



How to Succeed at Failing Without Really Trying

Ashley Zeldin

Creative Director, Adorkable Games



INDEPENDENT GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



All
of us *here*
in this *room*
have
failed



consider *concepts*

implement *ideas*

follow *feedback*

fix *failures*

improve *ideas*



pledge
to talk about
your *failures*



pledge
to talk about
your *failures*

what you *learnt*
what kept you *going*



the

independent games

space

has
a

problem

with

failure



talking only about
success creates
unrealistic
expectations



small *failures* seem *magnified*

resulting in *demotivation*



I want *you*



to
combat

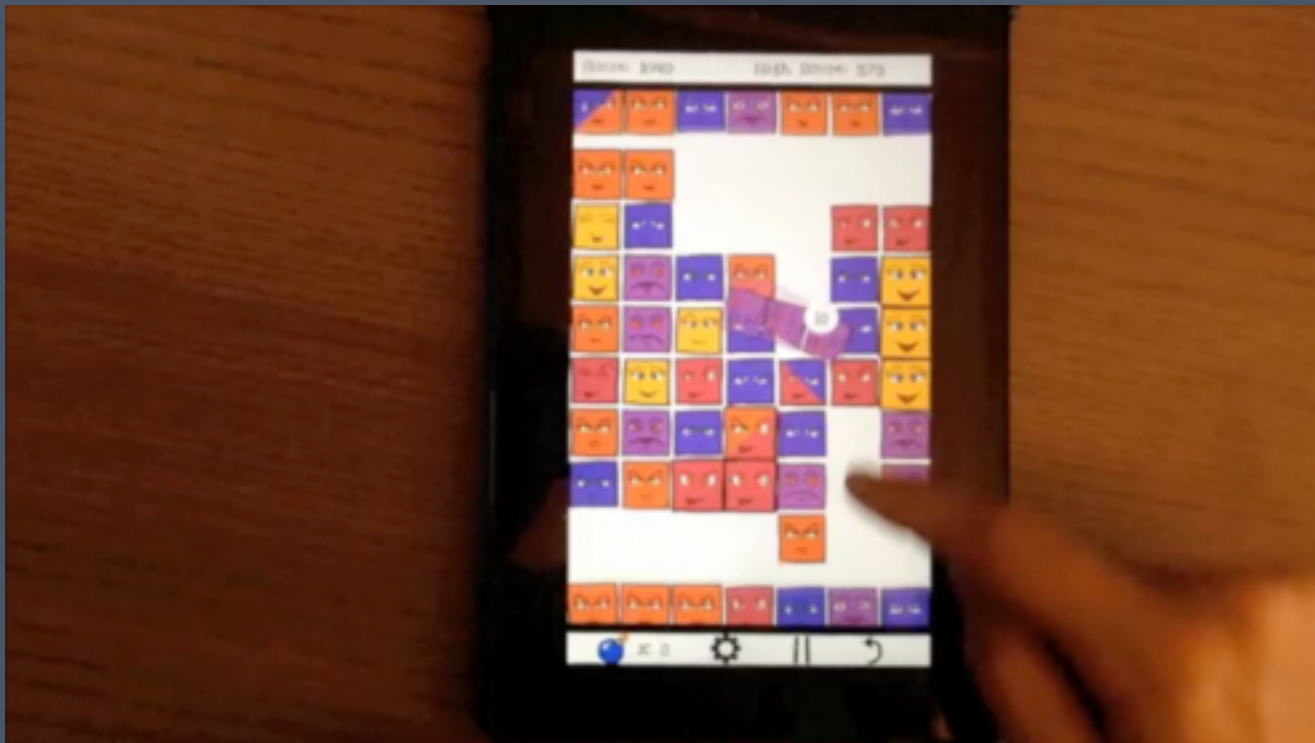
survivor bias



ADORKABLE GAMES

independent
developer

in *LA*



“*fun*” “*fast-paced*” “*new life*”



failure





thanks to

introversion & impostor syndrome

we

didn't

promote

our game



Two-Faced – Facing Equality One Block at a Time

RYAN NOBLE on March 20, 2014 at 6:15 pm



7

Since becoming the editor of IGM's mobile content, I've played more matching games than I can match with mobile devices that I own, and what never fails to amaze me is how different the developers manage to make each game. With *Two-Faced*, the two developers of *Adorkable Games* – partnered both in game development and life – have managed to keep me in awe of their own vision.

Two-Faced takes the well-known formula of matching up blocks of the same color, and slides it in a new direction. Instead of having a fixed game space, with blocks firmly held in their positions as new blocks





$$2 \text{ years} + \$30,000 = 0$$



it was

all

we could

do

to

finish



finishing

was

difficult



The first 90% of the code accounts for

the first 90% of the development time.

The remaining 10% of the code accounts for

the other 90% of the development time.

-Tom Cargill



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~~-Tom Cargill~~
Ashley Zeldin





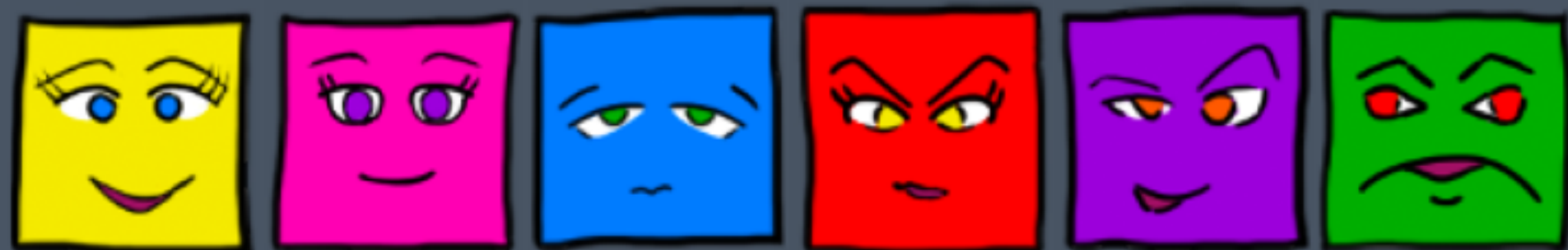
John

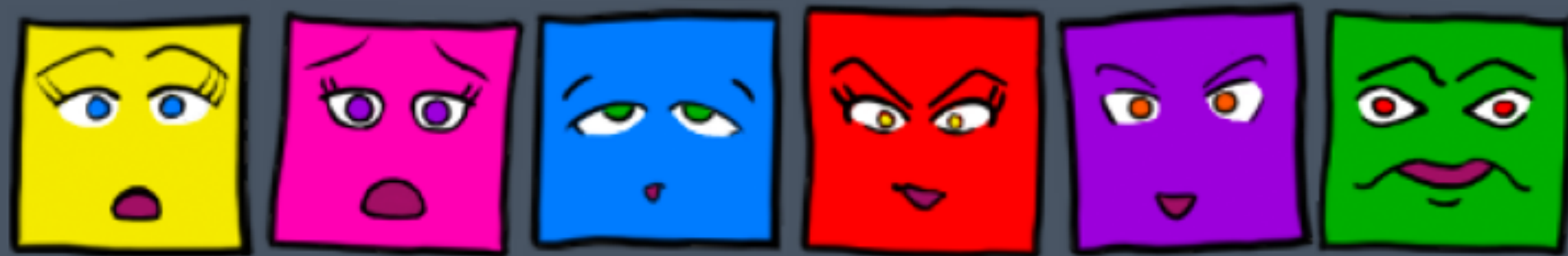


Ashley











hope to *follow* their example
and *prevail*



less *experience*

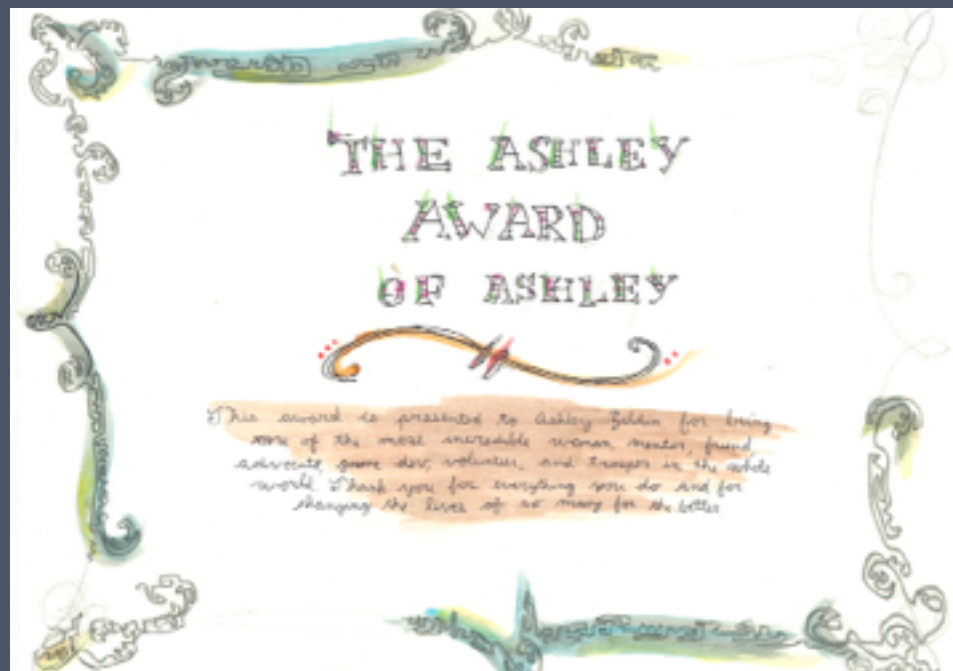
fewer *resources*

no *exposure*



I felt like
it was
a
reflection
on
me







alternate
indicators
of
success



worthless



worthwhile



I could
describe
myself
as
successful





**WOMEN IN GAMES
INTERNATIONAL**



Girl Scouts®





WOMEN IN GAMING
GDC 2014 | San Francisco

#WIG2014

PRESENTED BY
XBOX

Microsoft Studios

NOMINEES:

Ambassador Award
This award recognizes the woman who has helped advance the gaming industry as a whole, making it a better industry to be part of in unique ways, and also extending beyond the industry as an advocate for gaming.

ANNA KATHOROFF | Game Designer | www.a-kathoroff.com
CONSTRAN STENEGRADE | Strategy Analyst, Science & Tech | White House
DAVE MCCORMACK | Game Designer, Author | PhD, UC Berkeley
KATE SPENCER | Executive Director | International Game Developers Association
BRACE GILBERTSON | Chair of the Interactive Media Division | USC School of Cinema Arts
SHOBHAN REDDY | Studio Director | Media Molecule

Innovator Award
This award recognizes the woman that has demonstrated breakthrough innovation in her work in the areas of game design, technology, visual arts, or narrative.

HEATHER BRIDGES | Game Designer | Perfect Play
NICOLE LAZARUSO | President | iDPlay, Inc.
KOREY HUFFMAN | Game Designer, Producer | Fusioncore
SAMANTHA | Director of User Experience | KOREY

Rising Star
This award recognizes the woman who has made the most impact in her less than five years in the industry, demonstrating rapid advancement in work, responsibility, and results.

ANNA YITO | Junior Gameplay Engineer | KOREY
ASHLEY ZELDIN | Co-Founder, Developer | Adorable Games
HEIDI MCDONALD | Game Designer | Schell Games
WENDY BIRN | Game Designer | WuBaka Games

Lifetime Achievement
This award recognizes a woman who has made significant contributions over the whole of her career, in addition to single contributions.

EDVIGE BORDO | General Manager | 343 Industries, Halo Franchise
ERIN DEW BOWEN | Game Designer, Co-Founder | Lost Drop, Inc.
KELLY KANTASO | Head of Developer Relations | Dupa
WANGJIAN SENGUARD | CEO | Playmicio
DAVID STENEGRADE | Senior Design Advisor | Schell Games

A very special thank you to:
Felipe Dops, Anne Kozak, Jane McGonigal, Robin Hunicke, Kit Huhall, Colleen Macklin

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DAVE MCCORMACK | Lighting Artist, Harmonix Music Systems
OLGA ZINOVEVA | Producer | 343 Industries
TAMARA MINES | Technical Program Manager, Riot Games

Innovator Award
This award recognizes the woman that has demonstrated breakthrough innovation in her work in the areas of game design, technology, visual arts, or narrative.

ANNA MARSH | Design Director | Lady Shogun Games
BETINA MARQUIS | Lead Animator | Ubisoft Toronto
ERIN REYNOLDS | Founder/Chief Molliak, Flying Molliak
MICHELLE TATUM | Executive Producer, Microsoft Studios
SHOBHAN REDDY | Studio Director, Media Molecule

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ANITA SARKEESHIAN | Director, Feminist Frequency
ASHLEY ZELDIN | Creative Director, Adorable Games
GISELLE ROSMAN | Program Director, Game Developers' Association of Australia
ROBIN HUNICKS | Co-Founder, Funcomera
ZURADA BUTER | Executive Director, Global Game Jam

EMCEE:

Colleen Macklin
Game Designer, Associate Professor in the School of Art, Media, and Technology at Parsons The New School for Design, and Founder/Co-Director of PETLab

A VERY SPECIAL THANK YOU TO OUR PANELISTS:

Brenda Romero, Constance Stobbschneider, Jenie Nutter, Lydia Arnold, Seibara Biddy

THANK YOU TO OUR JUDGES:

Jemie Behr, Anna Elpisio, Brenda Romero, Heather Kelley, Jane McGonigal

#WIG2014





Reviews

5.0



8 total

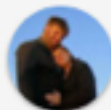
★ 5 8

★ 4 0

★ 3 0

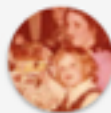
★ 2 0

★ 1 0



Andrew Frahn ★★★★★

Awesome game Keep it up



Richard Bisso ★★★★★

Best Puzzle Game I've Played in a While - The graphics are super-cute - The controls work like a charm - The



define
success
for
yourself



keep *going*

keep
making games



the games industry is *better*
with *all of us*