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www.GDConf.com

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GameSalad®
Game Creation for the Rest of Us™

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What makes us **different**?

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Rapid Prototyping

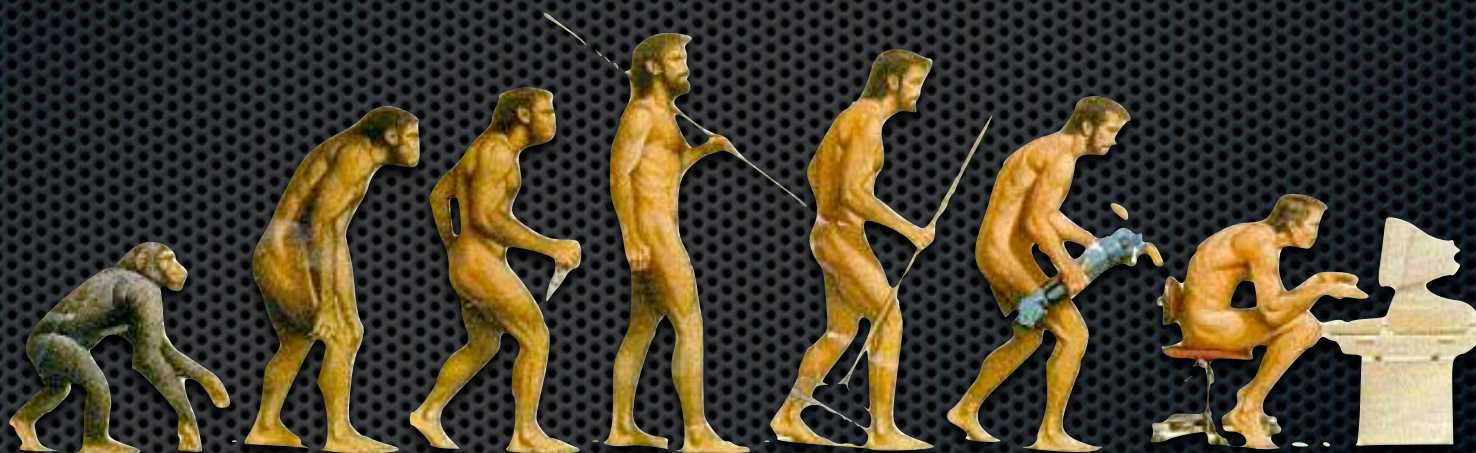


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Experimental Games

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Stage-Gate

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Utility vs Game

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What did we learn?

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Crossing the Gap



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Interface

3 Levels of Users

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**Level
Designers**

**Technical
Designers**

Scripters



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Scripting Interface



Layered Interface

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Community

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Everyone expects to be listened to.

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Be open.

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Give members
a sense of
ownership.



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Platform

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Hobbyists

Students

Pros

Ease-of-use

What do the
pro's use?

Power

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Hobbyists

Students

Pros

Platform

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What makes a platform sexy?

Open
Cool
+ Profitable

= **Sexy**

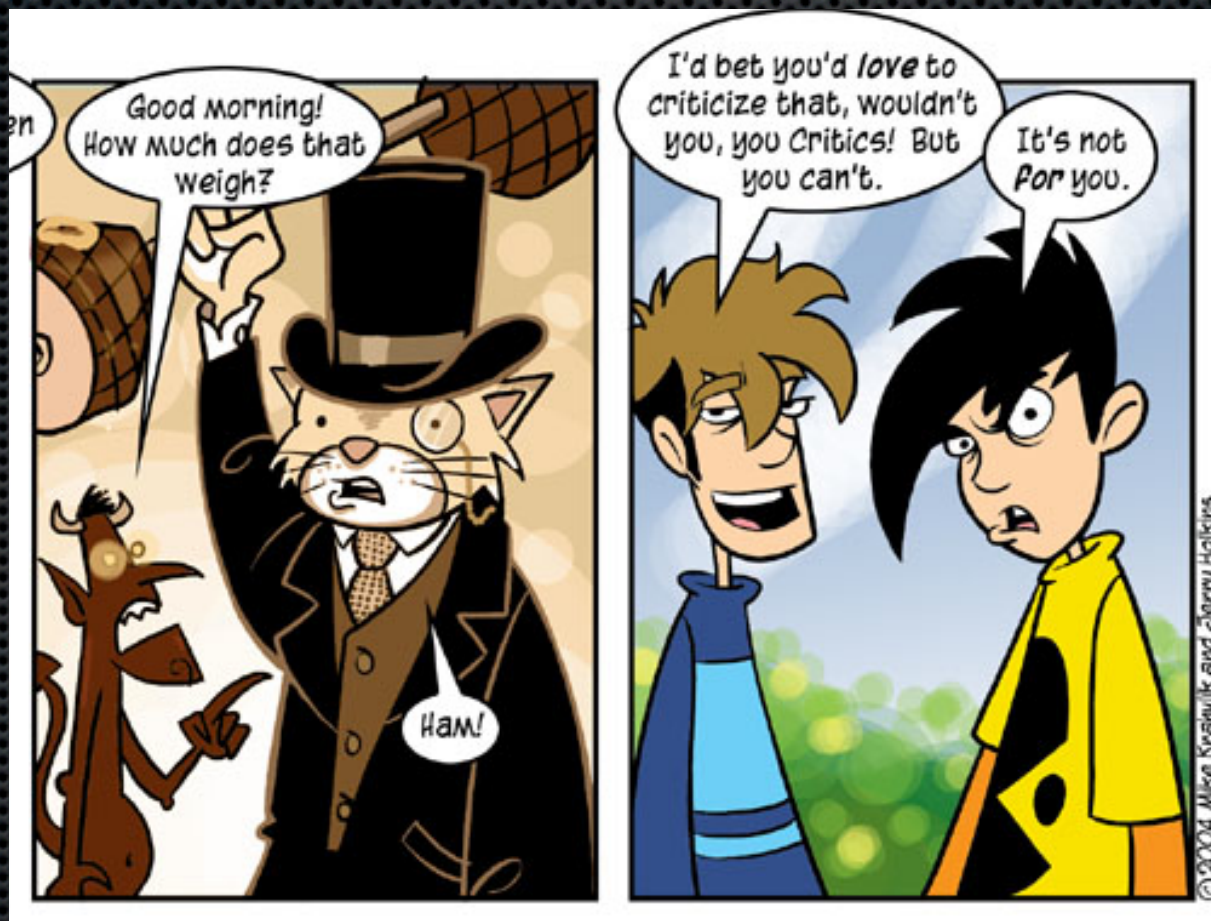


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iPhone is teh sex.

Know who you're for



Know when to say no

- ✦ Every team has finite bandwidth
- ✦ Customers can make infinite demands
- ✦ Pick your battles wisely



In a nutshell ...



Crossing from toy to pro:

- Layered interface lets you cater to multiple levels of users.
- Openness & inclusiveness breed passion.
- Sexiness of a platform matters to users.
- To thine own self be true.

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Questions?



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References & Plugs

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