting Desktop Apps](#)
- [MDN Game Distribution Article](#)
- Further resources on Ultra...



3. Custom Loading Screens



Customer Loader

- Default loading screen is a Construct Splash
- Can use loader layouts to display custom loading screen
- When using a loader layout this still needs to load so keep it light
- Let's see how to implement it...

Break

4. Playable Prototype

S2 - Playable Prototype



A completed web game prototype, with supporting documentation (written & video) that summarises planning, development, testing and potential routes to market.

Deadline: 15th January



S2 - Requirements



The genre and concept of your game is up to you but your focus should be on creating games that are easy to pick up, casual in nature, yet still have an addictive replay value and social shareability.

The features you implement are up to you. However, you may wish to consider features that enhance shareability and create avenues for monetisation. Additionally you should aim to publicly publish your game to gather wider feedback and testimonials for your game.

S2 - Supporting Documentation



Development Document

- Title
- Abstract
- Pre-production Materials
- Technical Description
- User Testing & Feedback
- Critical Reflection

Walkthrough Video

A short video to serve as a professional showcase of your game. The video must demonstrate a full playthrough of the core gameplay loop, from the start screen to a clear end state (win or loss).

S2 - Marking Criteria



- Concept (10%)
- Design & User Experience (25%)
- Technical Implementation (40%)
- Documentation (25%)



S2 - Submission

The deliverables for the Prototype Game are as follows:

- A Construct .cp3 file to run your game
- Development Document (word or pdf)
- Walkthrough video

Each of these files should be uploaded to the submission portal on Ultra.

DO NOT just add a One Drive link to the submission portal.



Assessment Support

I will be on leave between 20th Dec - 5th Jan (inclusive), other than these dates I am available for assessment support ahead of the deadline on 15th January.

You can book this support using [this link](#)

5. Play testing

Test Preparation



Time to play test each other's games and gather usability feedback that can be included in your development documents.

You have **15 minutes** to get your game ready before we begin testing.

Peer Playtesting



In small groups of 2-3 playtest each others prototype.

- **When giving feedback consider:**
 - *"I like..."* (what excites or intrigues you about the concept)
 - *"I wonder..."* (what's unclear or needs more explanation)
 - *"What if..."* (suggestions for features, mechanics or improvements)
- **When observing:**
 - Observe how testers interact with your prototype
 - Take notes on what works and what doesn't

Project Development



Use the remainder of the session to continue working on your playable prototypes and address some of the feedback you gathered during testing.



Up Next...

Nothing... that's it!