





Introduction to Game Development

Lecture 4



i2gd

All's Fair in Gaming



i2gd

1970s



i2gd

Atari's other problem

- 1973 Atari decides to go global
- Opens Atari Japan
- Funded with cash
- Did not consider Japanese legislation
- Opposed by Japan's two largest coin-op companies – Taito and Sega
- Authorities as obstructive as possible



i2gd

Taito

- Taito was trying to be Japan's Atari
- Elepong (version of Pong)
- Speed Race (version of Gran Trak 10)
- Soccer (Taito first original game)





i2gd

Speed Race

- Larger course than GT10
- Car moved left or right
- Track moved down!!
- Avoid faster and slower cars
- Very popular in Japan
- Marketed in US as Wheels...
- ... by Bally Midway!!
- First Japanese export to US





i2gd

Atari on the brink

- Lost \$500,000 in Japan
- Lost \$??? (a lot) on GT10
- Constricted by Coin-op distributors
 - Two distributors, each demand exclusive deal
 - Locations deal with one or other (not both)
 - In towns with two distributors Atari can only get into half of the locations
 - Encourages competitors



i2gd

Kee Games

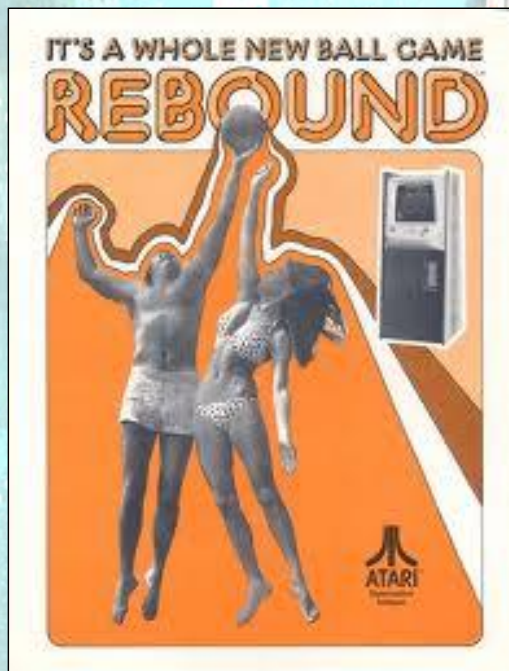
- Real competition for Atari
- Formed by Joe Keenan
- Headed by Steve Bristow (left Atari)
- Took other Atari employees with him
- Atari sues for “theft of trade secrets”
- Settled out of court for a percentage of Kee Games



i2gd

Kee Games

- Released versions of Atari games
 - Spike (version of Rebound)

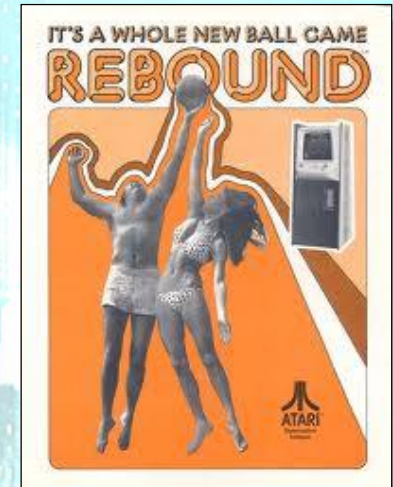




i2gd

Kee Games

- Very popular
- Distributors sold either Atari or Kee Games
- Exactly what Bushnell had feared
- Bushnell and Keenan had been good friends
- And still were!!





i2gd

Atari and Kee Games

- Atari fully owned Kee Games
- Kee made their games
 - With Atari components
 - In Atari factories
 - Using Atari workforce
- Deception to circumvent distribution problem
- Bushnell and Keenan were still good friends
- However, Atari was still struggling financially

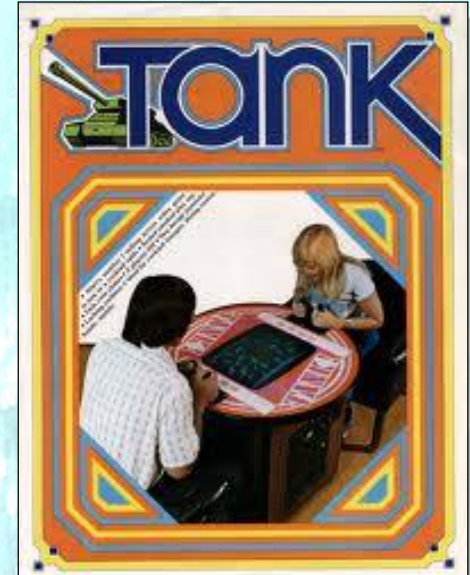
ATARI



i2gd

Atari and Kee Games

- Kee Games provided the answer
- Tank
 - Two player
 - Computer Space
 - Updated
 - simplified





i2gd

Atari and Kee Games

- Tank
 - Most popular game since Pong
 - Sold 15,000
- Tank saves Atari
- Atari and Kee officially merge
- Keenan becomes President of Atari

The Atari logo, featuring the word "ATARI" in white, stylized, blocky capital letters on a red rectangular background. The background of the entire slide is a faded, cyan-colored image of a city skyline at night, with various skyscrapers and neon signs visible.

ATARI


i2gd

Atari and Kee Games

- Tank
 - Most popular game since Pong
 - Sold 15,000
- Tank saves Atari
- Atari and Kee officially merge
- Keenan becomes President of Atari

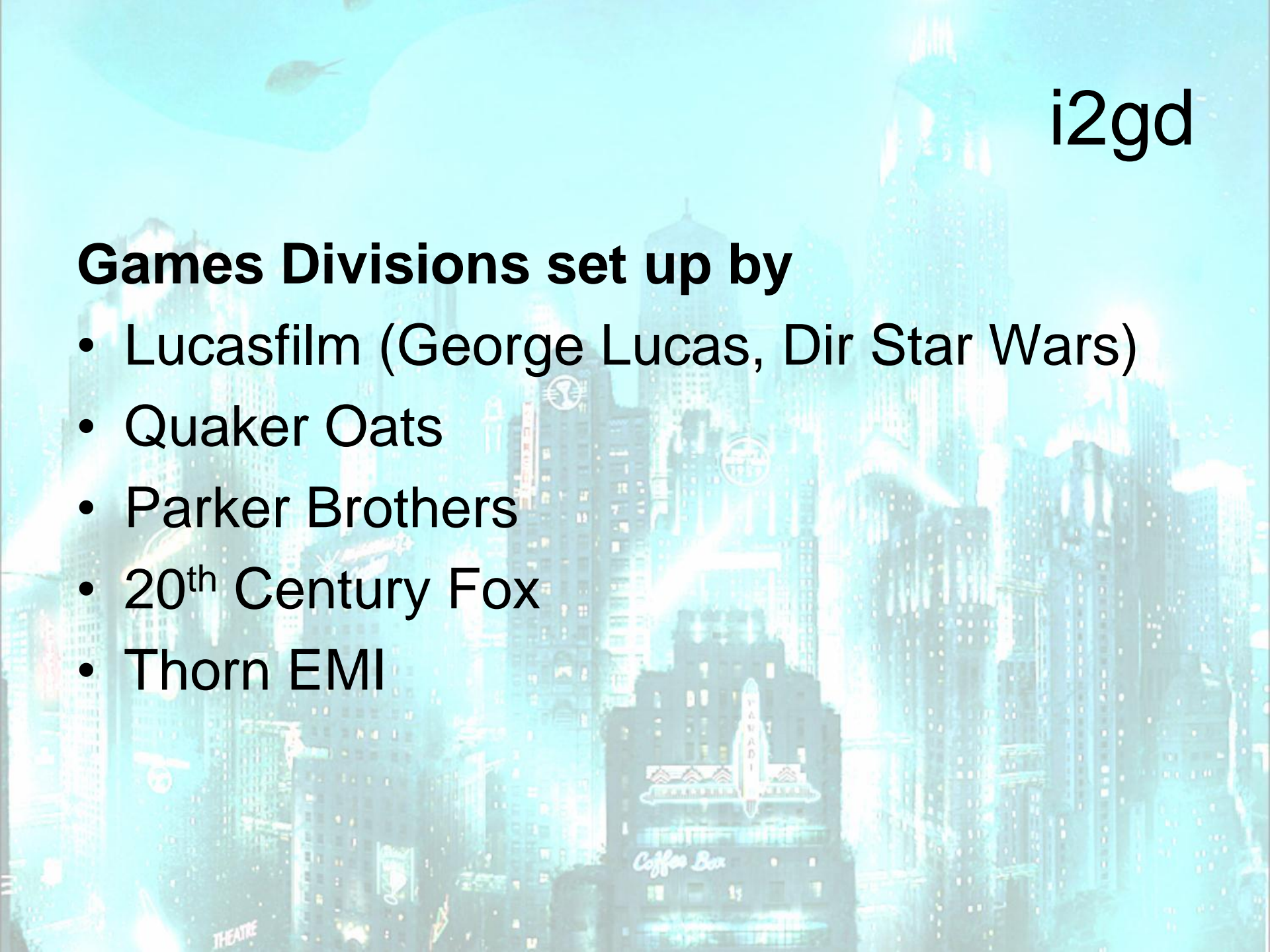


KEE GAMES
a wholly
owned subsidiary
of Atari, Inc.



i2gd

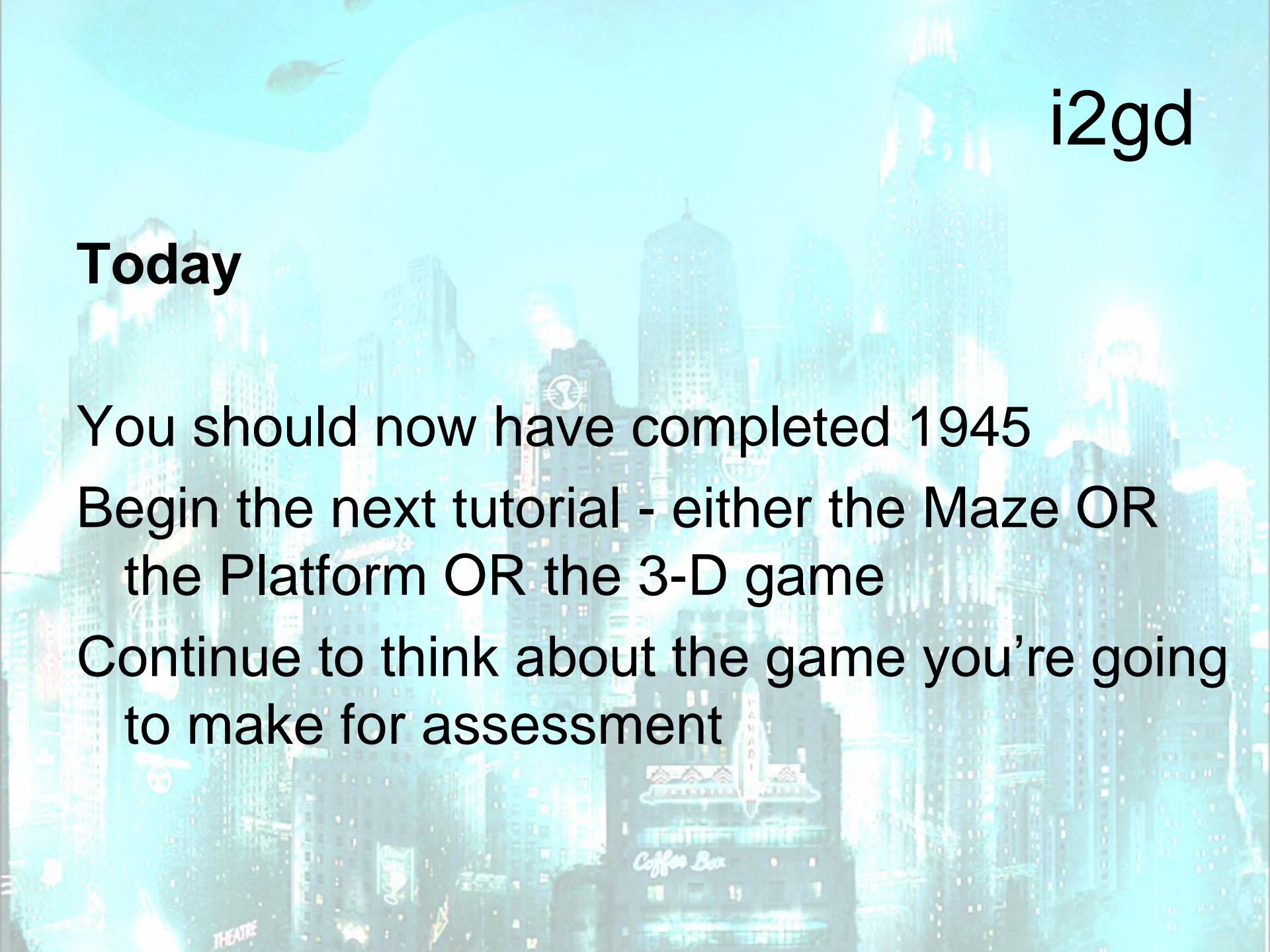
Meanwhile



i2gd

Tech Model Railway Club

- Still going strong
- Next generation
- Text based role playing games
- Dungeons and Dragons style

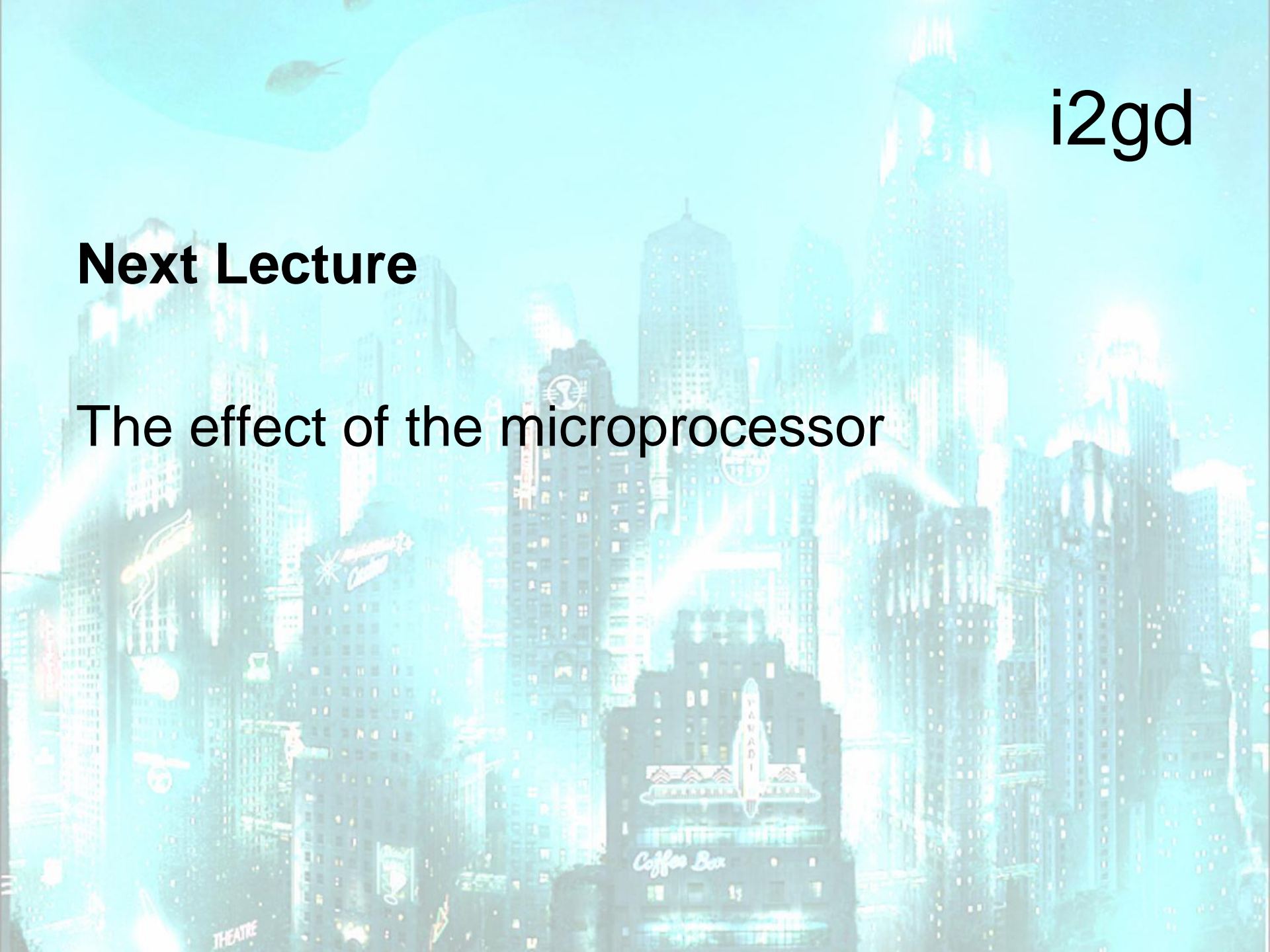


i2gd

However, everything was about to change.

In the late 70s along came the

MICROPROCESSOR



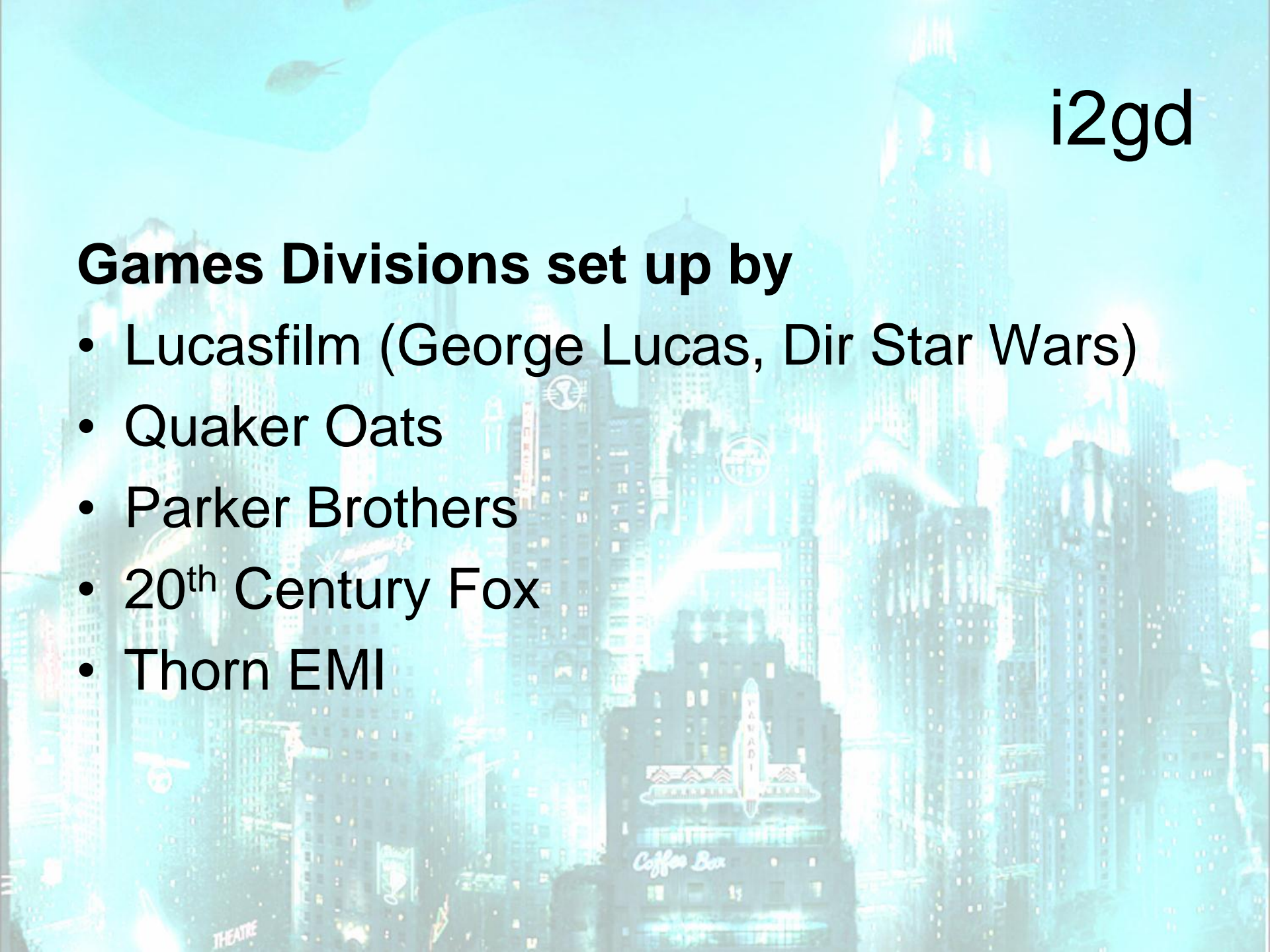
i2gd

Next Lecture

The effect of the microprocessor

Design Document

- 5 pages
- 500 words
- Title Page
 - Your name and banner number
 - The name of your game
- 4 pages
 - Story, setting, characters, influences, images, sounds
 - Description of 3 levels



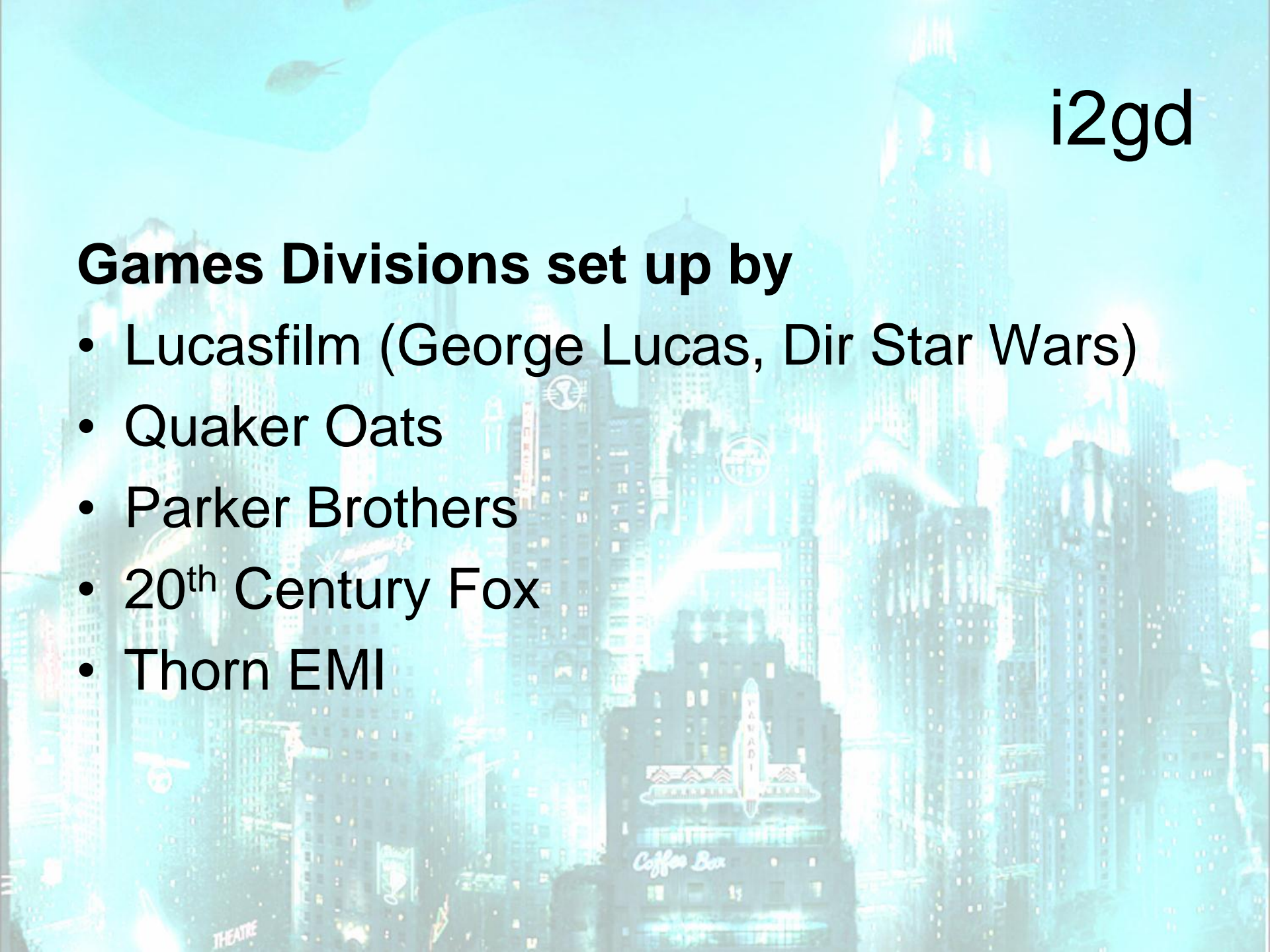
i2gd

Story

- Does your game have/need a back story?
- What happens in your game?
- How will you tell the story?

Setting

- Where does your game take place?
 - In space?
 - On earth?
 - Underwater?
- When does your game take place?
 - Past?
 - Present?
 - Future?



i2gd

Characters

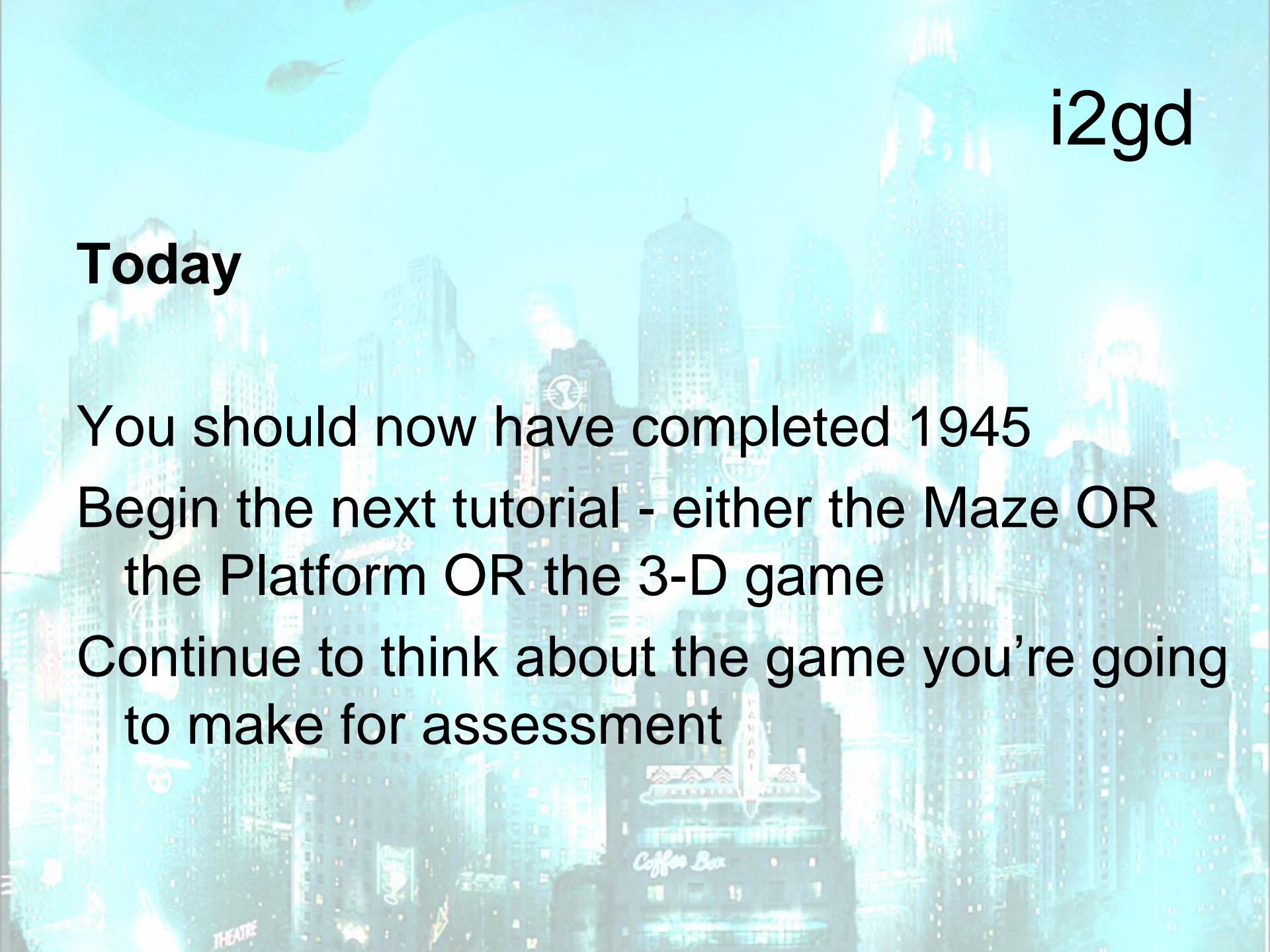
- Who is the hero/main protagonist?
- What skills does he/she/it have?
- What weapons?
- What challenges does he/she/it face?
- What rewards?

Influences

- What style is your game?
- Is it similar to any other game you've played?
- Is it influenced by TV, film, literature, art etc?
- Is your character based on another character?

Images and sounds

- You can include
 - Original artwork
 - Images of existing characters/settings on which your character/settings will be based
- Describe
 - Sound effects
 - Background music



i2gd

Levels

- Does your game have different levels?
- How do I progress?
- What is the difference between the levels?

i2gd

Submission

- MSWord or PDF format
- 500 words (+/- 10%)
- Penalty for too few and too many words
- Submit via Moodle
- Submit by

11.59pm on Sunday 2nd November