Making friends for fun and profit

Alan Hazelden

- Why make something no-one will play?

  - Practice?

  - Wrong!

- Two ways to get people to play your games:

  - Make better games

  - Know more people

Who am I?

- Alan Hazelden

- Started making games 7 years ago

- Games released:
    - These Robotic Hearts of Mine
    - Shit Snake
    - BRICK[bricksmash]SMASH
    - Sokobond
    - among others

Who was I?

- Start of 2010
  - Made some mostly crappy games
  - Unknown developer

- End of 2011
  - Released a commercial game
  - Exhibited at Eurogamer Expo
  - FlashPunk maintainer

- In those two years:
  - Timeline

- Sokobond exists because I met Harry
- I met Harry at GDC
- I was at GDC because I knew people
- Harry knew who I was
- I knew who Harry was
- Ryan Roth did the music because I met him

Where to meet people?

- Local meetups (e.g. Midlands Indies)
- Game jams (e.g. TIGJam)
- Wild Rumpus
- Bit of Alright/GameCamp
- GameCity/Modern Playing
- Rezzed/Eurogamer Expo
- GDC/IndieCade/PAX

- LAUNCH
- Games Jam Midlands (Birmingham Uni)
- Modern Playing
- Midlands Indies
- Ludum Dare

Talk to people online!

- TIGSource

- Twitter

- Email

- Specific forums

Conclusion

- Go to events
- Meet new people
- Show your games
- Submit them to events
- You should use Twitter
- You should have a website

But!

- Knowing (people) is only half the battle

- You still need to make good games

  - These two things help each other

Here's what you need to know

- Games evolve
- Constraints are inspirational
- Make the simplest possible thing
- Particles cover a multitude of sins
- Sound is mandatory
- Playtesting is the most important thing

Playtesting

- You make good games by testing them
- You playtest before you're done
- It tells you what's actually important
- It tells you if your game is terrible
  - (Your game is terrible)

Most games are terrible

- First prototype will suck
  - Usually even more than you realise
  - Even if you think it's good
- You could invest time to improve it
  - Maybe you'll get something good
  - Maybe not
- You don't have infinite time
  - So choose wisely

My creative process

- Make as many games as you can
    - Maybe one will be okay
- Get something working quickly
    - Hack hack hack
- Get many people to play it
    - Remember: you can't tell if it's good
- Get distracted by something else
    - A good project will remain good

Make games at every chance

- WGD competitions

- Ludum Dare

- Klik of the Month

- Game jams

- … and more!

alan@draknek.org

Twitter: @Draknek