

ibb & obb – Ten talking points

Roland IJzermans & Richard Boeser
Sparpweed

Introduction

- Roland IJzermans & Richard Boeser
- Sparpweed

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- Two player co-op
- PlayStation3 / PC

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Parties involved

- Sparpweed
- Codeglue
- Kettel
- Tomasz Kaye
- Kevin Geers
- Guest Artists

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The sky is the limit

Guest artists

No capitals?

Open process

Colors

Story

Why diamonds?

Single player

Roots

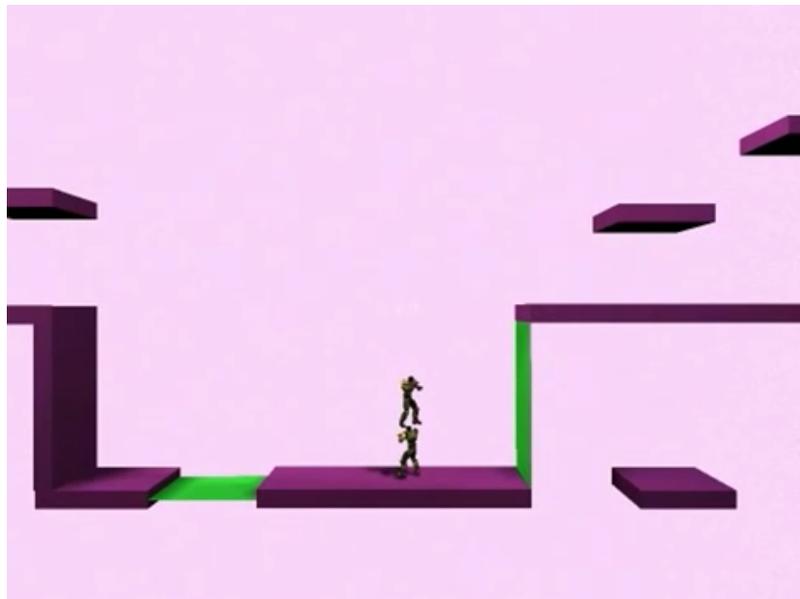
Marketing

1. Roots



Goals

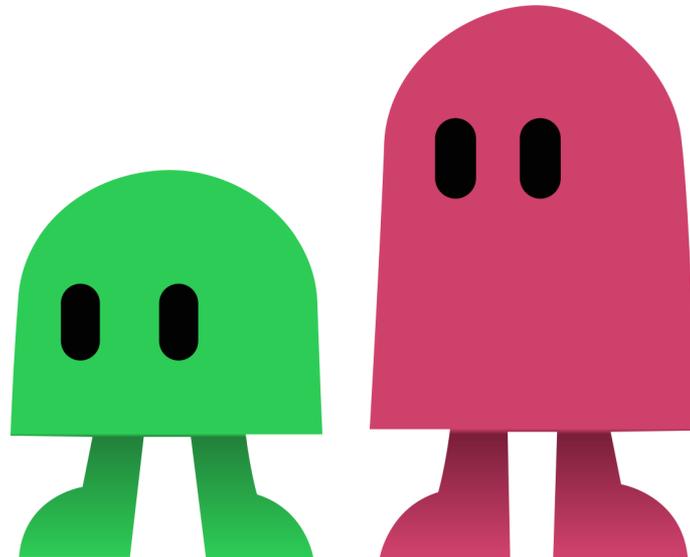
- Original
- Depth
- Accessible
- Multiplayer





2. No capitals?

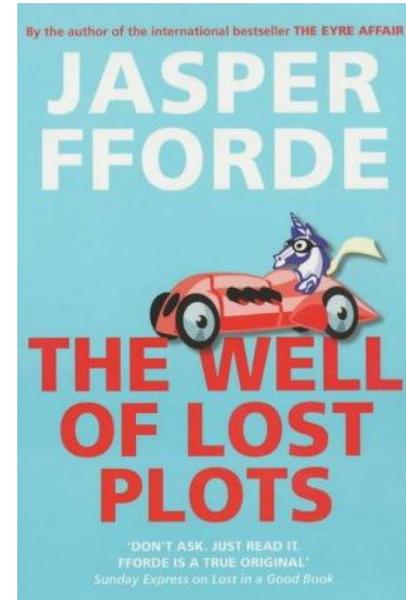
ibb & obb



Brothers?

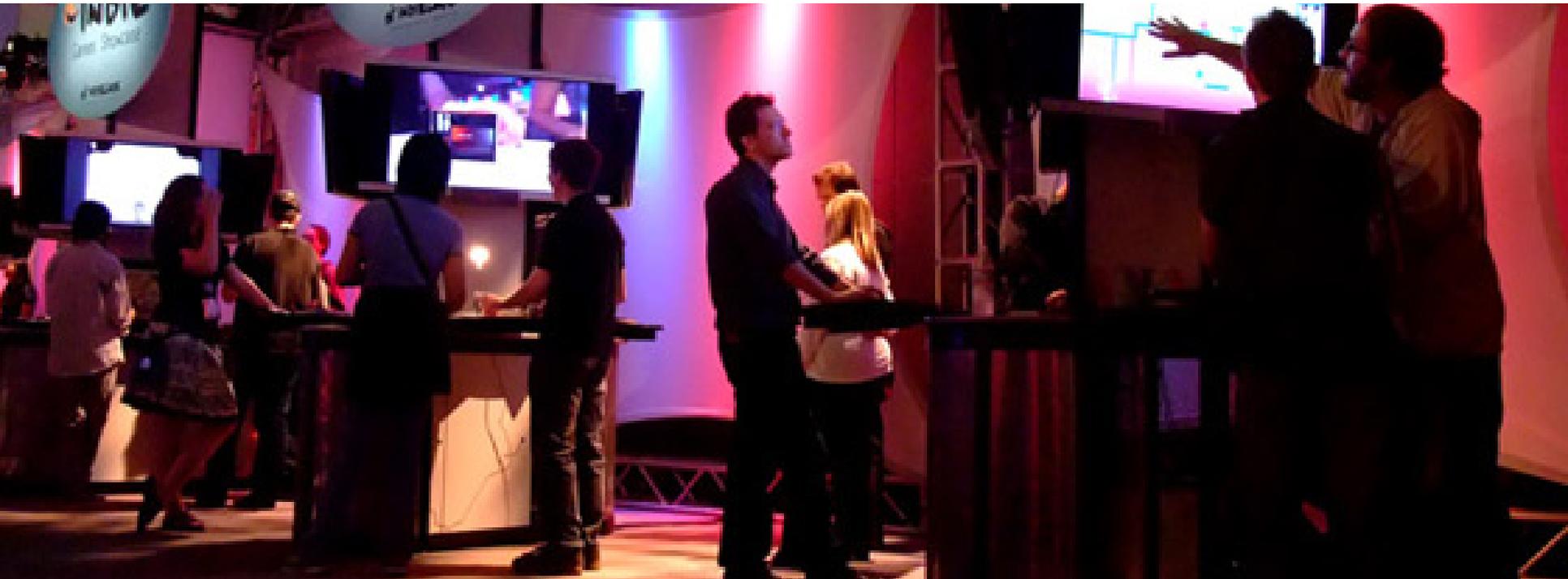
- Two players
- Free to players interpretation

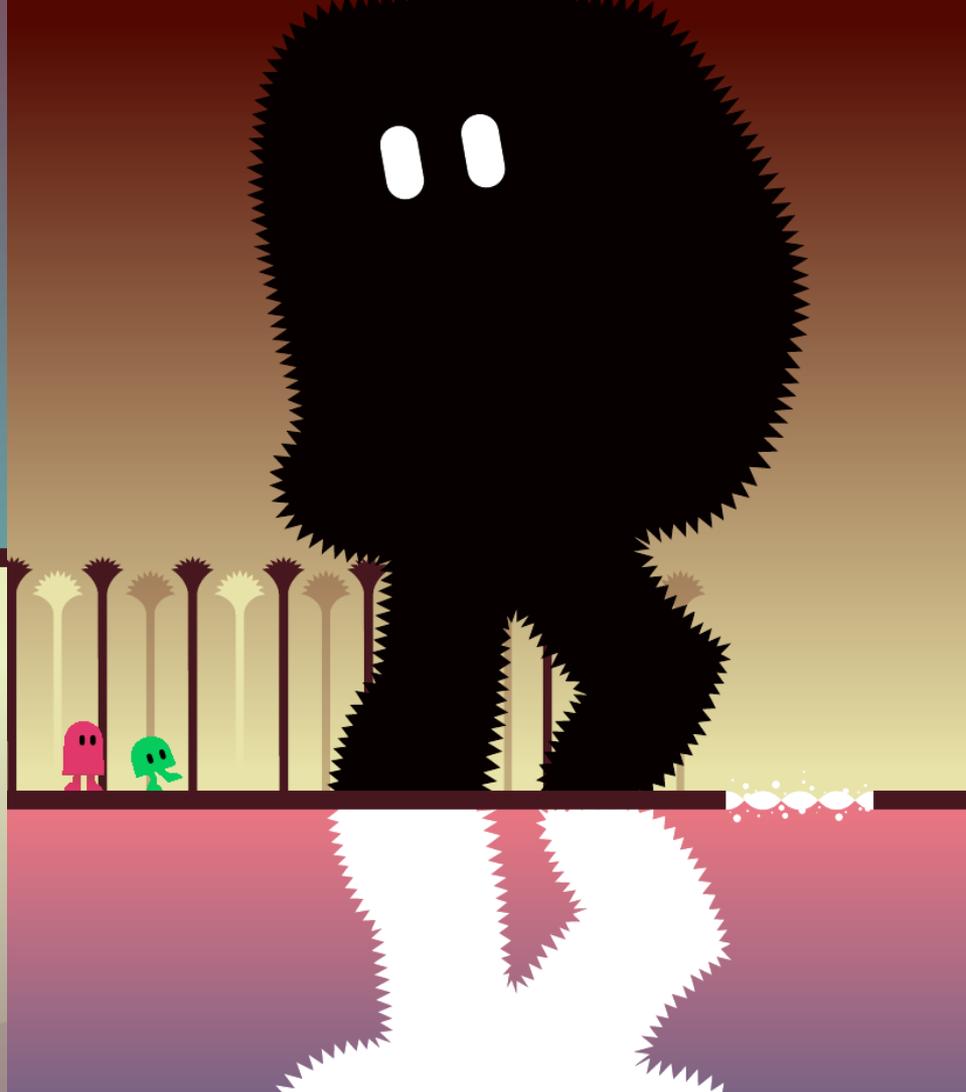
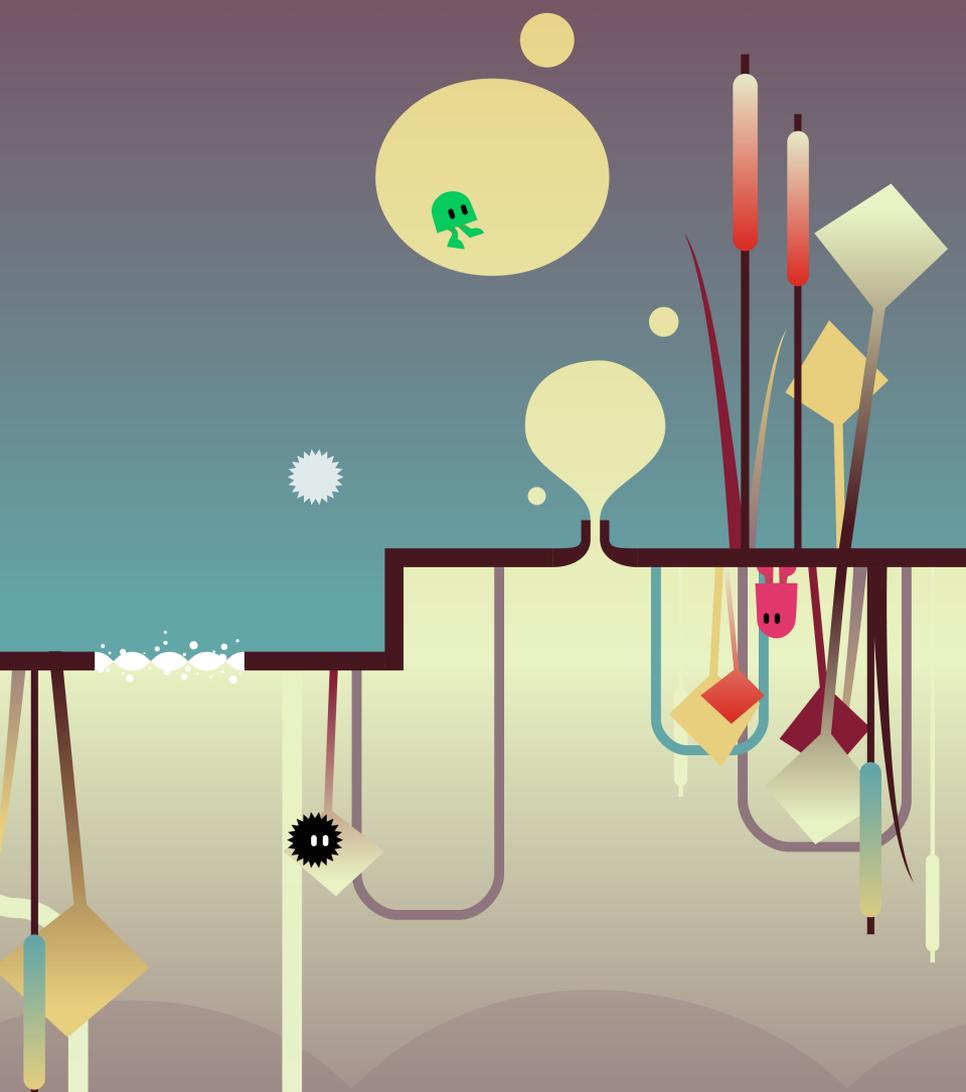
- The Well of Lost Plots
by Jasper Fforde





3. The sky is the limit

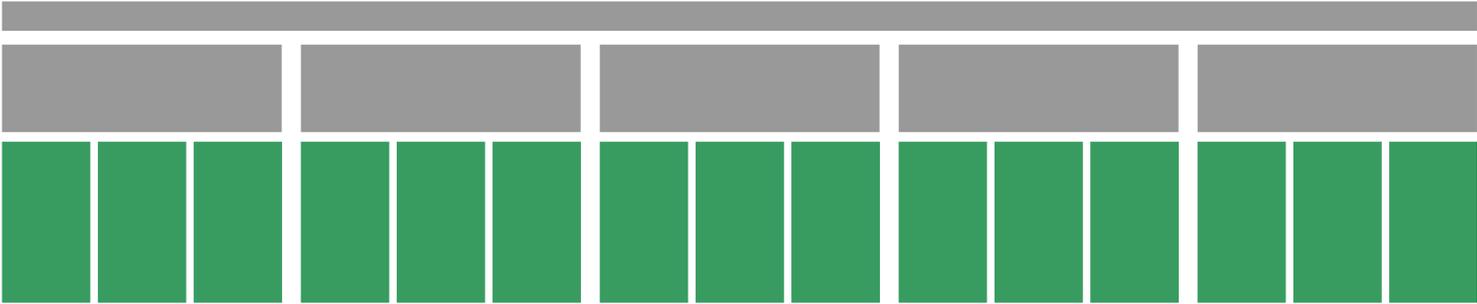


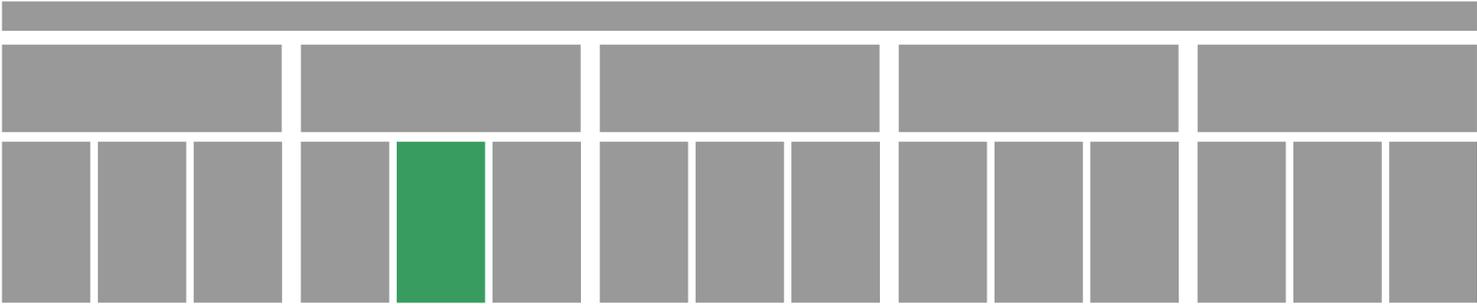


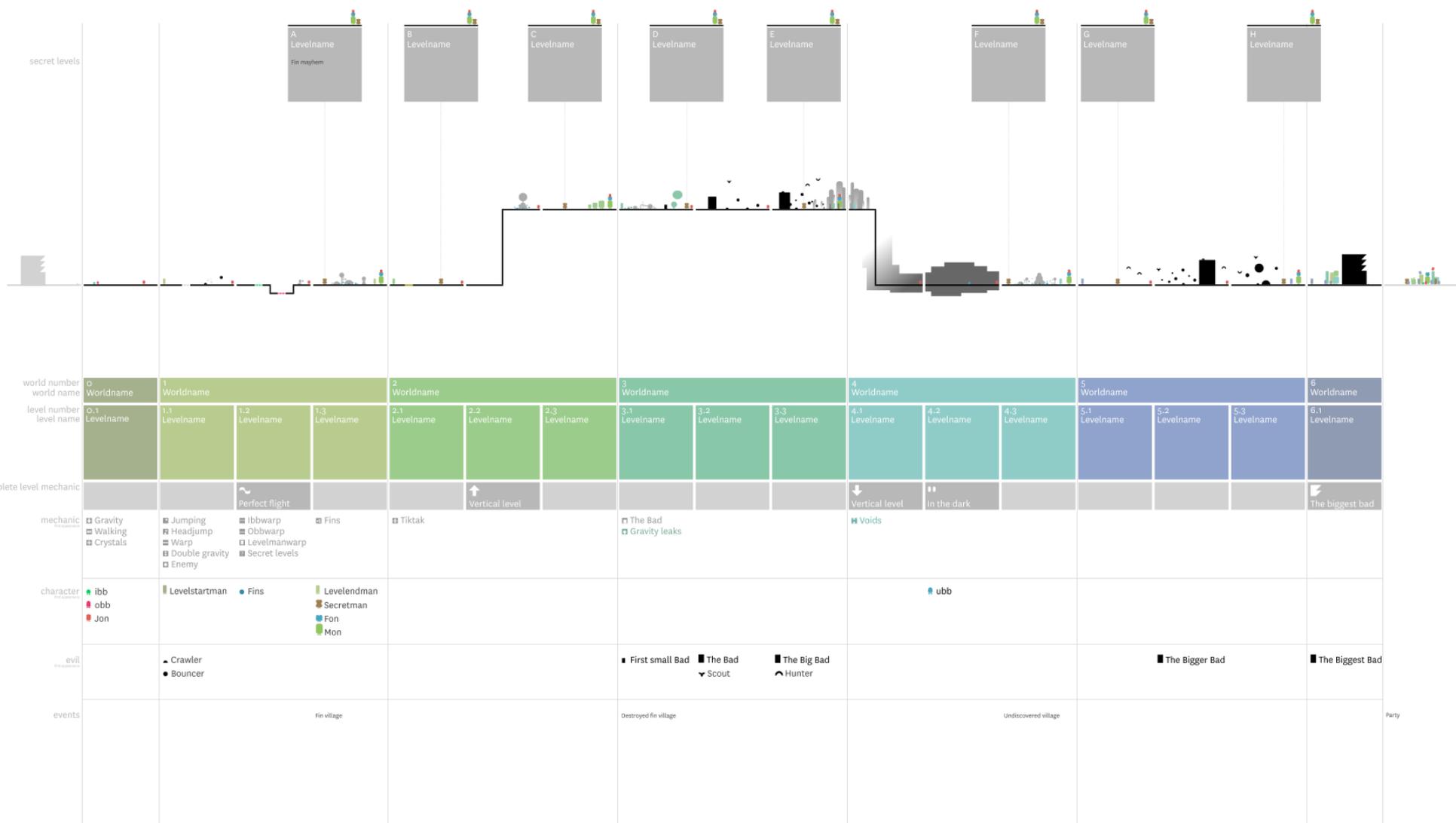








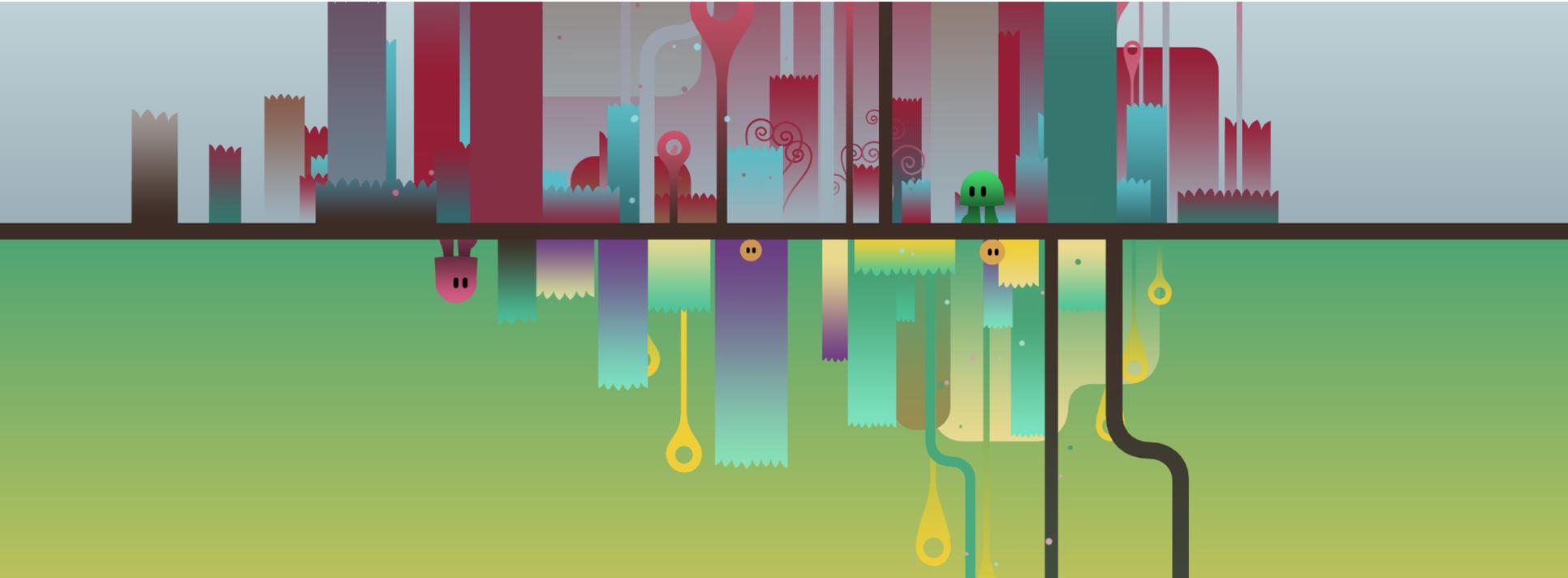




4. Why diamonds?



5. Colors



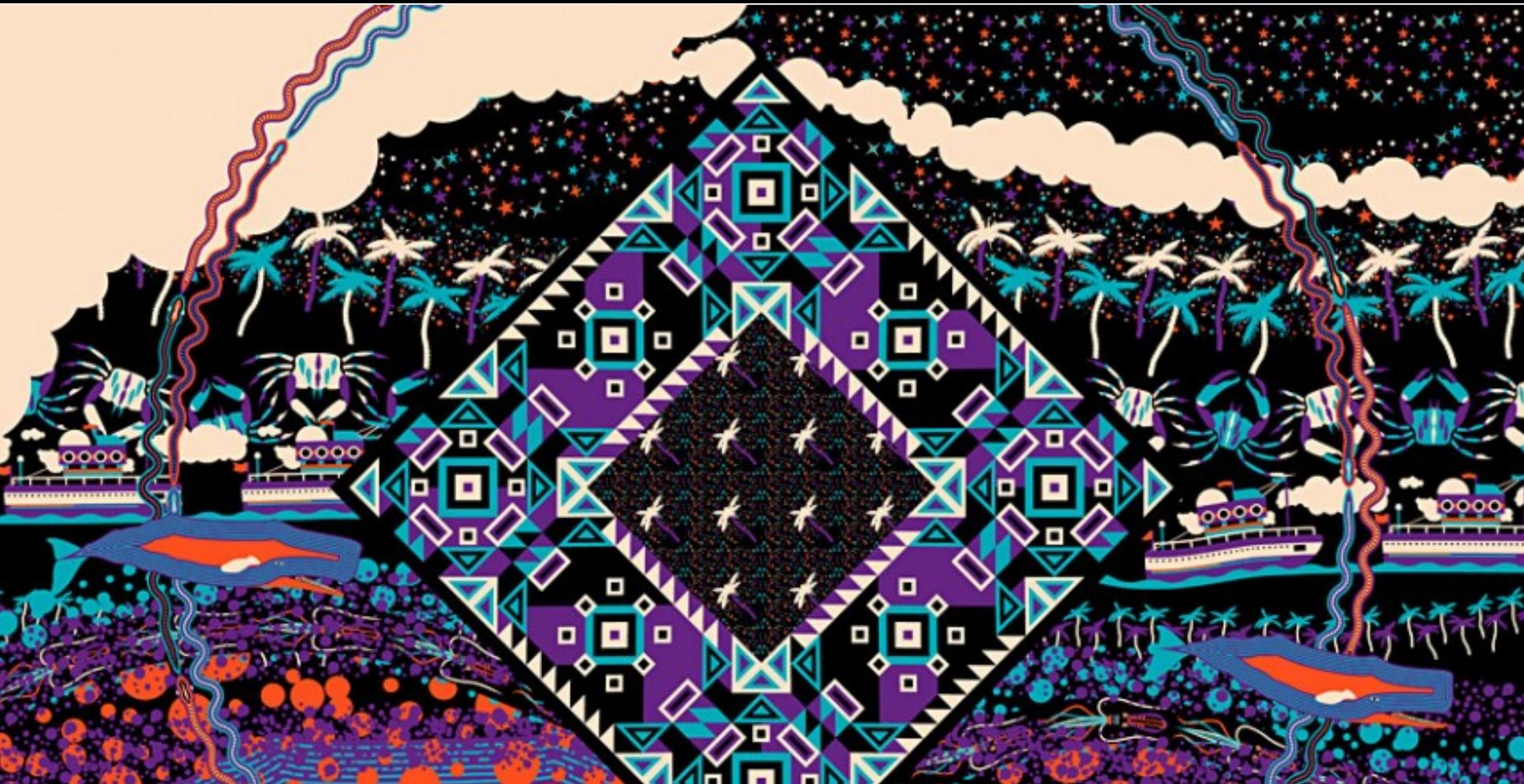
6. Single player

- What is it?
- How did it get there?
- What should it have been?

7. Guest artists

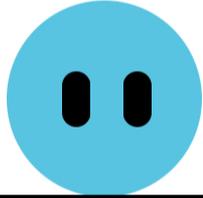
- Outside view

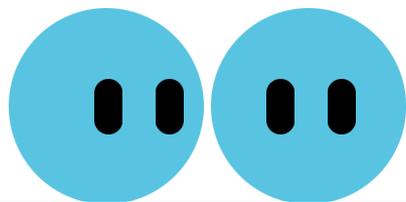


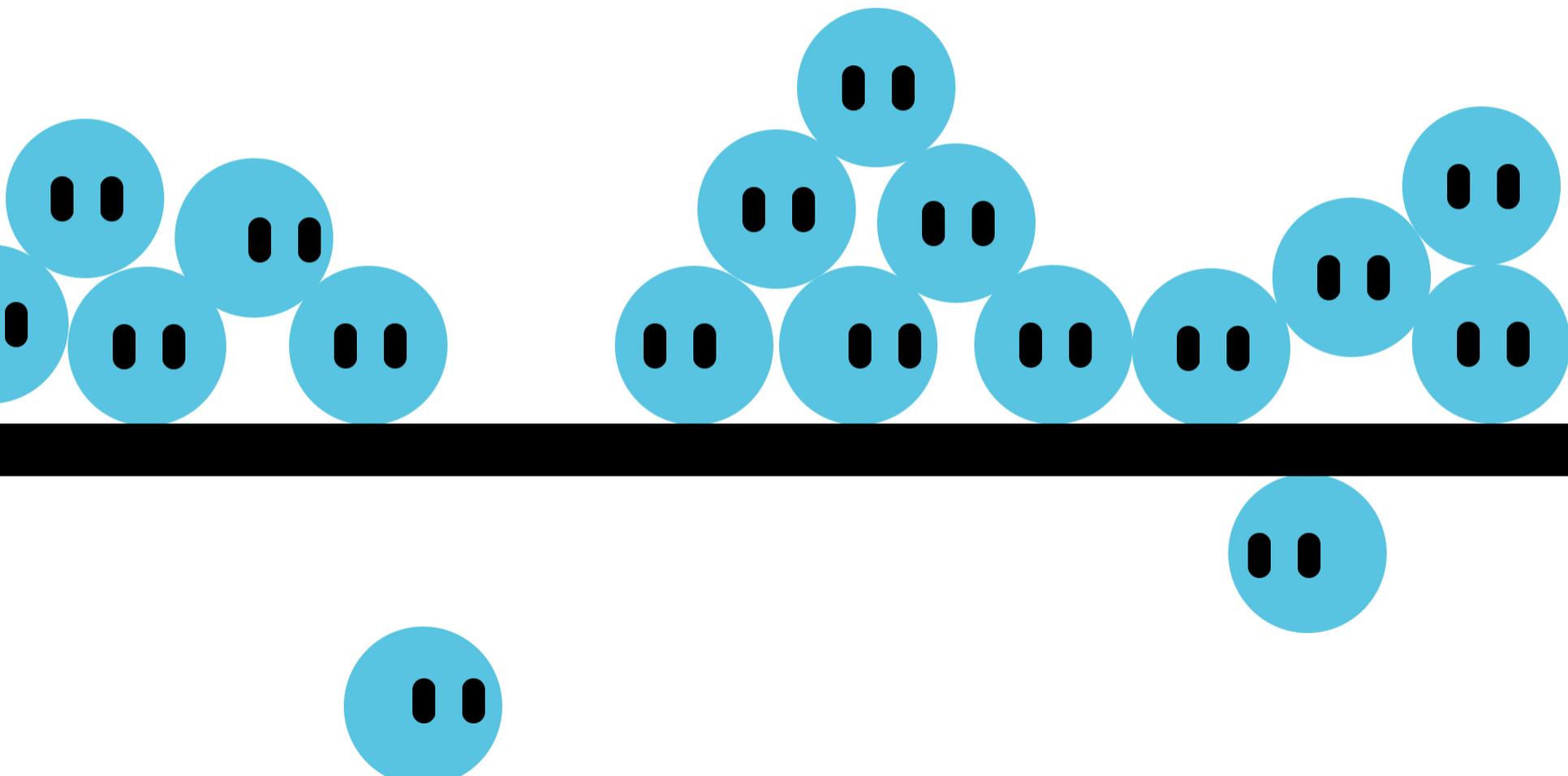


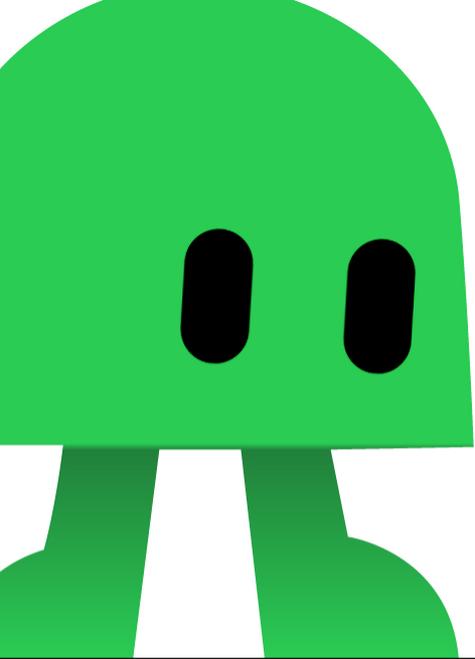
8. Story

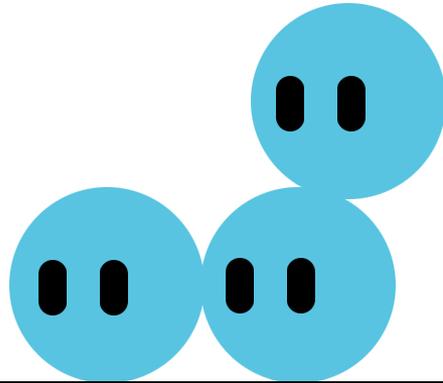
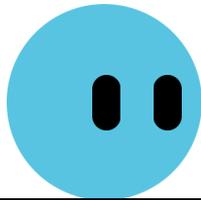
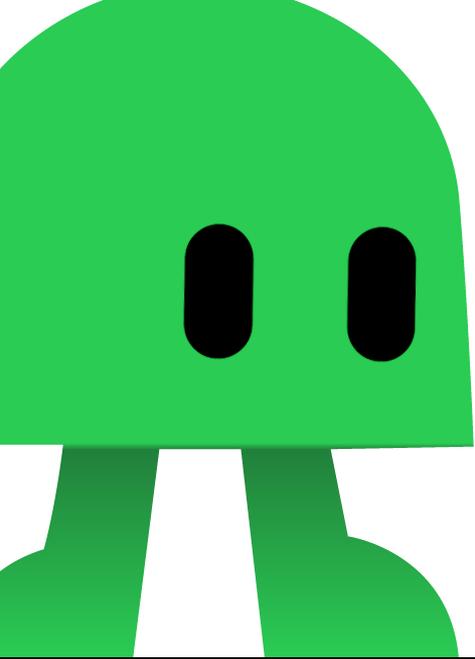
“There is no story, no explanation or motive for why Ibb & Obb are going through these levels in the first place.”

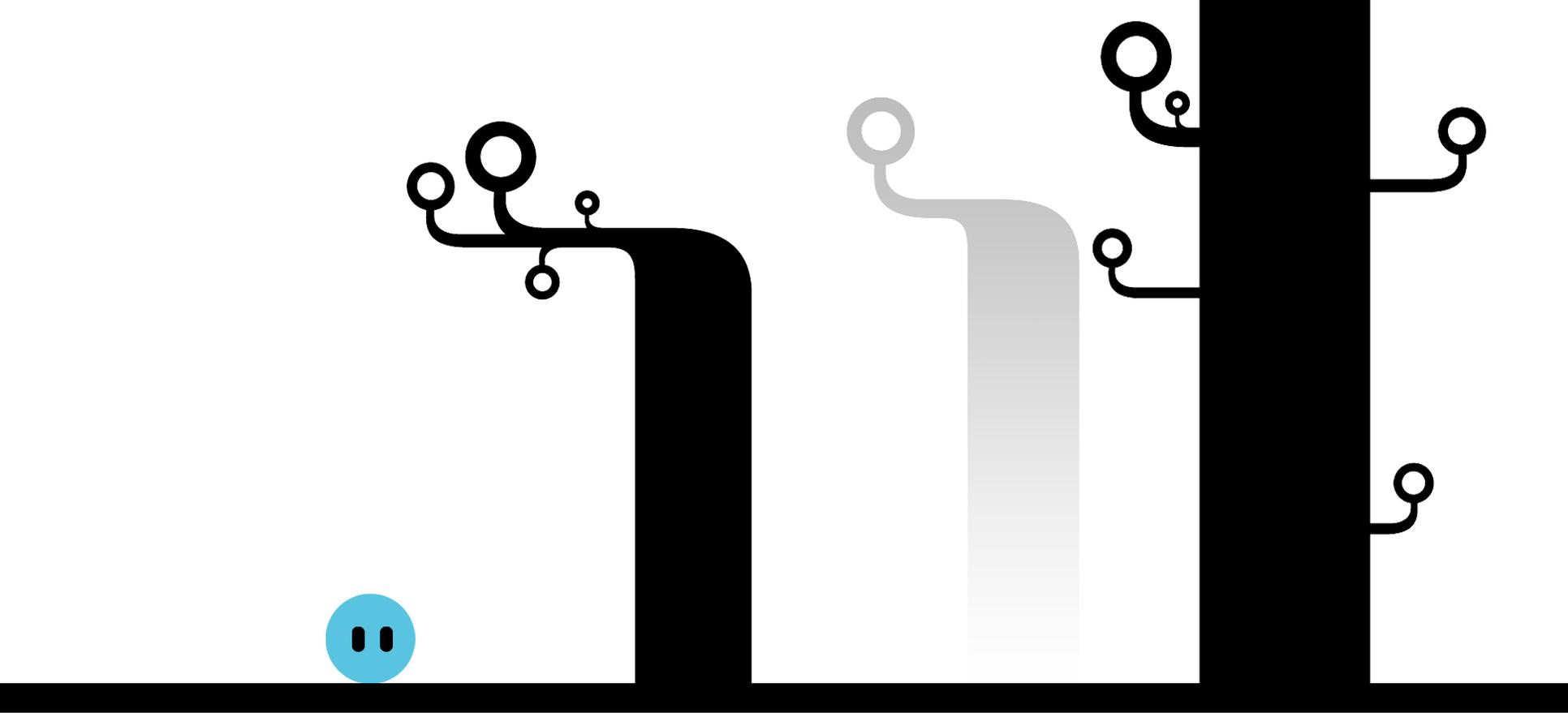


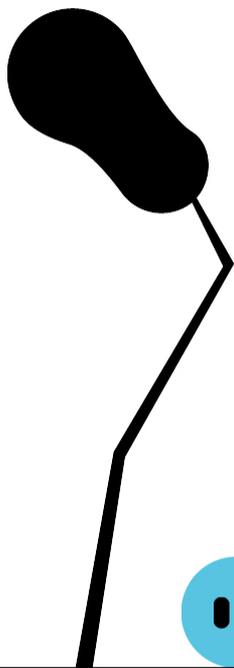


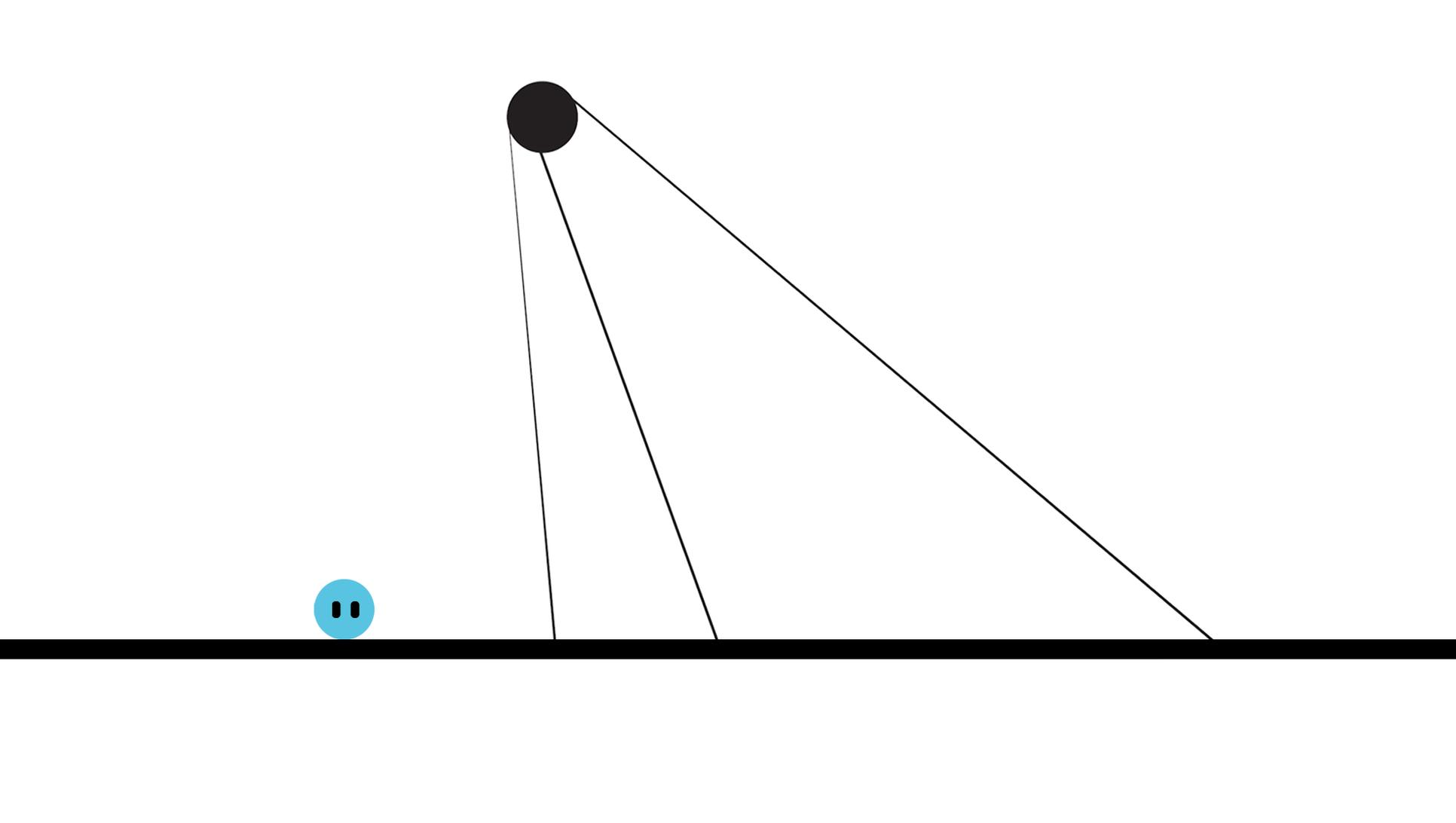


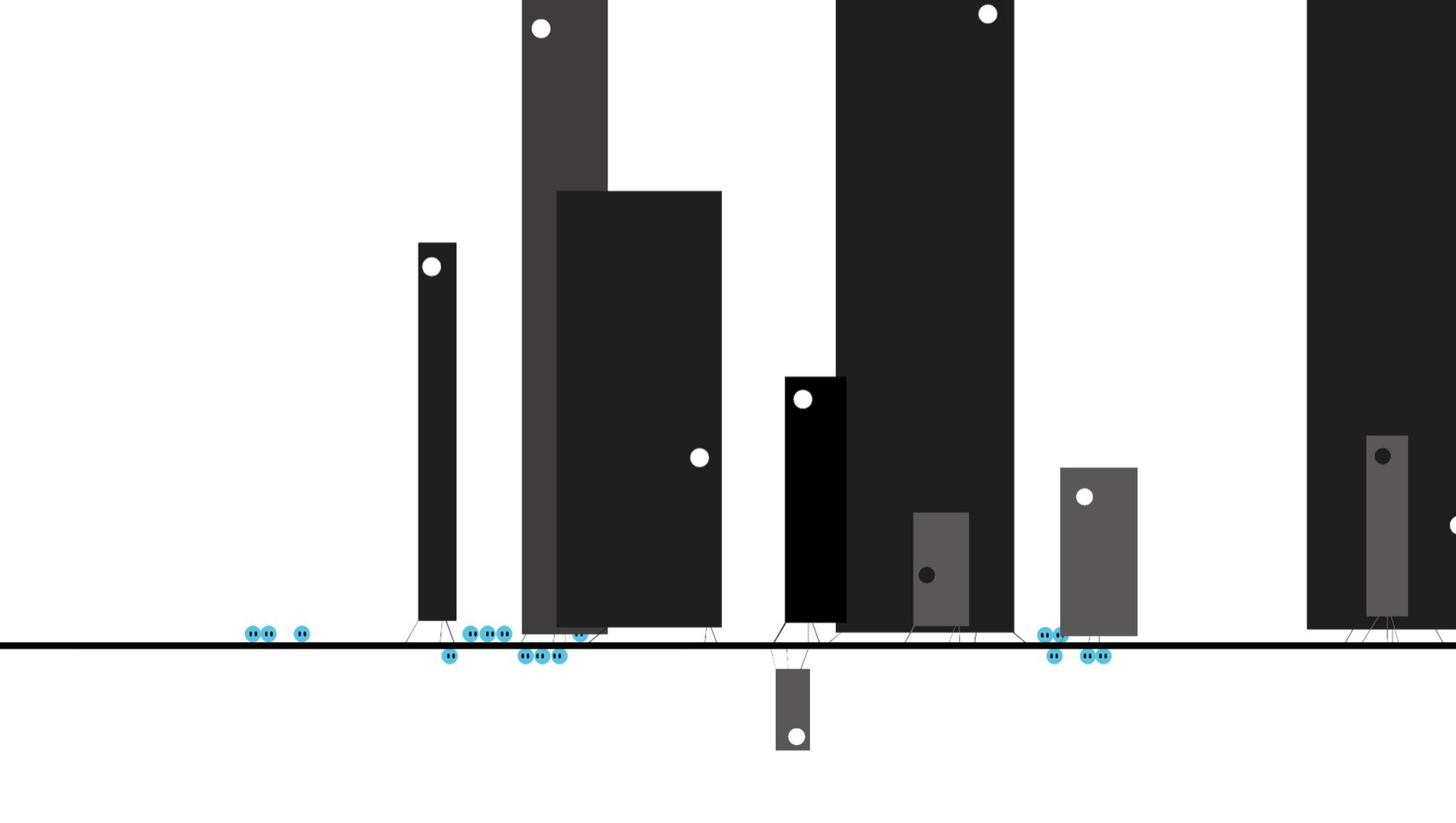


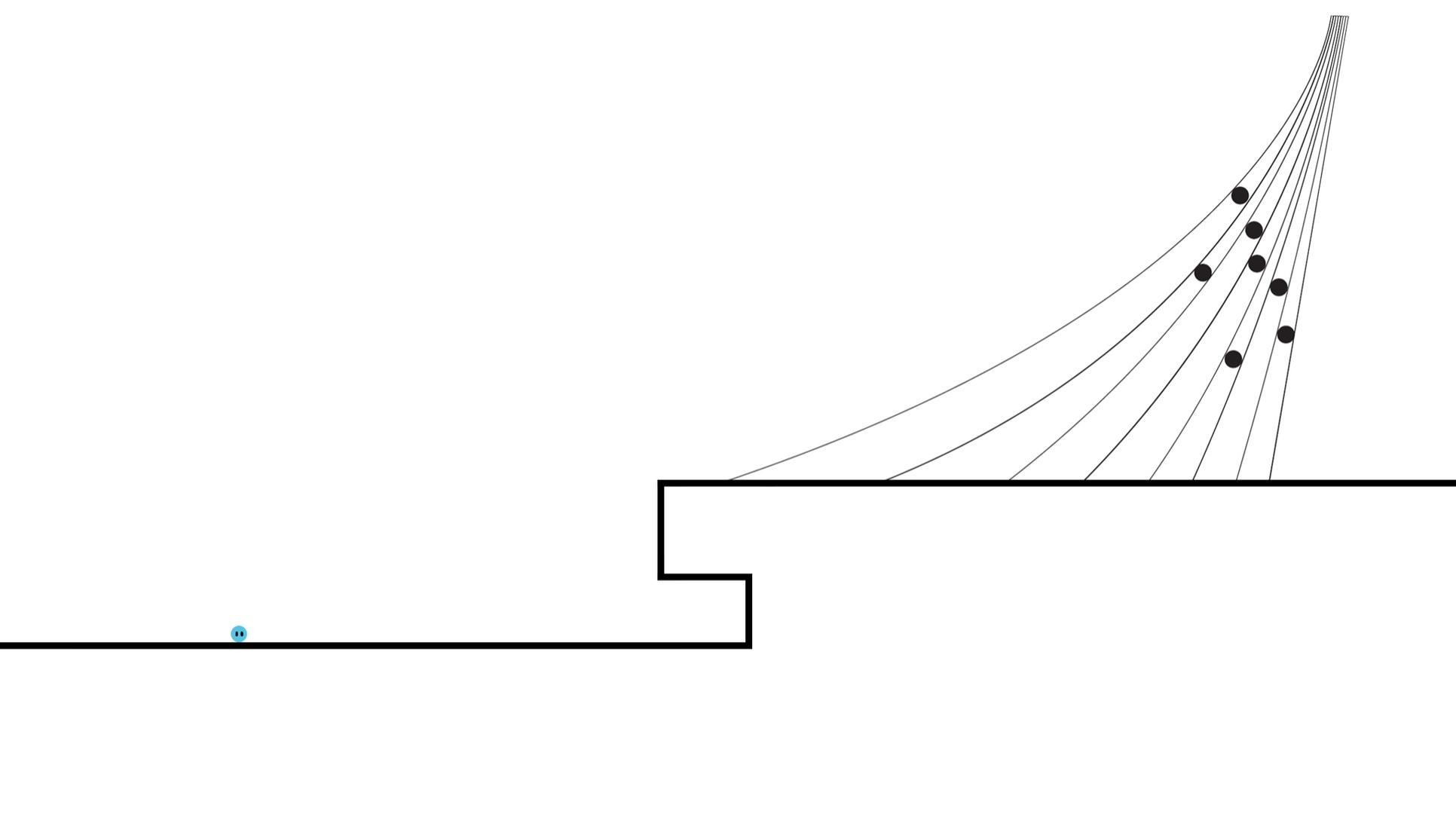


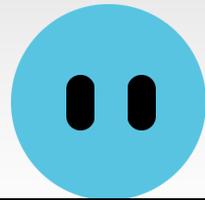


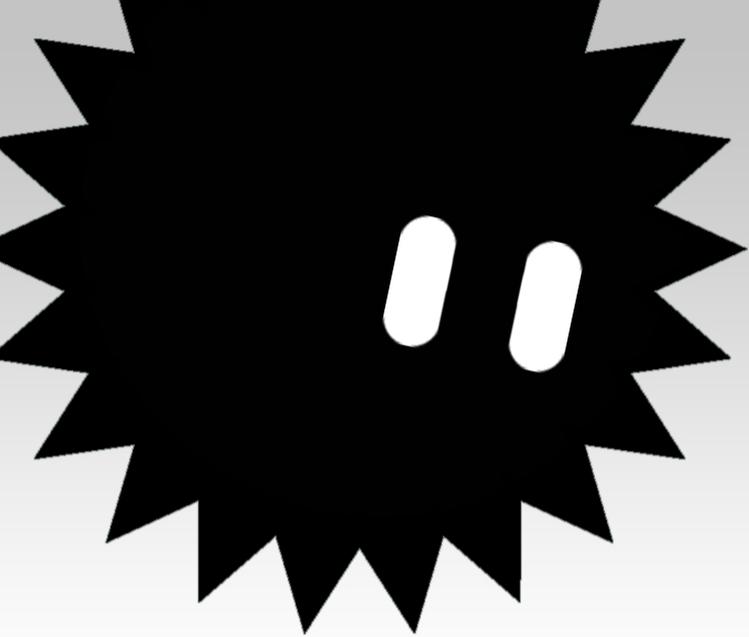


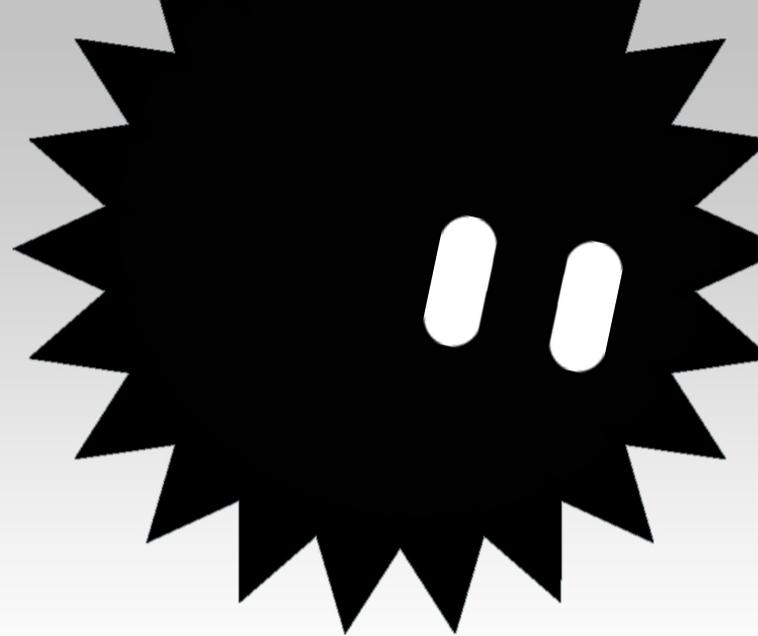


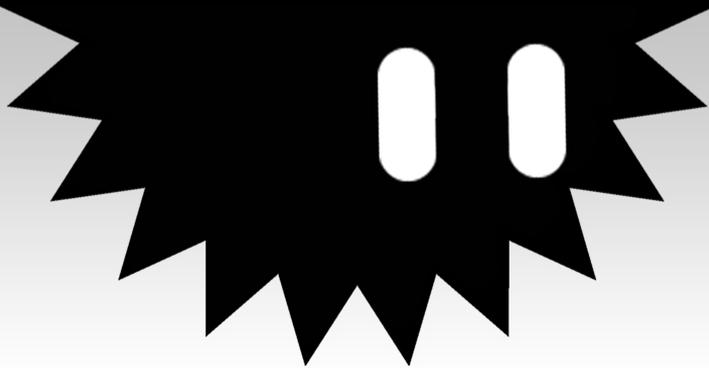


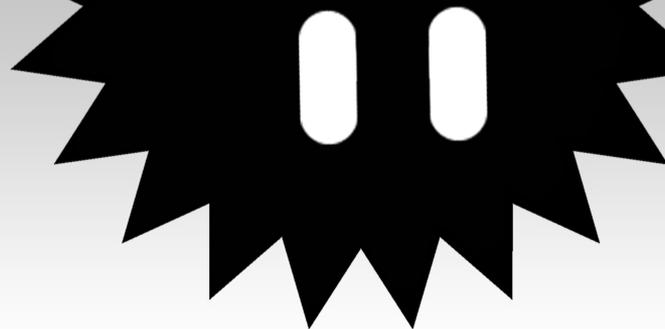


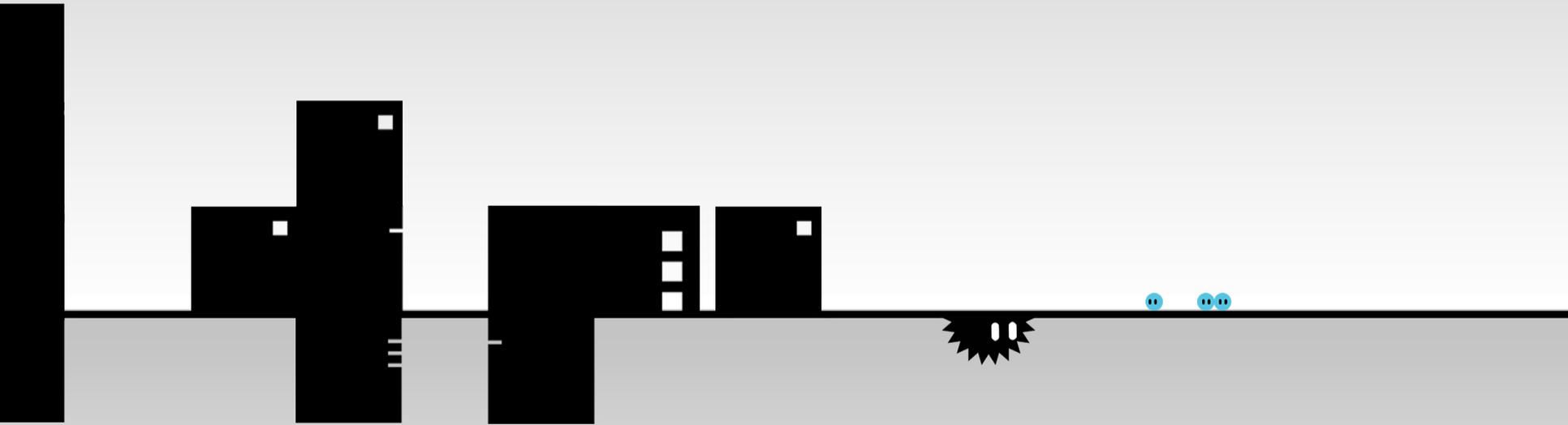


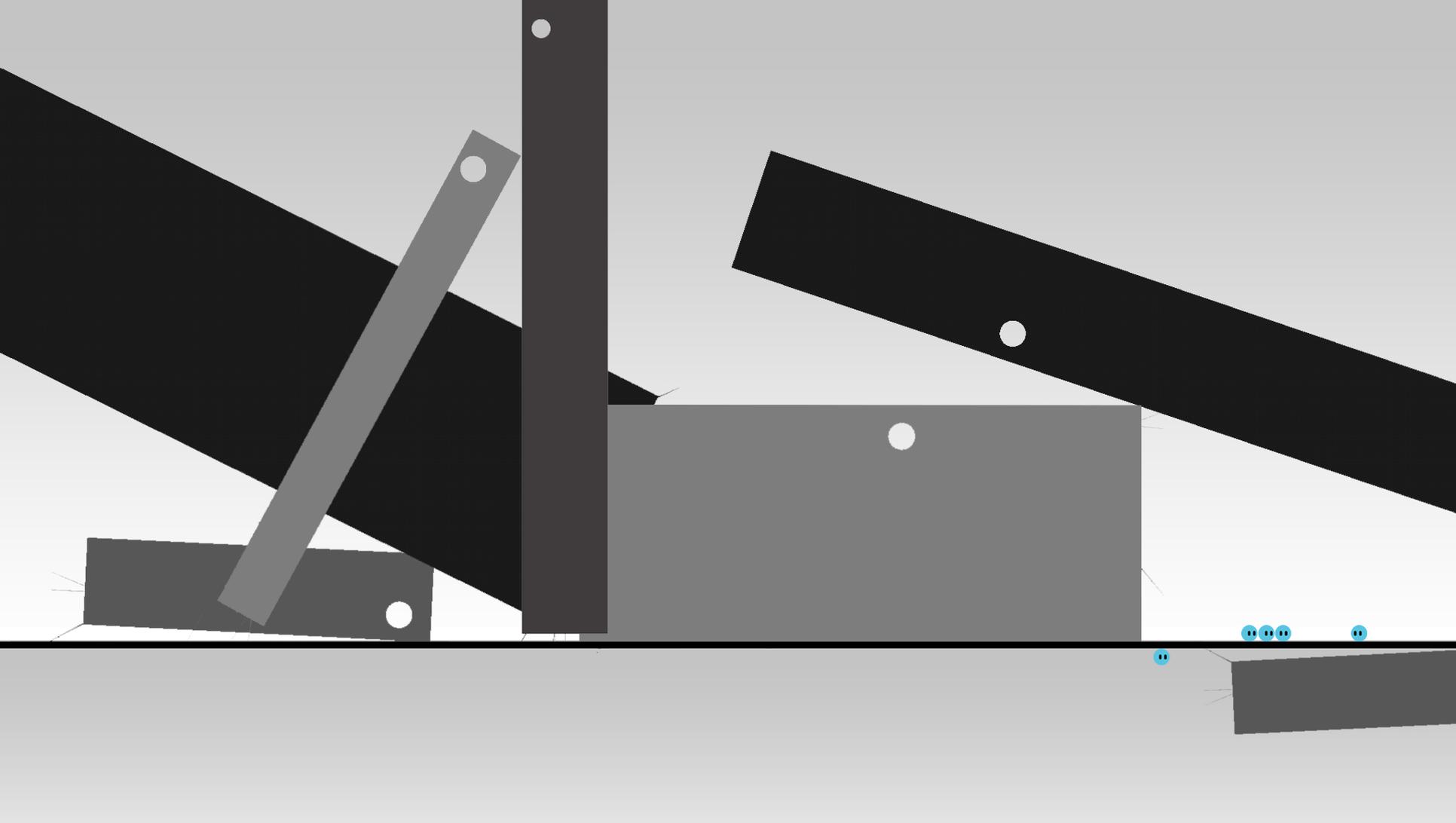






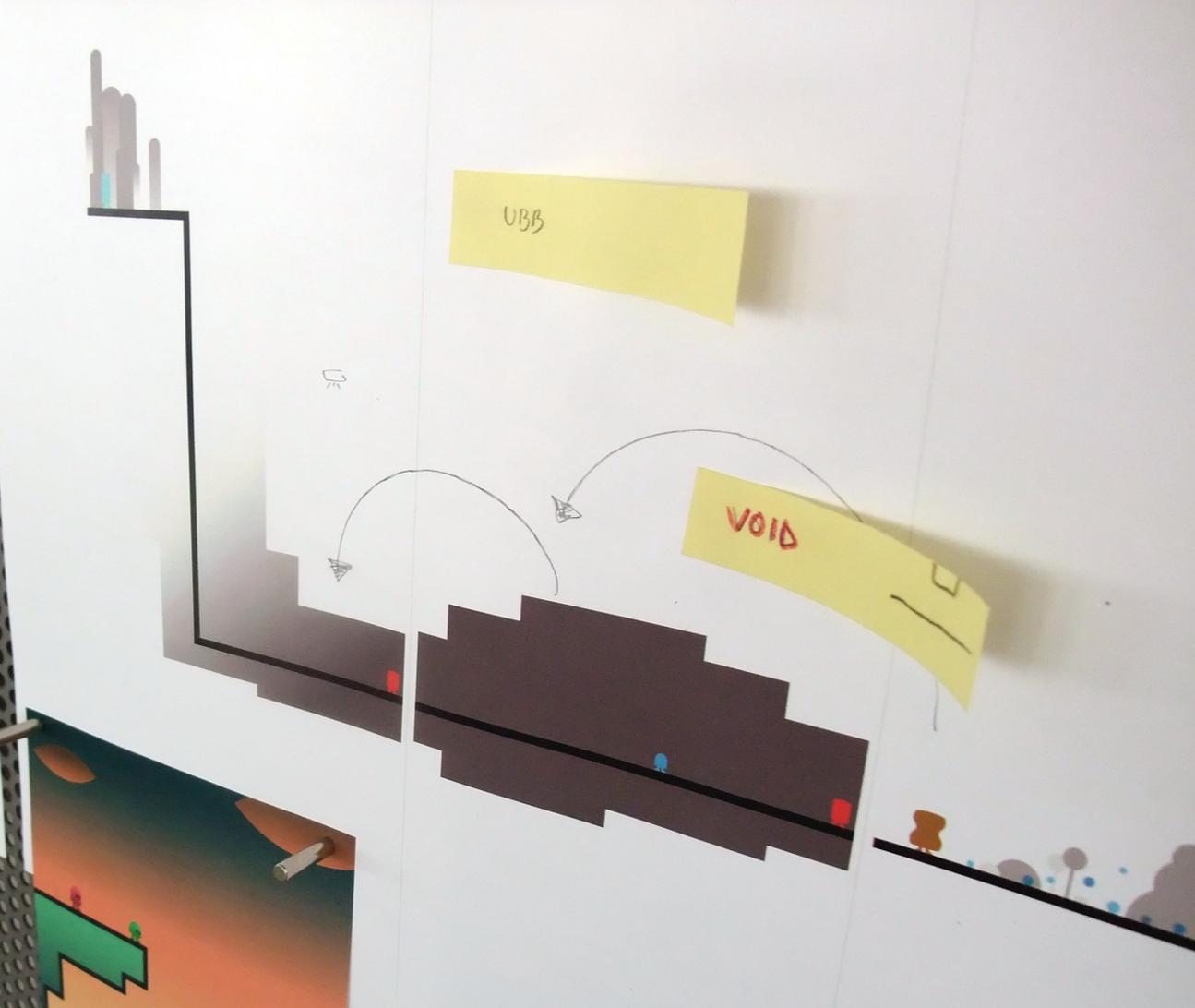






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9. Open process

- Share ideas
- Gather a crowd of followers during development







9. Open process

- Motivation

10. Marketing

- No budget
- Big ideas
- No budget

10. Marketing

- Entertaining the bored 1200 12
- Penises 3.500.000 200.000

10. Marketing

- Stay flexible
- Go with the flow

Conclusion

Fin



