



# Windows Store Games with GameMaker and Construct 2

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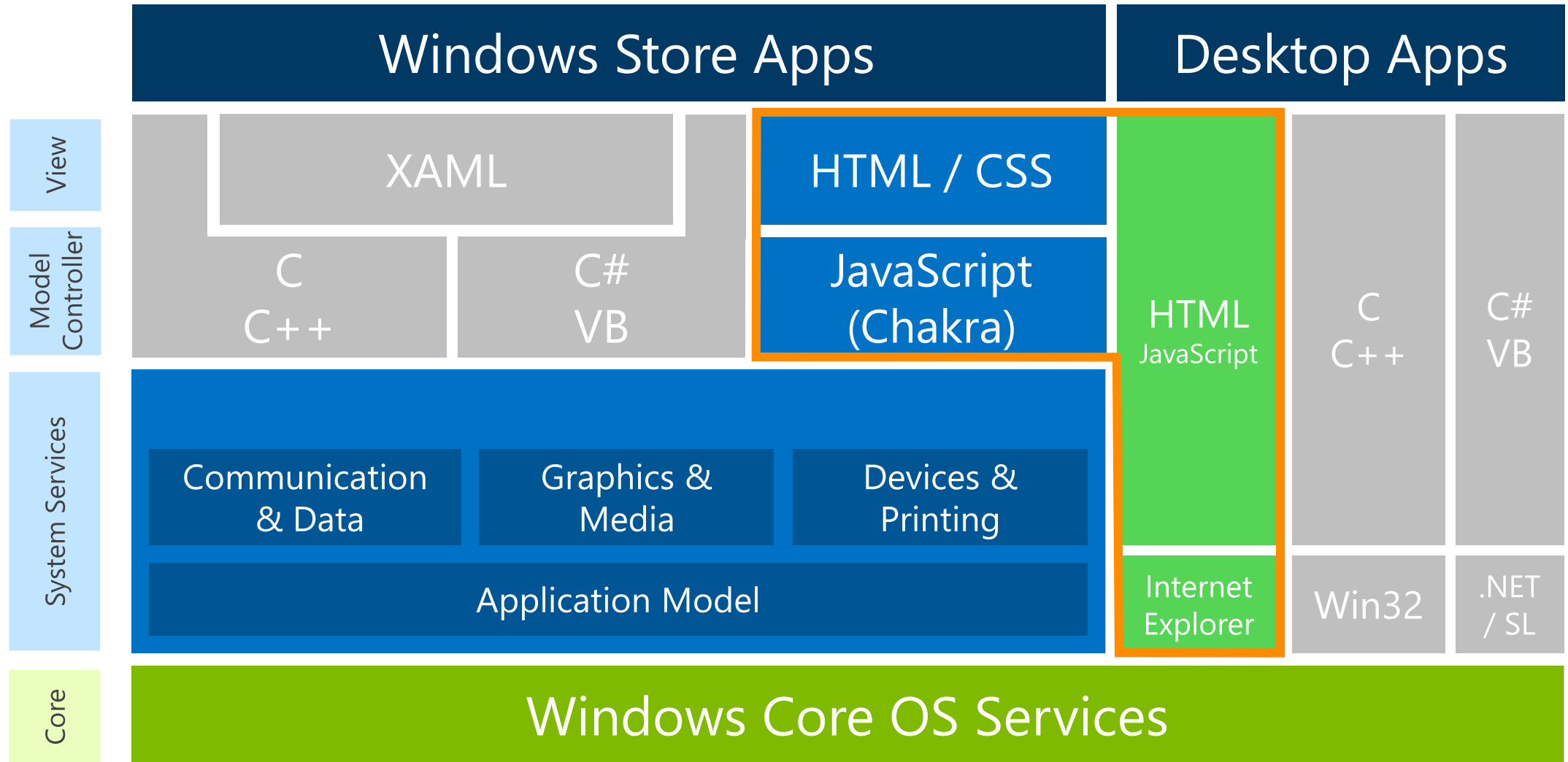
@devhammer

# agenda

- the platform
- 2d game dev tools
- demos
- publishing
- marketing
- exercises

the platform

# Windows 8



**HTML**



HTML/JS

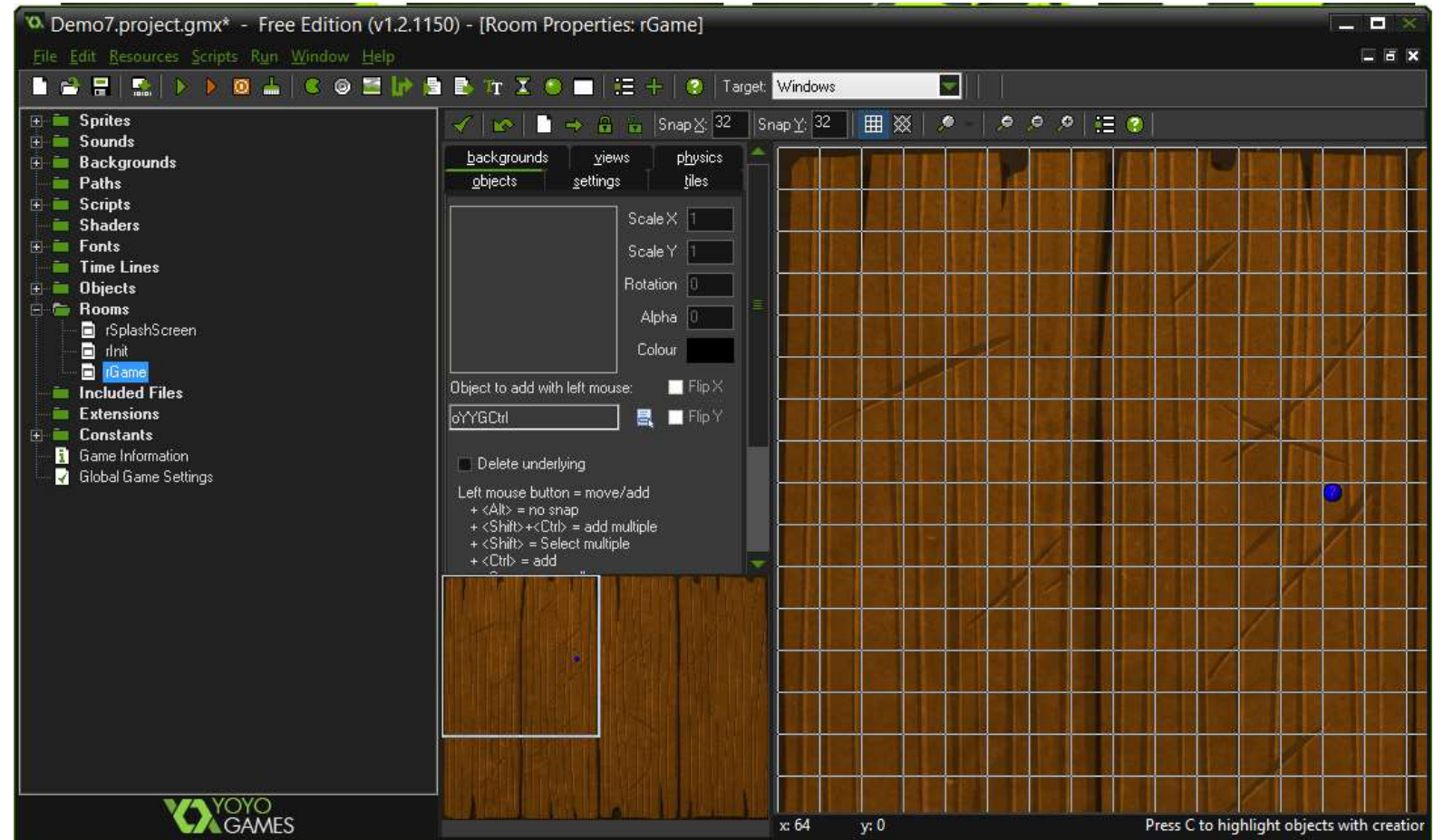
# 2d Game Creation Tools

Name	Url	Free Version?
Construct 2	<a href="http://scirra.com/">http://scirra.com/</a>	Yes
GameMaker	<a href="http://yoyogames.com/studio">http://yoyogames.com/studio</a>	Yes
GameSalad	<a href="http://gamesalad.com/">http://gamesalad.com/</a>	Yes (but publishing for Windows 8 requires Pro)

# GameMaker

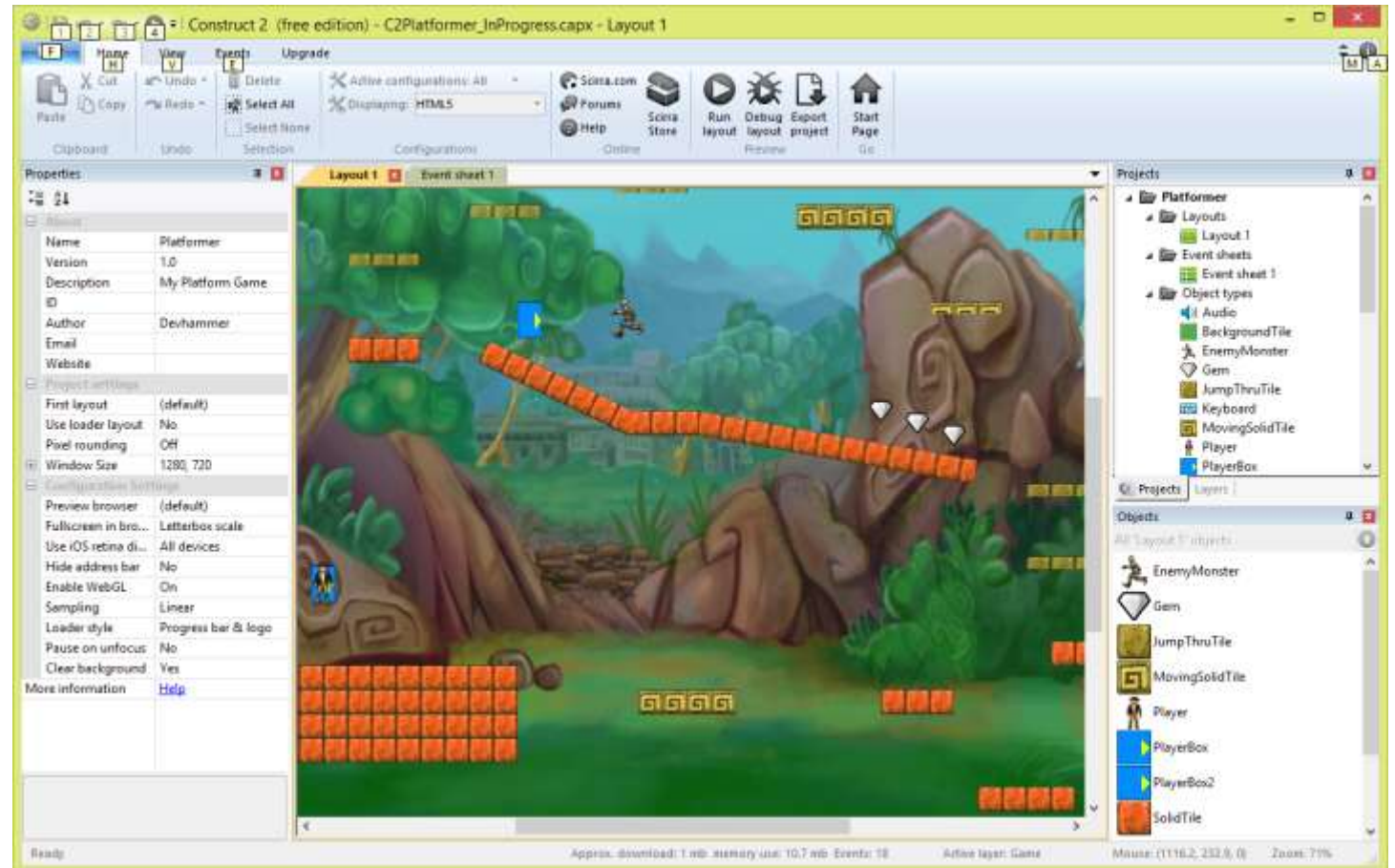


- Rich IDE
- Can publish to either HTML/JS or Native
- Great embedded tutorials
- More complex
- Can write custom scripts



# Construct 2

- Simple IDE
- Intuitive Workflow
- Great online tutorials
- Rich Behaviors
- Event-driven game logic
- Publish to HTML/JS
- Custom code must be packaged as plugins





# Demo

publishing

# publishing process

1. Develop and Test
2. Get a Windows Store account at dev.windows.com
  1. Students get a free 1-year token via DreamSpark ([www.dreamspark.com](http://www.dreamspark.com))
  2. Startups get a free 1-year token via [BizSpark](#)
  3. MSDN Subscribers may also receive a free 1-year token, depending on level
3. On the Dashboard, click “Submit an app”, and follow instructions.
4. Iterate and Update, based on user feedback

marketing

# marketing tips

1. You MUST market your app!
2. Choose a [good name](#)
3. Spend time [creating a compelling description](#) (esp. the 1<sup>st</sup> paragraph)
4. Read Stacey Mulcahey's [blog series](#) on marketing your apps
5. You NEED a website!
  1. To host your privacy policy (most apps need one)
  2. Get a FREE website using Windows Azure

call to action

# Top 8 Apps

- Visit <http://aka.ms/top8apps>
- Open the zip file and extract the PowerShell script.
- Right-click and run the script, which will open tabs for 8 current Windows Store apps and games.
- Install the apps, and try them out. See what you like and what you don't like. There are both good and bad examples here, for you to learn from.

# BizSpark

## Software

- **3 years free software/Development Tools**
- **Windows Azure Credits \$200 first month/\$150 thereafter**

## Support

- Professional technical and product support
- Unique offers from Network Partners

## Visibility

- Profile, Offers and Events
- Connection to the ecosystem
- Opportunities for showcase, visibility (events, social media)



Is your startup:

- Developing Software?
- Privately held?
- Less than 5 years old?
- Making less than US \$1M in annual revenue?

<http://aka.ms/BizSparkNow>



## exercise 1 – Construct 2

1. If you have not already, install Windows 8 and Visual Studio 2012
2. Download, unzip, and follow Workbook 1 from <http://aka.ms/GameWkbks>

## exercise 2 – Publish

1. Download, unzip, and follow Workbook 2 from <http://aka.ms/GameWkbks>