PROJECT PRESENTATION

“Honorio Games” - #decaranova

SOROCABA

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# A brief introduction to the Brand

Honorio **Games** was born from two characteristics considered important for us to achieve its objective: Pains and Needs to have a *player* capable of competing on equal terms with other brands already consolidated in the market.

In our case, the idea of having this player came from classes at the [Digital Games Technology Course at Centro Universitário Facens](https://facens.br/cursos/graduacao/tecnologia-em-jogos-digitais/) in the city of Sorocaba, state of São Paulo, since 2018, where four games were created:

Dark Balls, Treasure at Sea, Battle of Guilds and Astropig Mission

Since the last one competed, during the Covid-19 Pandemic, in the Games Marathon and took Third Place and currently all projects can be played, respectively, through digital platforms (on the Computer) either through Game [Jolt](https://gamejolt.com/) , whether through [itch.io](https://itch.io/) .

# 1.1 Difficulties: Yes… or not so much?

This questioning was necessary throughout all semesters of the course, that is, we would have some type of difficulty regarding the games themselves for several reasons considered important for the success of the games, right?

Well, not so much.

To get an idea of what we are approaching, we will use the first three cases (Dark Balls, Tesouro ao Mar and Battle Of Guilds) that were made during months in the course classes where we had to use all our creativity and put them to use. prove it by assembling each item in these games, that is, taking ready-made (and free) assets through Unity's **Asset Store , which was the** *engine* chosen for their creation, and also including other items to compose the project.

Of course, in the midst of all this we still had to do all the planning uninterruptedly through digital platforms using Trello and uploading all the items on GitHub so that we could show these three projects to our teachers who would be about to evaluate them before and during the course, to reach our biggest challenge of all: Showing these projects carried out on Campus in various ways, but one in particular, the Game Development Marathons, which were the crucial point for the success of these games on the part of the teachers who would judge the work but other interested parties could feel, in practice, our development of these three games and also have this space to analyze them carefully.

The same aspect can also be included in the last one (Astropig Mission) which, like the other three already mentioned, also followed the same creation pattern in practically all items, but in this one we had to show it in virtual versions (meetings) during the period pandemic, including our participation in one of the development marathons in which we ended up taking third place, behind two other games that were in contention.

# 1.2 The Brand.

As we said at the beginning, Honorio Games was born from a need and a pain that are interconnected with each other in a directly proportional way:

Having a brand capable of going head to head with players already established in the market with games that, in principle, would be classified according to the level of relevance of each of them and whether they are available in both the physical version (computer) as in the portable version (cell phone) and whether we would have other ways of keeping the player's attention. But how? There are several ways to capture the player's attention, one of which is the inclusion of so-called [*ads*](https://ads.google.com/intl/pt-BR_br/home/) so that the player can be entitled to some bonus for continuing their play, which could be the purchase of certain items. What in the four games mentioned above ended up not being necessary as they were all made exclusively for the computer, now, if we had made them for cell phones we would have to worry about two questions:

* Would we do it for iOS or Android and distribute it to the Apple Store and Google Play with the inclusion of these Ads?
* And would we earn some kind of monetary reward?

More than that, we would still have to do daily planning to see if all the items are being used properly and if we don't have any type of bug that could prevent them from working, whether through Unity and Unreal, or through other *engines* that are necessary for the games to be successful.

Before we move on to other necessary questions, we cannot leave aside that there is another well-known example of propaganda that was highlighted this year in an article published by [Studio Connecta](https://studioconnecta.com/artigos/os-games-invadiram-o-marketing-exemplos-de-jogos-no-mundo-da-publicidade/) and last year by [Exame](https://exame.com/revista-exame/quero-ser-midia/) regarding this.

# 1.3 How would disclosure need to be done?

You must already be thinking:

After I made my game in practically all its phases and made it available on digital platforms, it was time to publicize it well. But how to do this properly without scaring the public? It's simple.

The use of social networks and other communication channels such as *feedback* in virtual stores (Google Play Store and App Store) based on the stars and comments that users can make on the respective platforms are two of the countless ways to captivate taste by the players.

What many don't tell you is:

It's not enough to make a cool logo and forget to use a strong brand, one that can capture your attention and there are dozens of examples of well-known projects on the market that are still going strong today, the main (and perhaps) best known of them being is the [Electronic Arts Home Page - Official EA Site](https://www.ea.com/pt-br) .

# 1.4 Artificial Intelligence (AI or AI) in Games? (The conclusion)

In the face of all this, there is still a supporting factor that for many is considered a real “stone in the side” of many game developers: Artificial Intelligence. But is it beneficial or not?

There are [several authors who report on this topic](https://scholar.google.com.br/scholar?q=intelig%C3%AAncia+artificial+jogos&hl=pt-BR&as_sdt=0&as_vis=1&oi=scholart) and point out the positive points and points that require basic attention to this reality that will be among us and there is no way to escape it from now on and one of the alternatives for its use would be, in Unity, the use of the mechanism called Pathfinder which already has Artificial Intelligence.

Which brings us to one last question… after all that we’ve presented:

Honorio Games was born with this gigantic responsibility of trying to be a player (with its pains, with its needs and with a pool of opportunities) among so many already established by the public that will promote not only the games already produced during the Course period of [Technology in Digital Games at Centro Universitário Facens](https://facens.br/cursos/graduacao/tecnologia-em-jogos-digitais/) but also many others that in some time may be in portfolios or even in competitions at local, state, national and global levels and can still be considered success stories.

These projects may be featured in [festivals recognized by the public](https://gogamers.gg/gamepedia/principais-eventos-de-games-brasil-mundo/) .

In any case, it is not enough to just make the game itself - which is not as simple as you think - but in order for us to achieve all this success, it is essential that adequate planning is carried out and the secret that many have not told you is some simple questions. and that do not need to be answered, such as:

Where are you going with this?

What type of disclosure is necessary?

Does that young person there want to play a game with quality or one with lots of bugs?

It's not enough to just take the course, receive the diploma and simply leave it aside.

You are doing this the wrong way and they didn't tell you about this aspect either!

You have to honor what you have achieved through leaps and bounds.

The big trick is to plan correctly and test, test, test as many times as necessary before, during and after the games so that, in the end, they can deliver the final product and make it available to the market and see the degree of acceptability of future products. buyers who can hire you up front in a [top company for you to work and have a better professional life, whether in the in-person, hybrid or remote version.](https://gogamers.gg/gamepedia/principais-empresas-brasileiras-games/)