

# #GAMEDEVs: AIM HIGHER

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#AltDevBlogADay



GAMEDEV

comments

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↑ 31 About to finish high school. Is game development a wise career choice? (self.gamedev)  
submitted 12 days ago by [silent--echo](#)

So I finish school in about 3 weeks and for a couple of years now have pretty much been wanting to go into game development. I'm going to university for IT if I get in (Live in Australia). Anyway, just thought someone here could help clear up whether or not it is a good career choice. I am extremely motivated, just not sure. Thanks.

EDIT: Stereotypical;"Wow, didn't expect this many responses." But seriously, thanks for all the words of wisdom

EDIT2: Thanks for all the info people, it's really helping me come up with some ideas.

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▲ [-] [coderanger](#) 18 points 12 days ago

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IS IT?



DOES IT MATTER?



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**Tony Albrecht** - Oct 18, 2011 (edited) - Public

+Mike Acton is coming to Australia for GCAP this November. Should we warn him about the Drop Bears? Or just the deadly spiders, snakes, sharks, octopi, fish, poisonous monotremes, and vicious bogans?

[Speakers | GCAP11](#)



Speakers. Home » Speakers. CONFIRMED SPEAKERS. more coming! MIKE ACTON. Insomniac Games. Mike Acton is Engine Director at Insomniac Games. When he's not searching for new ways to optimize Insomnia...



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**+1** - Glenn Fiedler

**1 share** - Mike Acton

39 comments



**Neil Richardson** - The bogans are the worst threat. I think warn him.

Oct 18, 2011 **+1**



**Tony Albrecht** - I might just wait 'til he gets here and then just point some out.

Oct 18, 2011

AUSDEV SCENE DEAD?



# AAA ENDANGERED?

Console sandbox; Are we console devs?

# INTERNATIONAL INVESTMENT?

...goes to the talent



# LOCAL EDU?

...other options? Collaboration. Mentoring.

# HIGH AUSTRALIAN DOLLAR

Are you a commodity?

POPULATION



# Adelaide's Really Good Gathering of Gamedevelopers

*(the 'H' is silent)*

[Home](#) [What?](#) [When?](#) [Where?](#) [Who?](#) [Why?](#)

← Number eight! \*burp\* Number eight! \*burp\*

## December: Special Summer Sunday ARGGGH

Posted on November 12, 2011 by Jessica

Well now, summer is finally upon us, with a lovely spate of warm weather. To celebrate that and the impending end of 2011, you are cordially invited to a special Christmas/Summer/Holiday edition of ARGGGH, on Sunday December 4th at The Goody.

Everything is kinda relaxed, but things officially start at 2pm (earlier if you want lunch), and we'll be sticking around until we feel like going home.

To get properly into the holiday spirit, feel free to bring partners, loved ones or family - The Goody is quite kid-friendly and we'll have a section all to ourselves in the beer garden.

If you want to show off your latest projects, you're more than welcome to - we'll try to have power available in the garden if you need!

## Recent Posts

December: Special Summer Sunday ARGGGH

Number eight! \*burp\*  
Number eight! \*burp\*

Lucky Number Seven,  
October 10th

It's Show time! (...and  
ARGGGH time after that!)

Winter is over and Argggh  
#6 is on its way

## Archives

November 2011

October 2011

September 2011

NO LOCAL PUBLISHERS



NO LOCAL CONSOLES



CAUSE FOR HOPE:  
PASSION AND TALENT.

PUT THAT ASIDE...

GAMES HAVE WON



INDIES

# SERIOUS GAMES

SOCIAL AND MOBILE



# GAMIFICATION

CHANGE THE WORLD?

NOW: GET OUT OF OUR  
OWN WAY.

Holding ourselves back.



TAKE-AWAY:  
JUST THINK TWO POINTS

# AIM HIGHER

Invisible class system?

CHANGE IS YOUR OWN  
RESPONSIBILITY



WHERE TO START?  
ASK THE RIGHT QUESTIONS.

WHY AM I HERE?

WHAT AM I PASSIONATE  
ABOUT?



WHAT DRIVES ME?

WHAT'S IMPORTANT TO  
ME?

WHAT INSPIRES ME?



HOW CAN I MAKE AN  
IMPACT?

HOW CAN I MAKE A  
\*BIGGER\* IMPACT?

WHAT DO I HAVE TO  
SAY?



AIMING HIGHER:  
AS AN INDIVIDUAL

# BE THE TALENT

Brand isn't a bad word.

# BRAND

- As a loss leader (overhead cost)



VALUE YOUR VOICE

PARTICIPATION

COLLABORATION



# WHAT'S YOUR WORTH?

...just your skills?

INDIVIDUAL OR STUDIO:  
YOU HAVE TO ANSWER.

SKILLS OUT OF DATE



MAKE WHAT YOU DO  
NOW COMMODITY

SKILL IS CHANGE

WHAT DO YOU WANT  
TO CHANGE?



ME: POSITION OF GAMES

ME: HOW WE DEVELOP

ME: WASTED EFFORT



ME: POP CULTURE

BE AMBITIOUS

HAVE A STRATEGY



AIM HIGHER:  
AS STUDIOS

NOT A ZERO SUM GAME

HOW WE REFLECT THE  
WORLD AROUND US?



CULTURE:  
CONNECTED AND ENTITLED

# VALUE BEYOND FEATURES

Hard features -> Soft

HAVE SOMETHING TO  
SAY.



# EMOTIONAL IMPACT BEYOND STORY

# MEASURING THE WRONG THINGS.

E.g. Metacritic. Unit sales.

# BRANDS. (NOT JUST IP)

E.g. Coca Cola



GAMEDEV BRANDS  
>  
HARDWARE BRANDS

WHAT DO PUBLISHERS  
WANT?

GIVE UP PLAYER-TRUST  
NETWORK TO PUBS?



# MONETIZATION...

...is not a bad word.

YOU WILL BE OUT SPENT.

BE WHERE THE PLAYERS  
ARE



TAKE-AWAY:  
JUST THINK TWO POINTS

# AIM HIGHER

Invisible class system?

CHANGE IS YOUR OWN  
RESPONSIBILITY



# THANKS!

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