

BIG TITLE BY **SMALL TEAM**

S-Game
灵游坊

Soulframe梁其伟



WHO ARE WE



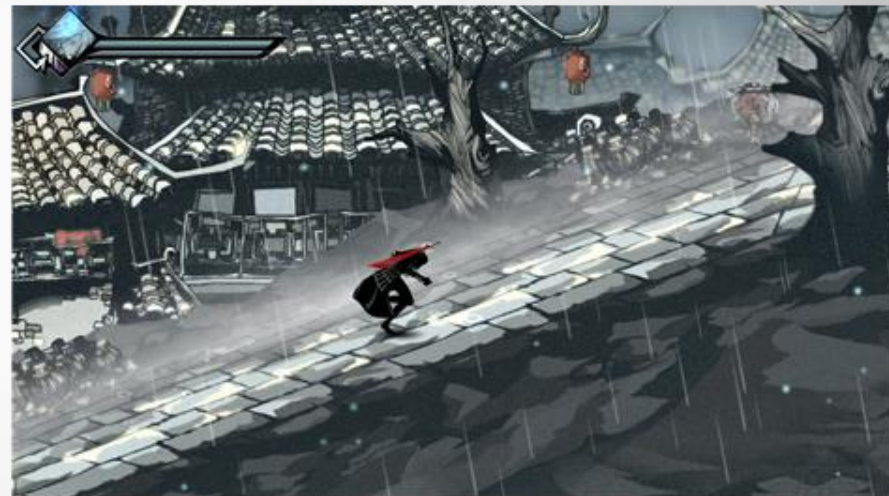
A GROUP OF ARTISTS WORK ON STYLISH GAMES.



**2006~2010, QIWEI “SOULFRAME” LIANG CREATED
RAINBLOOD RPG IN HIS COLLEGE DORMITORY.**



**THE GAME WAS RELEASED FREE IN CHINA, AND GOT OVER 2 MILLION DOWNLOADS.
THE ENGLISH VERSION WAS RELEASED THROUGH BIGFISH, GAMERSGATE,
DIRECT2DRIVE, ETC., AS THE FIRST INDIE-RPG FROM CHINA.**



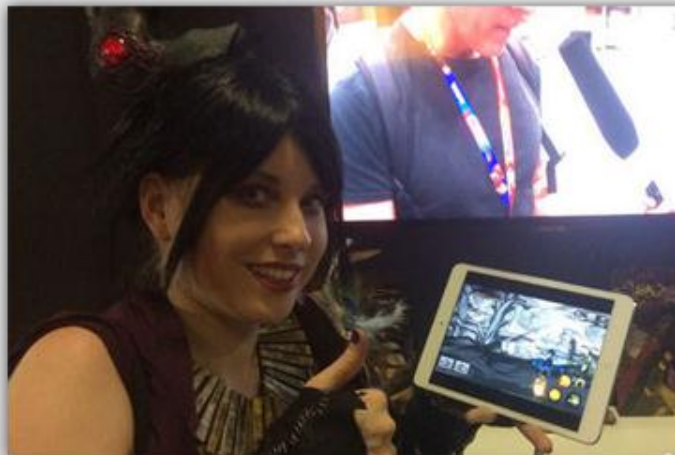
**2010~2013, SOULFRAME FOUNDED S-GAME,
AND RELEASED RAINBLOOD2 AND RAINBLOOD: MIRAGE.**



***MIRAGE* SOLD OVER 400,000 COPIES IN CHINA.
IT WAS ALSO TRANSLATED INTO ENGLISH AND SOLD ON STEAM.**



**2014, S-GAME RELEASED *DARKBLADE*,
A MOBILE ACTION GAME.**



EDITORS' CHOICE IN APPSTORE CHINA (ONLY RELEASED IN CHINA)

2014 GAMESCOM, NOMINATED AS "BEST MOBILE GAME"

2014 UNITY AWARDS, "GOLDEN CUBE" IN GREATER CHINA AREA



A GROUP OF ARTISTS WORK ON STYLISH GAMES.

BY THE WAY, MAKE SOME MONEY.

历史排名

设备

iPhone

国家

中国

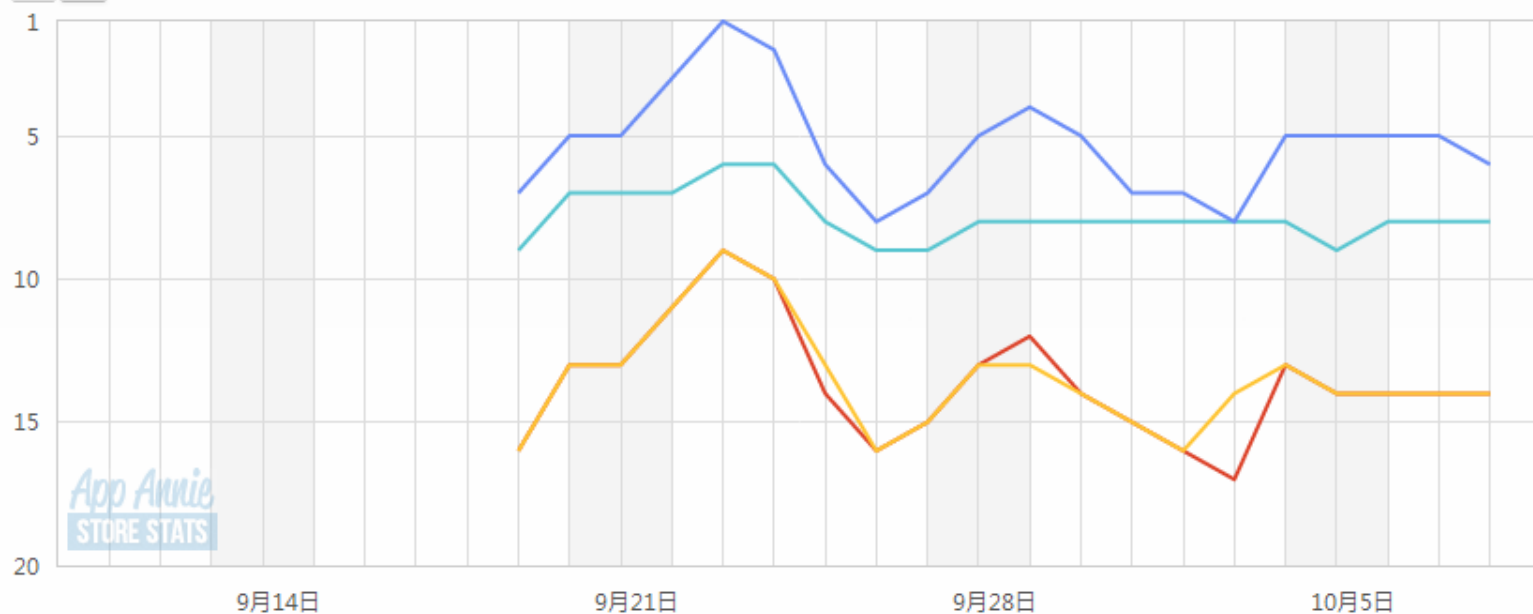
时间段

2014年9月10日 ~ 2014年10...

iPhone - 中国 - 2014年9月10日 ~ 2014年10月9日

下载排名 畅销排名

小时 天



☒ 所有

☒ 动作游戏

☒ 所有类别

☒ 游戏

☒ 角色扮演游戏

☒ 中国

☒ CN-动作游戏

☒ CN-所有类别

☒ CN-游戏

☒ CN-角色扮演游戏

DARKBLADE WAS RELEASED IN APPSTORE CHINA ON SEP, 19, 2014,

AND CHINESE ANDROID MARKETS ON SEP, 28, 2014.

**TODAY IS *DARKBLADE*' S FIRST MONTH CELEBRATION,
AS WELL AS THE CELEBRATION OF ITS 5MIL(USD) REVENUE.**



**WE ALSO COLLABORATED CLOSELY WITH SONY AND MICROSOFT,
TO PORT *MIRAGE* ONTO PS4 AND XBOX ONE.**



A GROUP OF ARTISTS WORK ON STYLISH GAMES.

BY THE WAY, MAKE SOME MONEY.

AND CREATE A BIG TITLE.



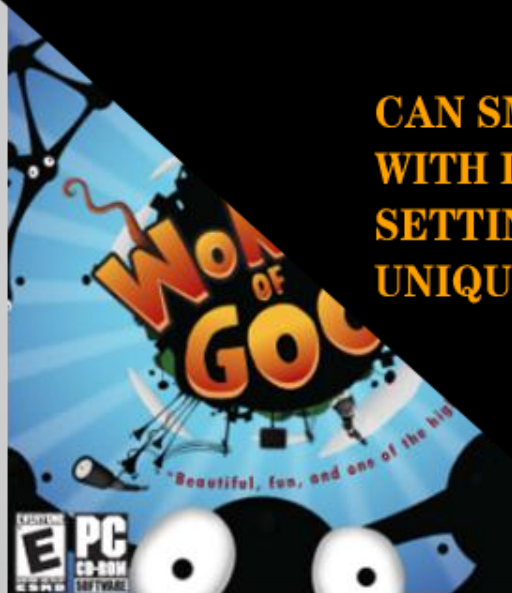
CAN SMALL TEAM CREATE A BIG TITLE?

SMALL

SMALL BUDGET

SMALL TEAM

SHORT DEVELOPMENT CYCLE



**CASUAL, CUTE, LIGHT
QUALITY = BLINK OF CREATIVITY**

BIG

BIG BUDGET

BIG TEAM

LONG DEVELOPMENT CYCLE



**DEEP, EPIC, IMMERSING
QUALITY = GENERATE A CULTURE**

“LIGHT BIG TITLE”
BIG PROJECTS MADE **SMARTLY BY SMALL TEAMS**



ODIN SPHERE BY VANILLAWARE(<50 PEOPLE)



“BIG TITLE” COUNTERPART

“LIGHT BIG TITLE” BIG PROJECTS MADE **SMARTLY** BY SMALL TEAMS



TORCH LIGHT BY RUNIC GAMES(<30 PEOPLE)

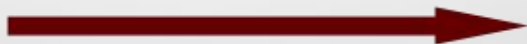


“BIG TITLE” COUNTERPART

BIG COMPANYS' SELF-REVOLUTION



WORLD OF WARCRAFT
“BIG TITLE”



HEARTSTONE
“LIGHT BIG TITLE”

“LIGHT BIG TITLE” IS LIGHT, BUT BIG



**DEEP STORY, VAST WORLD SETTING,
HAS POTENTIAL TO GENERATE A SUB-CULTURE.**



COMPLEX GAME SYSTEM, MAINSTREAM GAME GENRE.



SHOULD BE ABLE TO ACHIEVE COMMERCIAL GOALS.

“LIGHT BIG TITLE” IS BIG, BUT SHOULD RESOLVE PROBLEMS LIKE INDIE GAMES



LACK OF BUDGET:

MAKE THE GAME **STYLISH** ENOUGH TO
OVERCOME THE WEAKNESS IN THIS ASPECT.



LACK OF TIME:

DO NOT EXPECT FOR A “PERFECT” GAME BEFORE RELEASE.
RELEASE AN “OK” GAME FIRST, AND THEN **POLISH THE
GAME BASED ON PLAYERS’ FEEDBACKS.**



LACK OF MARKETING RESOURCE:

MAKE GOOD USE OF SOCIAL-NETWORKS, THIRD
PARTY PLATFORMS AND ALL OTHER CHANNELS WE CAN USE.



**HOW DOES *DARKBLADE*
BALANCE BIG AND SMALL?**

SMALL & YOUNG TEAM



2012~ 5PEOPLE



2013~ 10PEOPLE



2014~ 25PEOPLE
AVERAGE AGE:25.5,
POST-90S' :25%

NON-DOCUMENT DESIGNING

QUICK PROTOTYPING

MULTI-SKILLED MEMBERS

DESIGNER



PROGRAMMER



ARTIST



ROLES IN COMMON GAME COMPANY

UI
MAKER



AI
MAKER



ACTION
MAKER



ROLES IN S-GAME

WORLD, CHARACTERS, STORIES

**FULL SET OF WORLD SETTING
ORIGINALLY WRITTEN AND DRAWN BY SOULFRAME,
NOW BY 5 YOUNG GUYS.**





STEAMPUNK+CHINESE TRADITIONAL WUXIA TOPIC

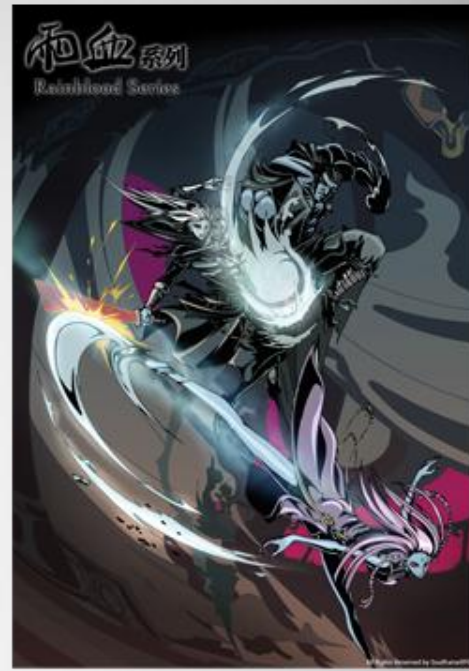


CHARACTER DESIGN BASED ON WORLD SETTING



CHARACTER SKETCHES FOR RAINBLOOD2

NARRATIVE STYLE COMBINING JAPANESE COMIC AND CHINESE “WUXIA” NOVALS



ACTION, ANIMATION

幻杀概念

CONCEPT

重斩概念

瞬杀概念

鬼步过程中的连续帧

魂



游戏中色指定

剑气飞射概念

重刺三概念

重刺一概念

左殇

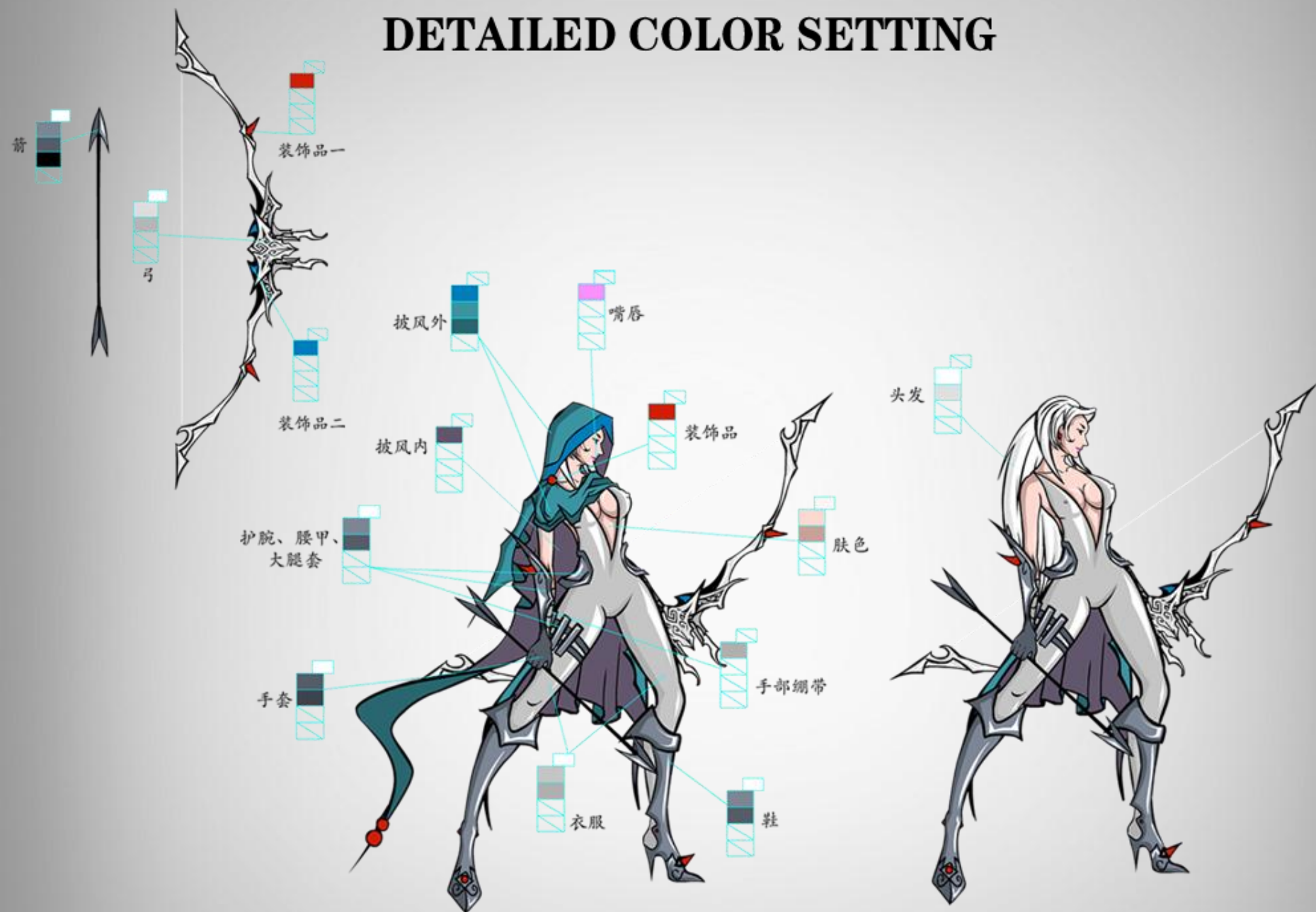
轻剑气及重剑气
出现动画逐帧展示



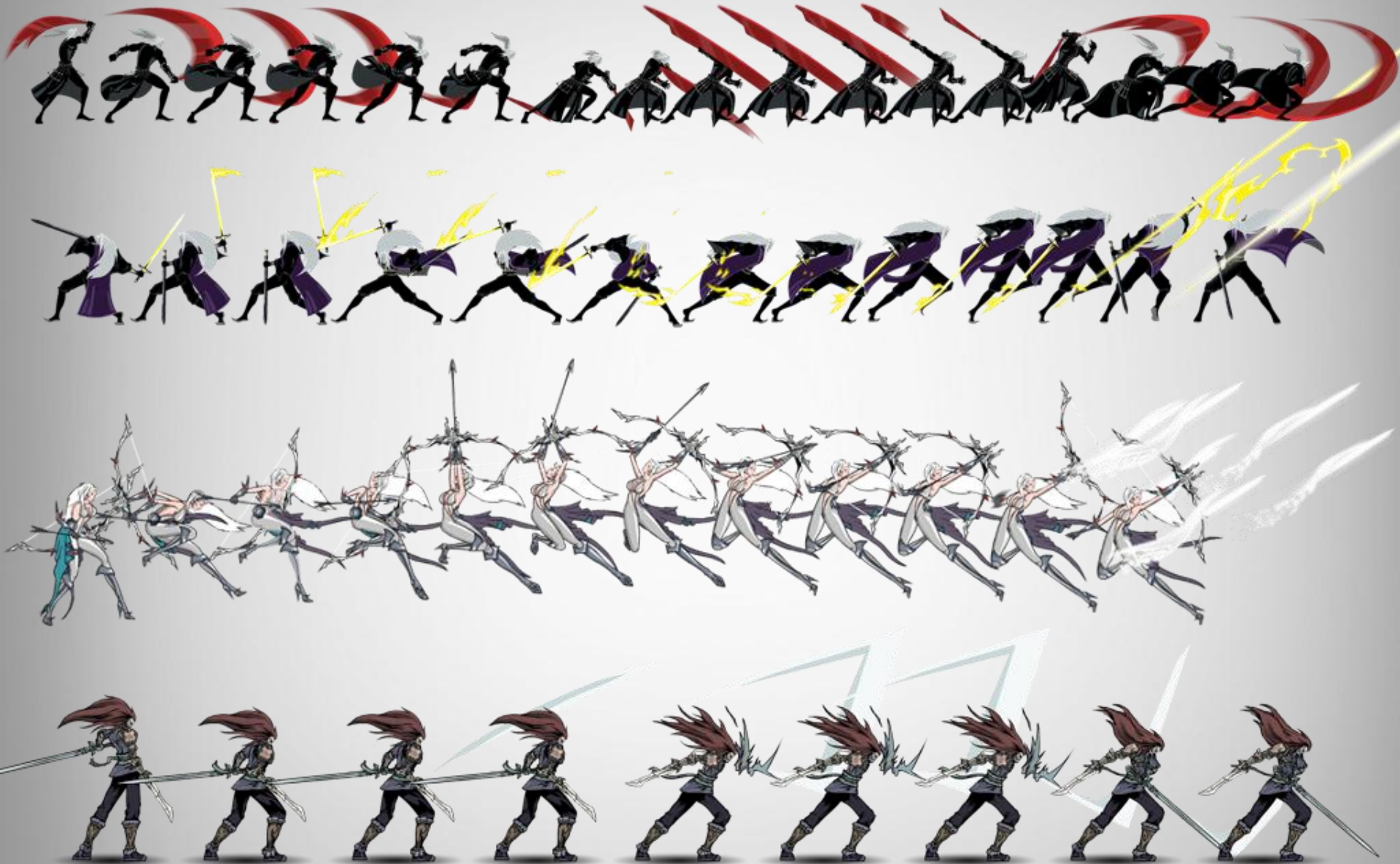
游戏中色指定

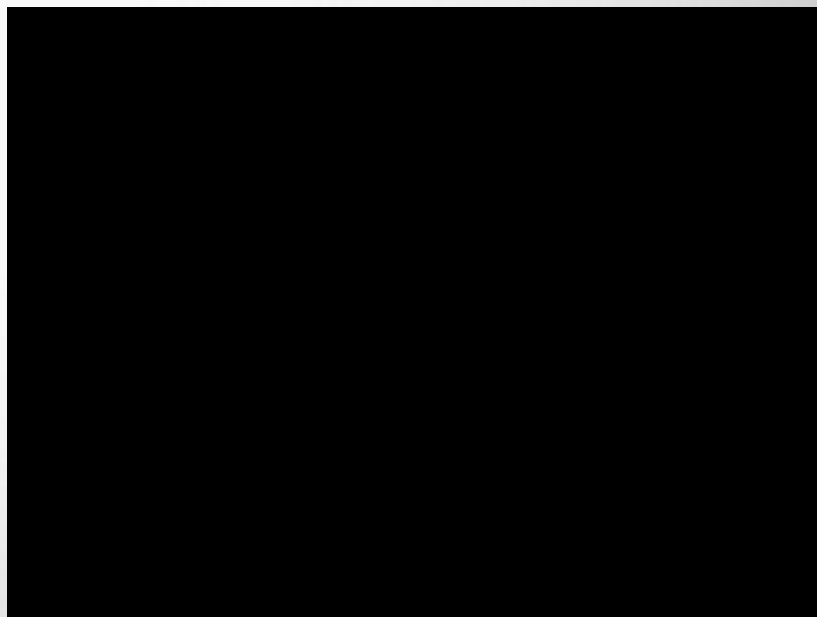
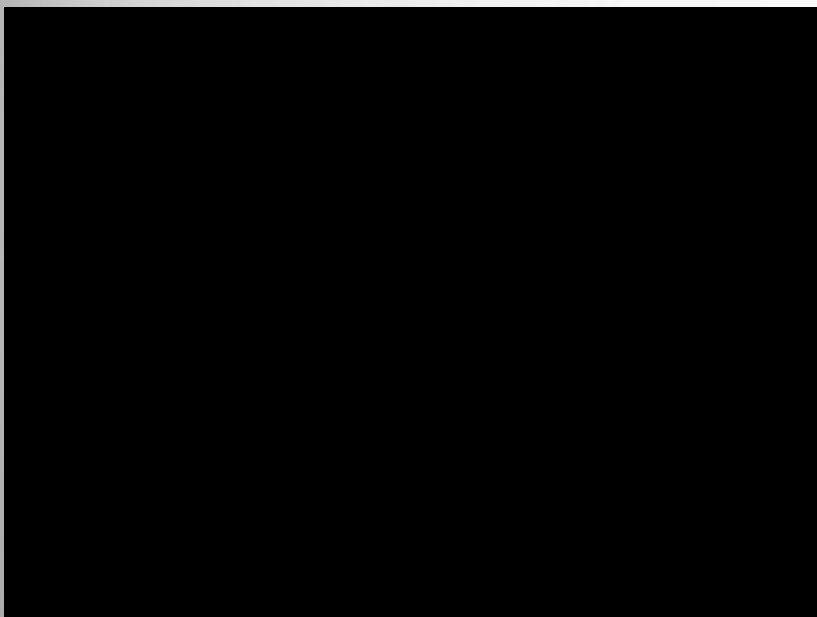
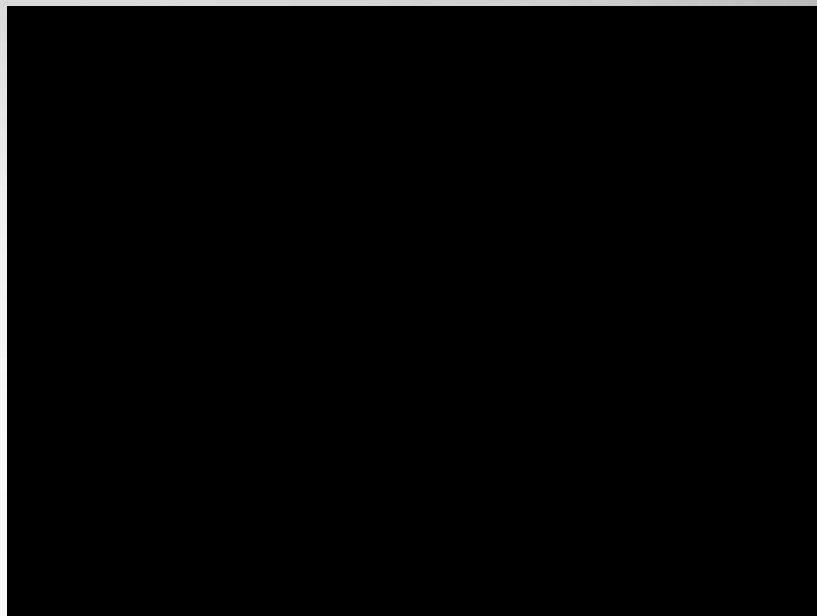
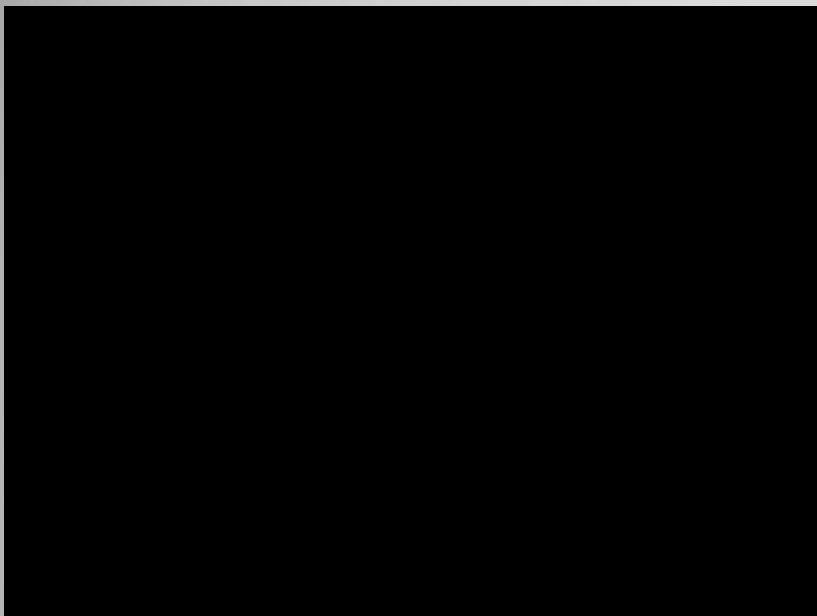
COLOR SETTING

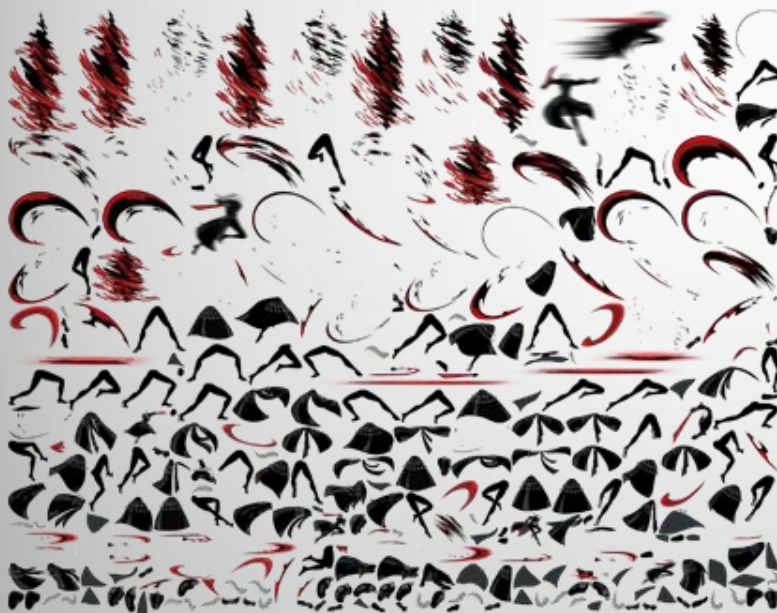
DETAILED COLOR SETTING



ANIMATION DESIGN AND PRODUCTION

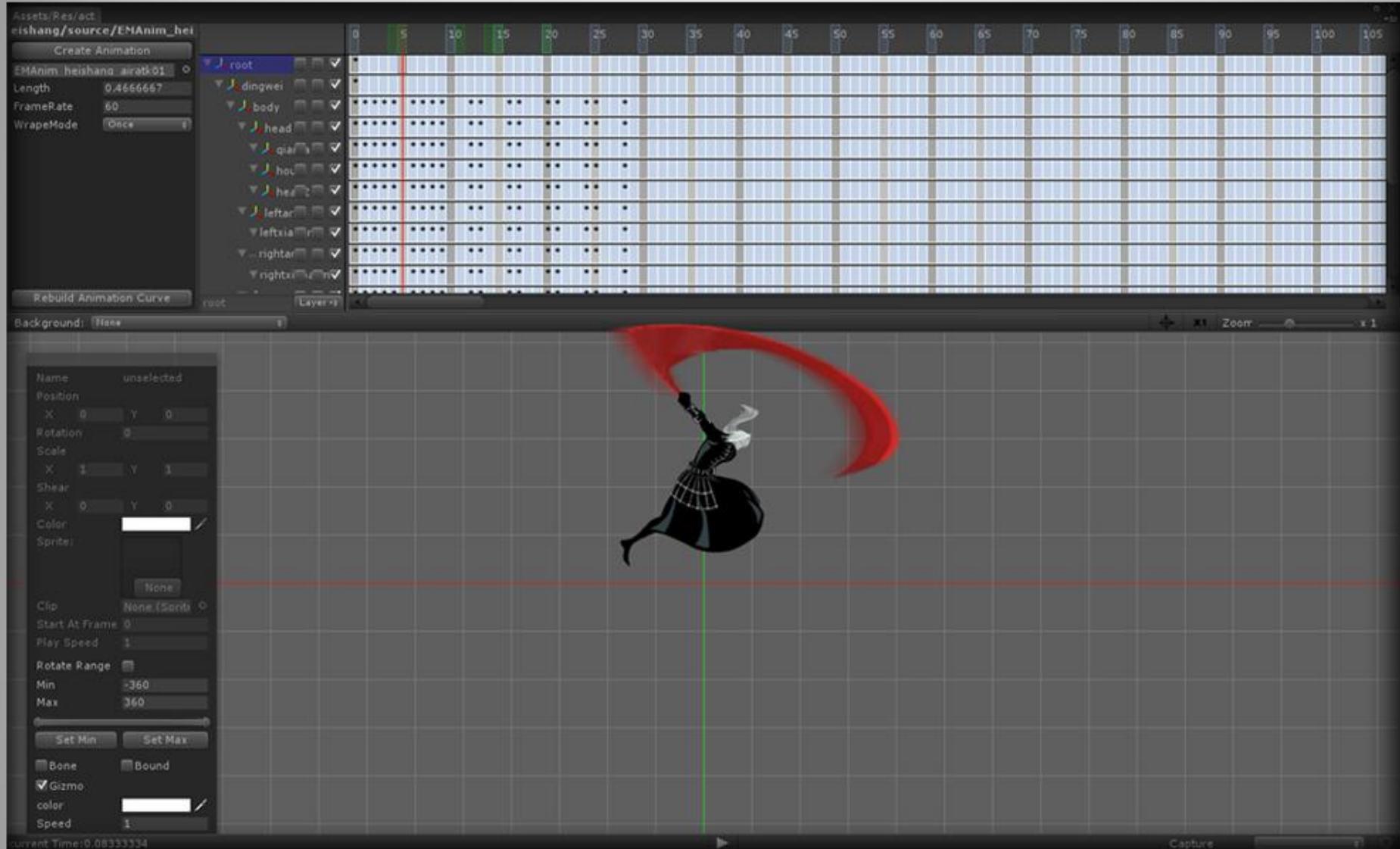






**MAKE ANIMATIONS,
AND THEN BREAK DOWN TO
COMPONENTS**

ANIMATION IN UNITY

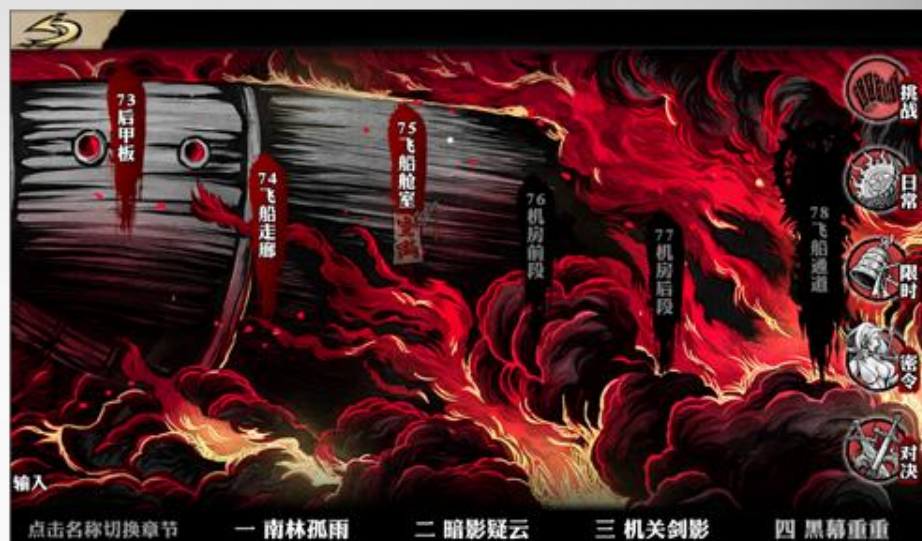


WITH UNITY' S 2D ANIMATION PLUG-IN *EASYMOTION 2D*

UNISON OF ANIMATION AND BACKGROUND



BATTLE(PVE)



WORLD MAP



BATTLE(PVP)



MISSION DIALOGUE



CONSISTENCY OF DESIGN AND ART



DECORATION



FUNCTION



水鬼



呼吸器的设计



招式之一的逐帧动画草图



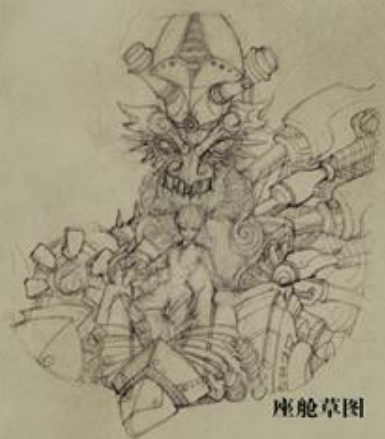
游戏中色指定





玄玉之眼

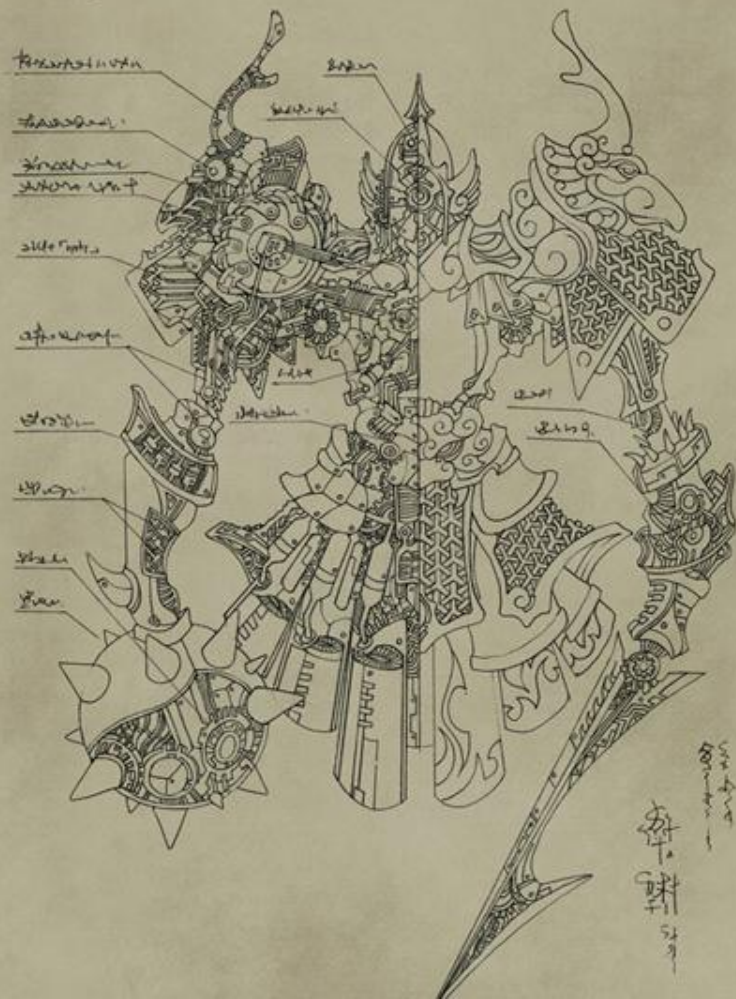




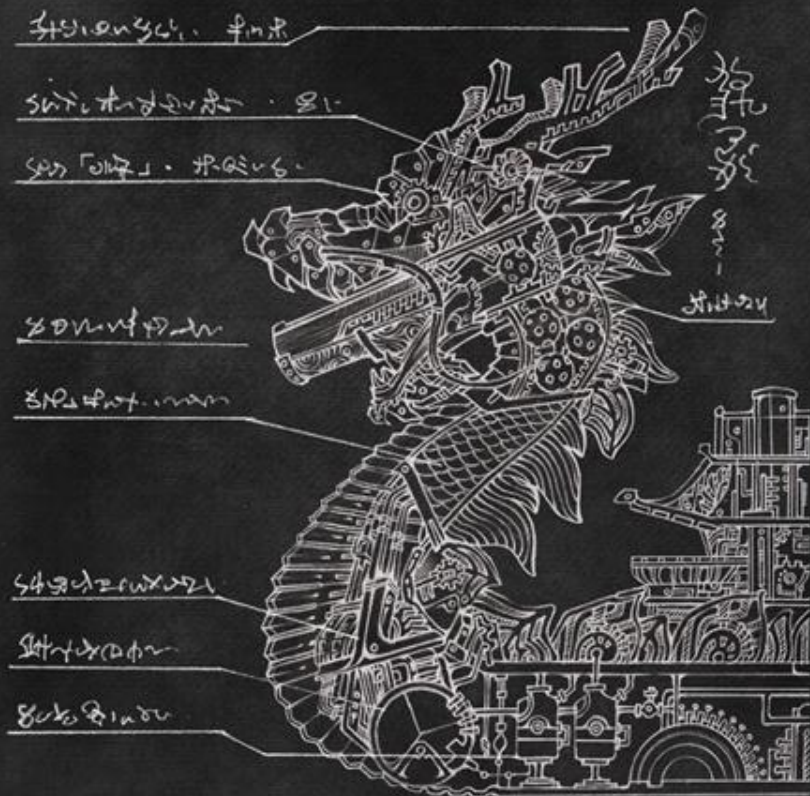
座舱草图



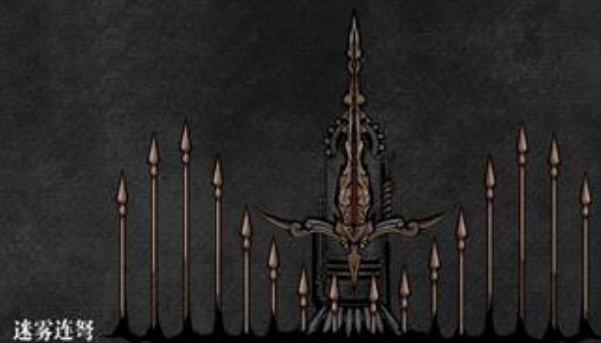
初始色块设计



DESIGN-ART-PRODUCTION



主炮及动力



迷雾连弩



参天巨炮

銀龍號



[illegible]



S-Game
灵游坊

THANKS!

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