

Rules

# Value beyond features

Your voice. Bigger you. Death (self-anailation)

# Graphics

Players demanding  
more

What is the language?

Emotion?

What can the players  
bring?

What frustrates you  
the most?



Have something to  
say

Killing the gamedev

Killing the player

What is the tradition you  
have inherited? How will  
you question it?

# SMaC

Specific, methodical and consistent  
Durable, specific practices

Everything used 10x

Be where the players  
are

Port-able concepts

Perpetual amateurs



# Don't participate in spending race

Graphics, scope, not movies

Make what you do a  
commodity

New skills, but old  
lessons applies

# Score yourself

Have unique selling proposition

Everyone participates

Have something to  
say

# Feedback

Open, honest but not jerk

# Share lessons, teach

Blog, lecture



Pop entertainment,  
reflect culture

Research, applied,  
non-traditional

Celebrate individual  
voices

Communicate directly  
with the players

Everything is  
performance

# Look for successes

What actions correlate?

Must have three: passion,  
best at, economic

Don't spend what you  
don't have



It ships because it's time  
to ship, not because it's  
ready.

If everyone agrees,  
you're probably not  
saying anything.

Brands beyond IP

# Hierarchy of vision and practical rules

But nothing in a vacuum

Aspirational, lifestyle.  
Make a difference, live forever.  
Being irrelevant

Colors, words, style,  
alignment, mechanics,  
time, audio, animation

Shared server search  
Collection (auto) of local-  
only assets

60 day-plays