

INSOMNIAC TOOLS 2011



MEANING
PROGRESS
REFLECTION



MEANING

EVERYTHING REFLECTS
CREATIVE VISION

PS3

GTC REGISTRATION LINE

START WITH A VISION

REALTIME

DYNAMIC FUNCTION
ONLY IN GAMES

THE ZEITGEIST

CONSTANT FEEDBACK

STORYTELLING

NOT ITERATION,
CREATIVE EXPRESSION

ART VS ADVERTISEMENT

ENGINE ECONOMICS (COMMODITY)

BEYOND THE BULLET POINT

UX



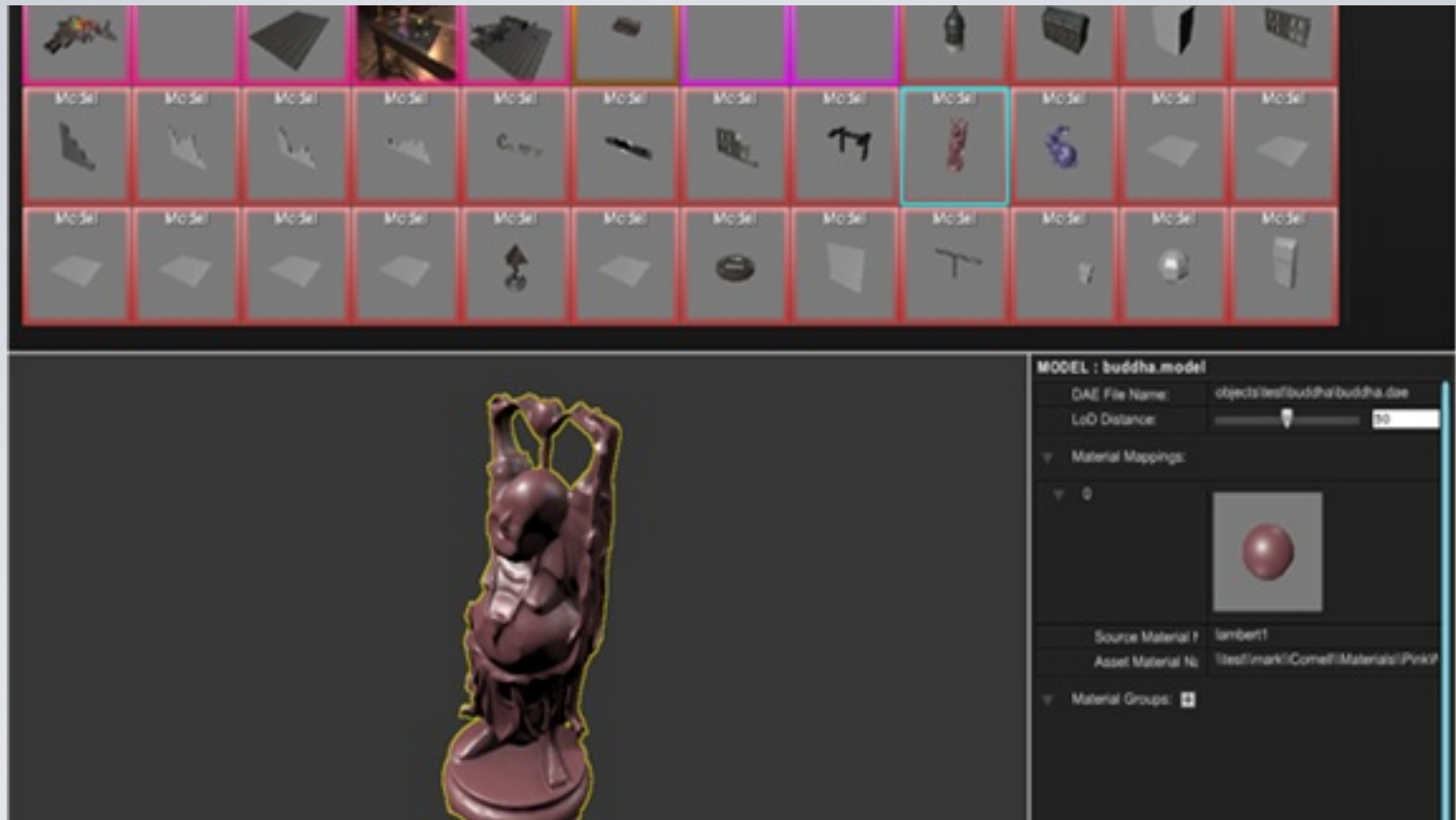
PROGRESS

THREE CONTROVERSIAL CHOICES...

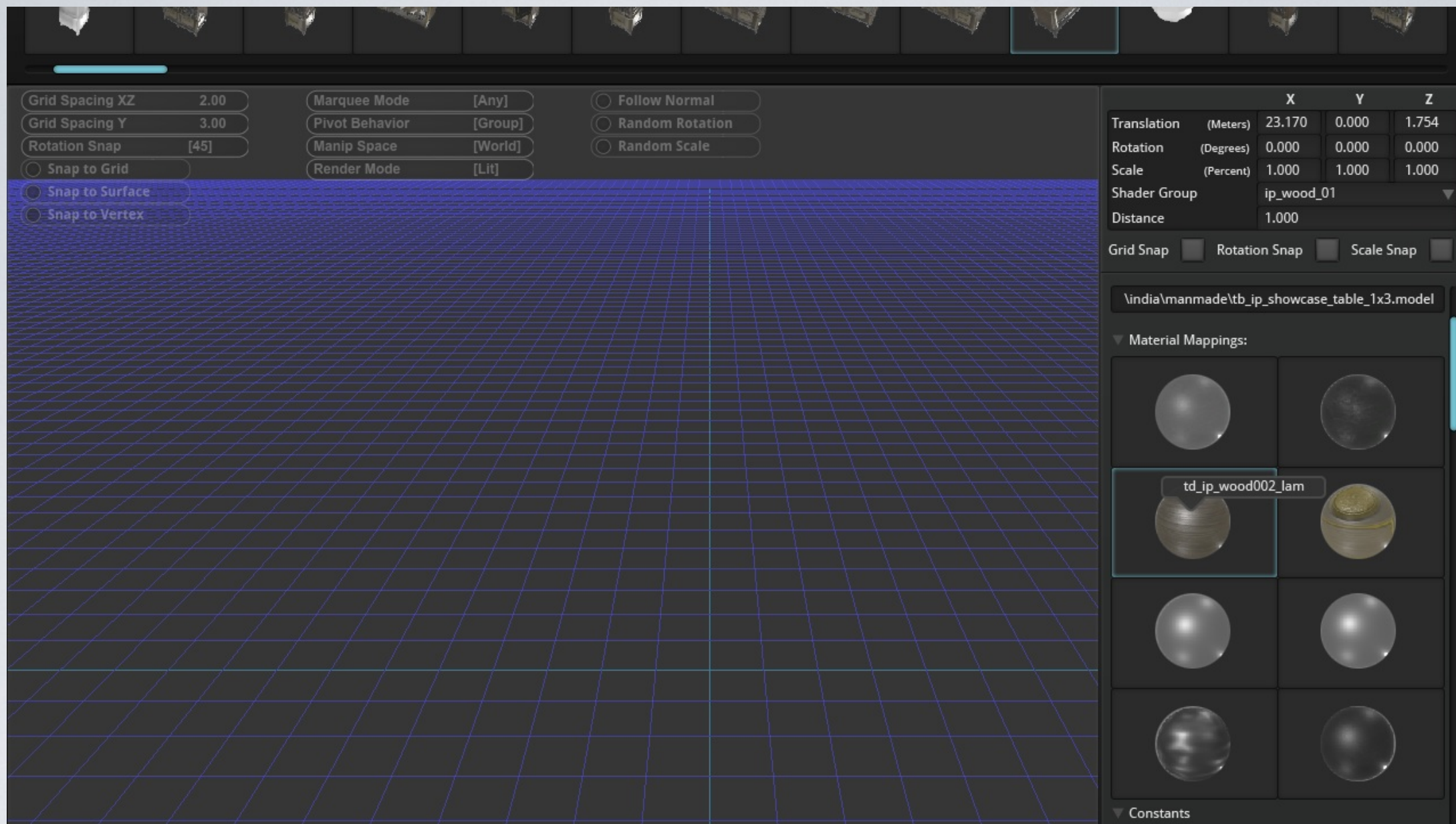
MERGED RULES

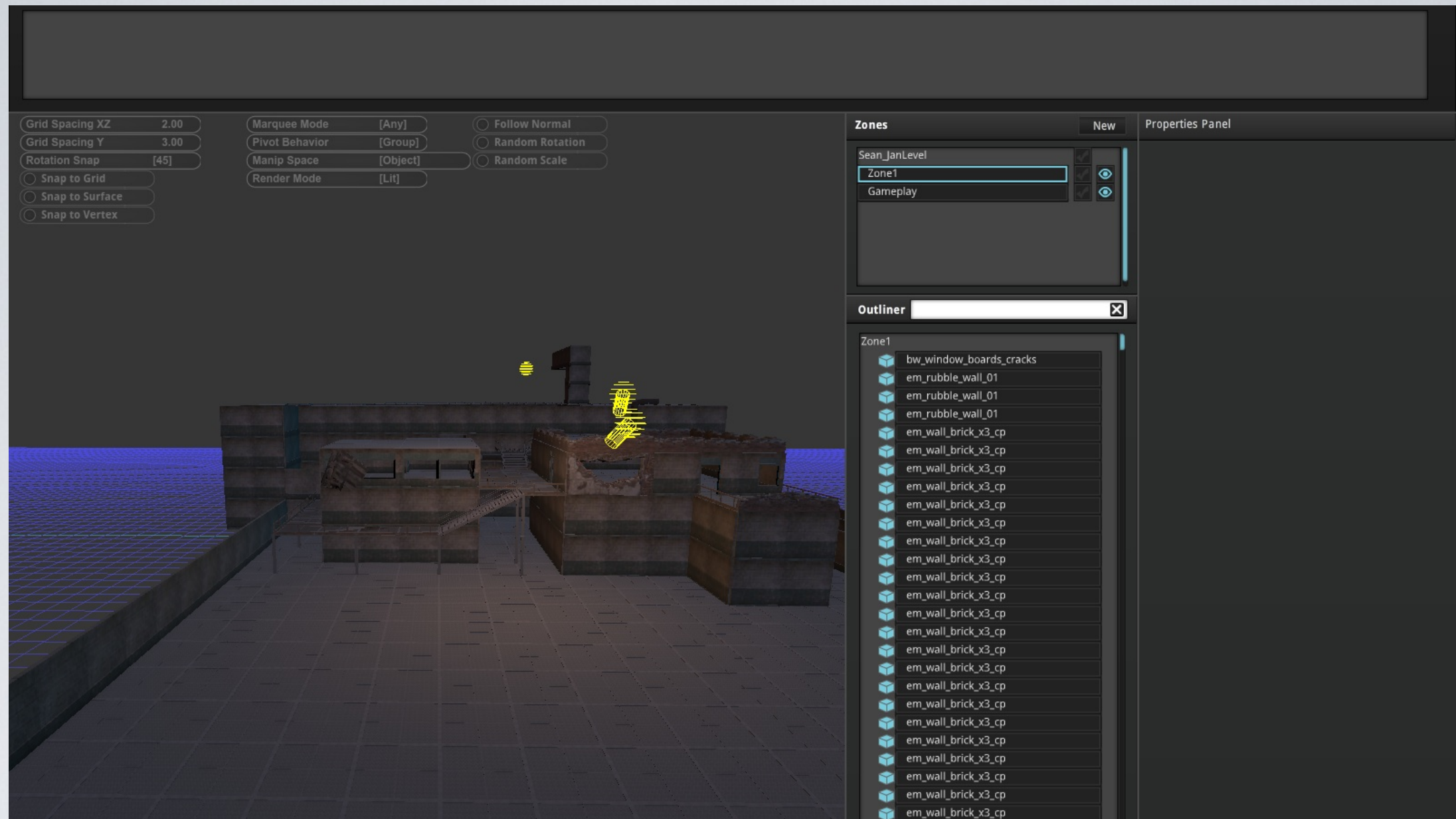
FLASH

WEBAPP

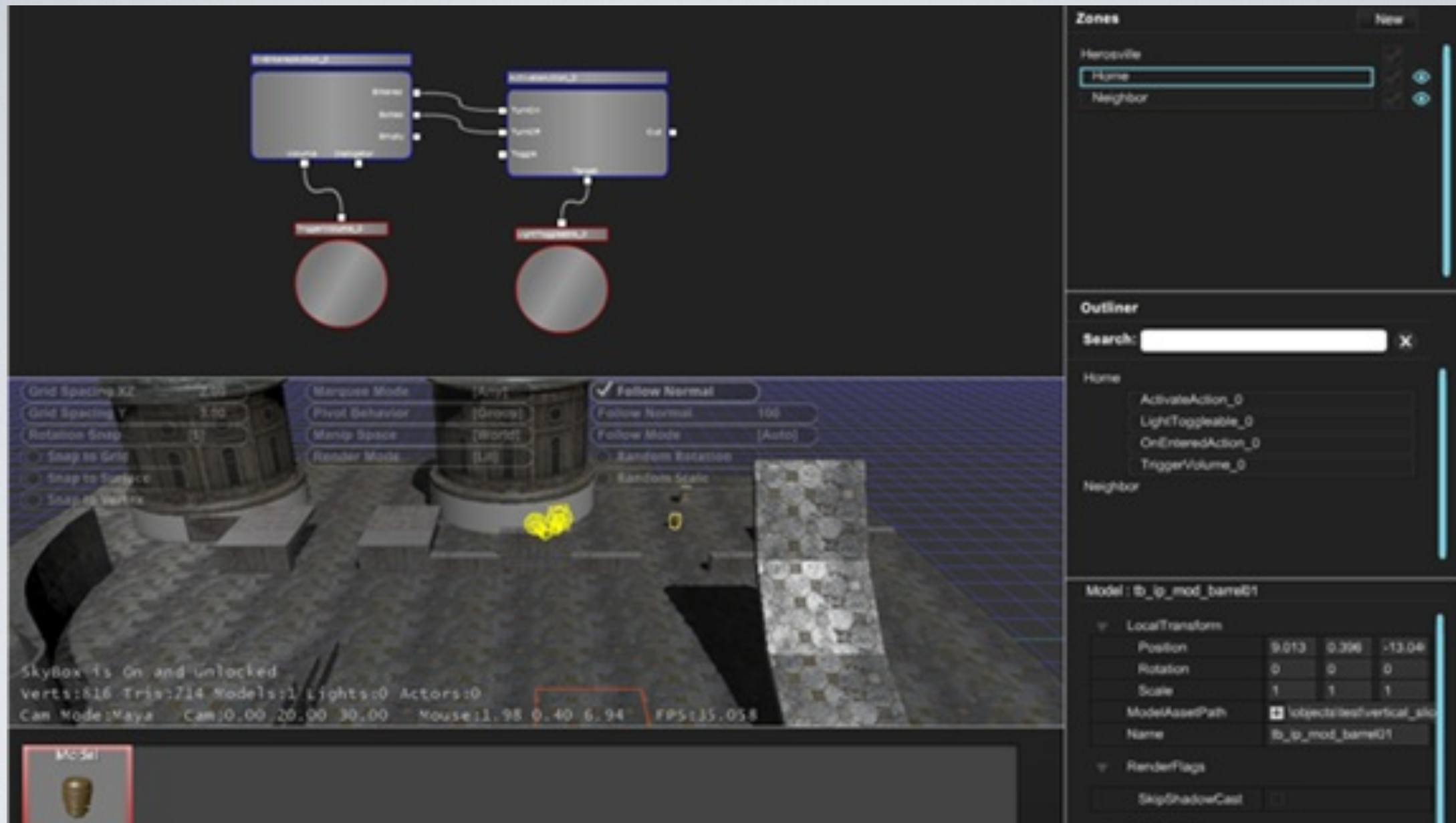


JUMP IN AND EDIT

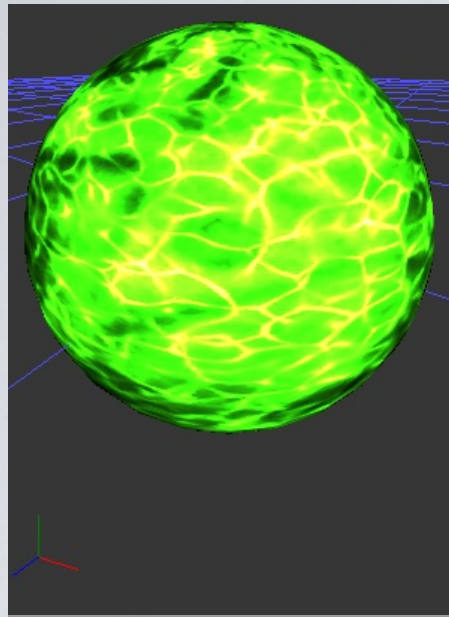




PANEL DESIGN



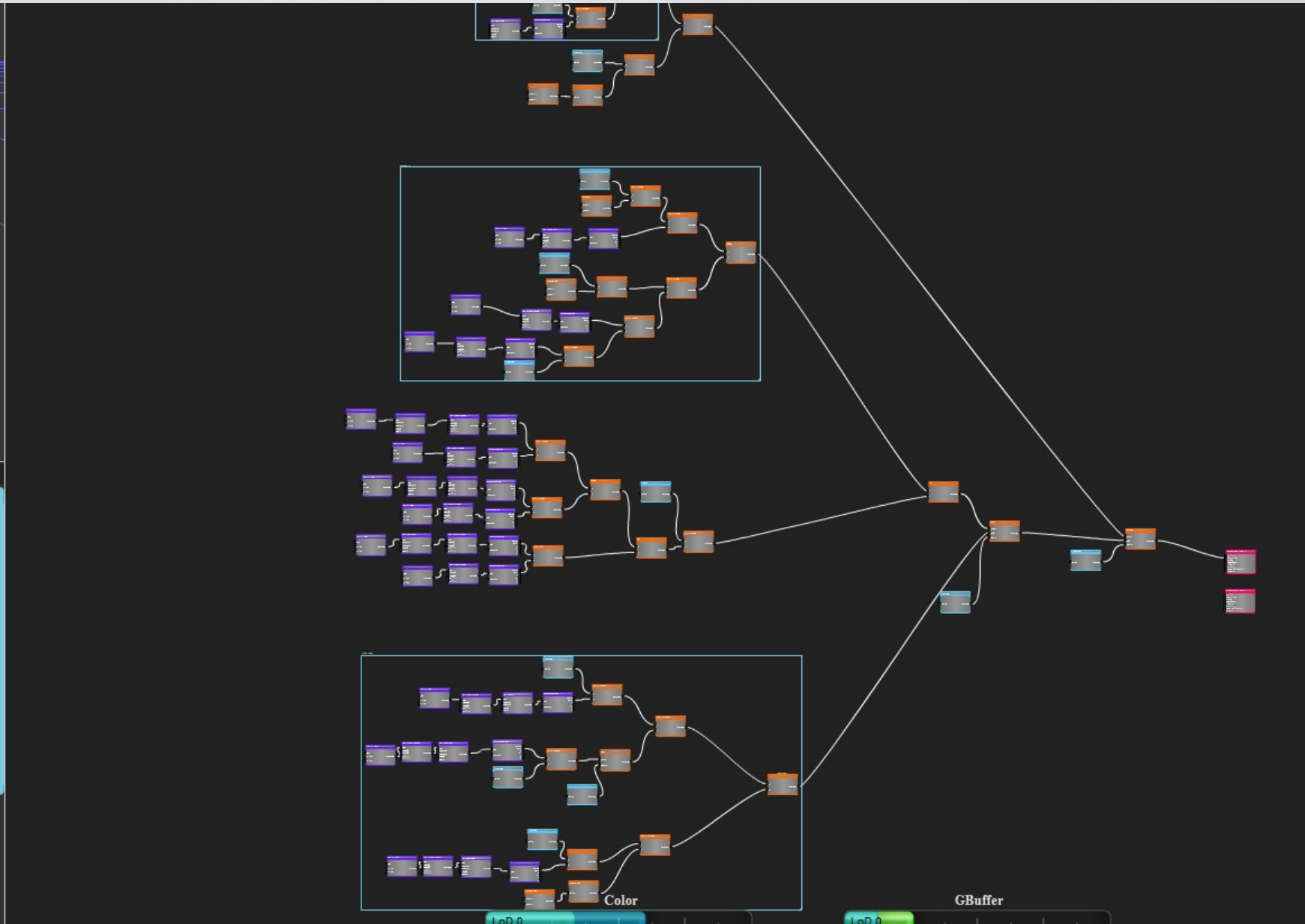
LIVE EDIT AND VIEW

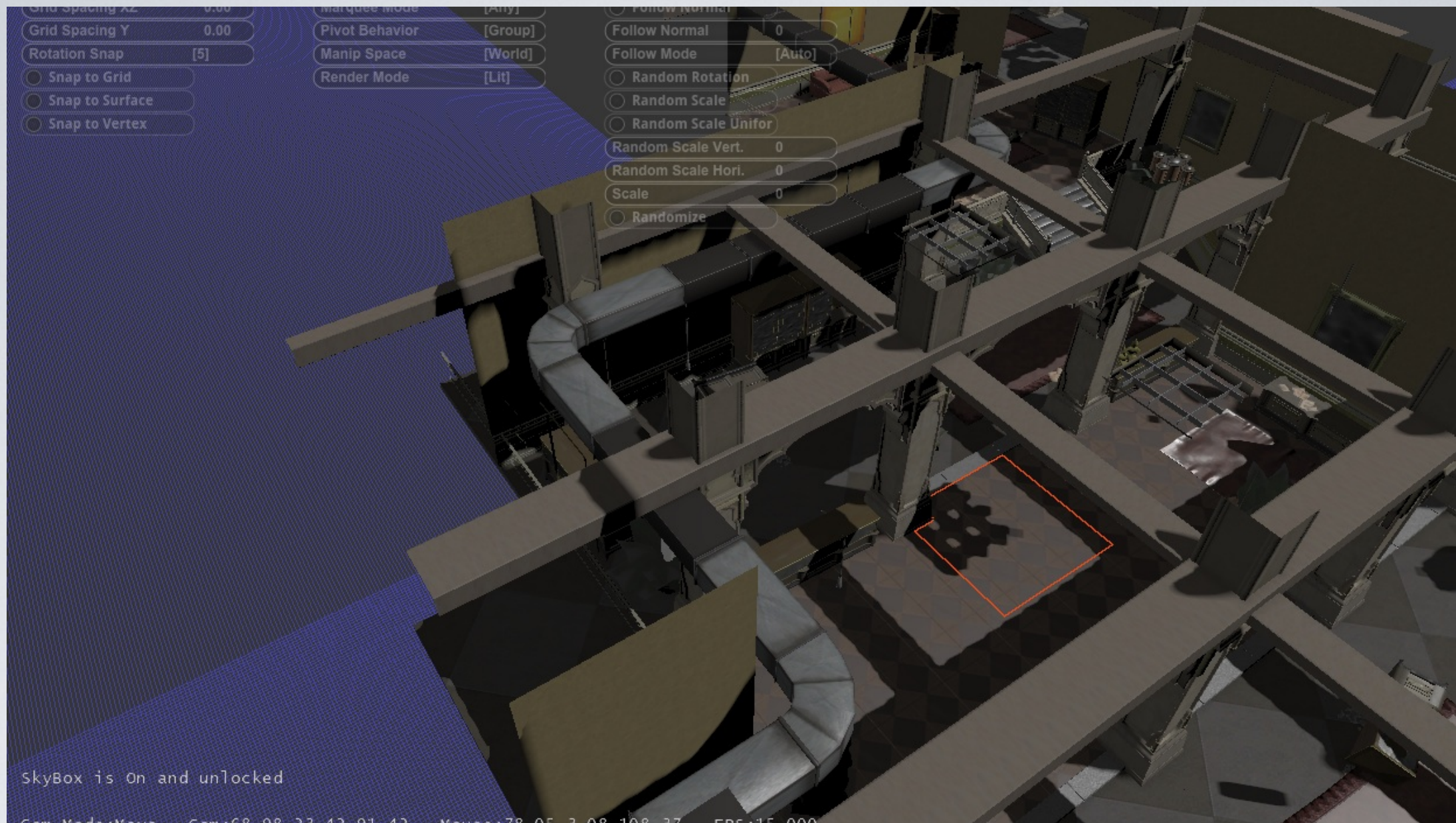


Properties Panel

SceneModel LoD 0

- ☒ Diffuse
- ☒ Alpha
- ☒ Roughness
- ☐ Isotropy
- ☐ Grain
- ☐ Spec Reflect





LUNASERVER

SINGLE MONITOR

MOUSE VS KEYBOARD



REFLECTION

TEAM CULTURE SHIFT

FEEDBACK

OPEN HOUSE

USABILITY

PROJECT GROUPS

LESSONS...

FEAR OF CHANGE

MORE FEATURES,
CONTROLS

DESIGN CRUTCHES

DISCOVERABILITY

"IN PLAIN ENGLISH"

FIVE-SECOND RULE

"FAILURE IS NOT BAD"

TOOLS REFLECT STUDIO
CULTURE

LEADERSHIP

TRUST

COMPROMISES

MATCH VISION WITH GAME PRODUCTIONS

GAMIFICATION



MEANING
PROGRESS
REFLECTION

DREAM