Fostering an Experimental Student Project

How Cloud Got Made

By

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Who are we?

usc interactive media

thatgamecompany™

flOw

Today

Slamdance GUERRILLA GAMEMAKER COMPETITION

INDEPENDENT GAMES FESTIVAL 2006 FINALIST

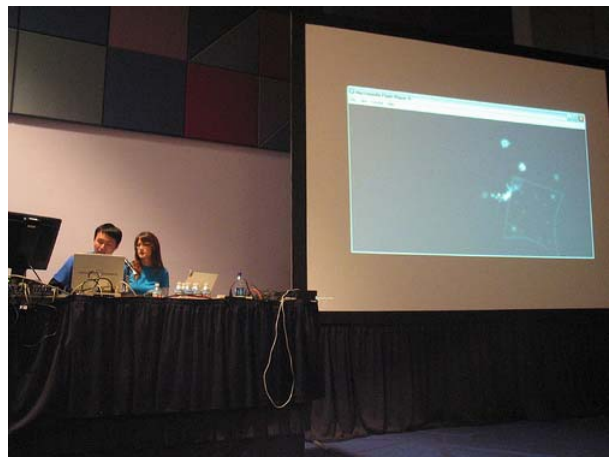
THE WORLD'S #1 COMPUTER & VIDEO GAME MAGAZINE
GAMEINFORMER

EDGE
VIDEOGAME CULTURE

雲
cloud

Demo

EGW 2006



Why it is made?

Dramatic
Comedic
Stimulating
Love
Empowering
Addicting
Immersing
Curious
Creative
Social
Adorable
THE GREAT WHITE SWIMMING AT YOUR OWN RISK!
THE GREAT WHITE SWIMMING AT YOUR OWN RISK!
?

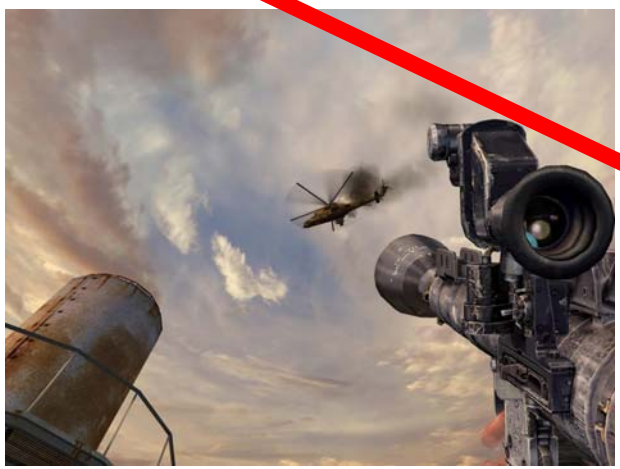
Topic

How it is made?

Different Approach

#1 Concept Phase

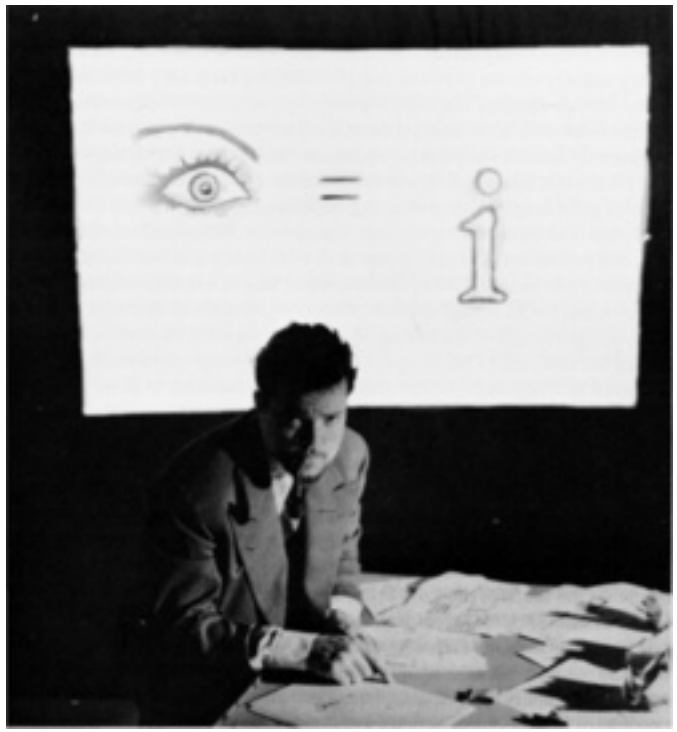
Experimental **Innovation**



Wolfgang WESER 2004

HELLO
my name is
Poor Art Student

Beef Flavor
Maruchan
Ramen
Oriental Noodle Soup
Beef Flavor
QUALITY



grand theft auto
San Andreas

“Playing Video Games May Affect Some Children's Physical Functioning”

“Violent Video Games Can Cause Aggression”

“Video Games Are Training Children to Kill”

violent

addictive

stressful

comedic

Different Emotion?

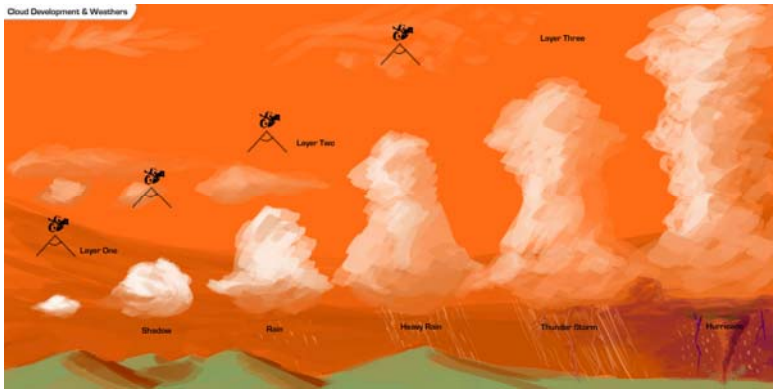
雲
cloud

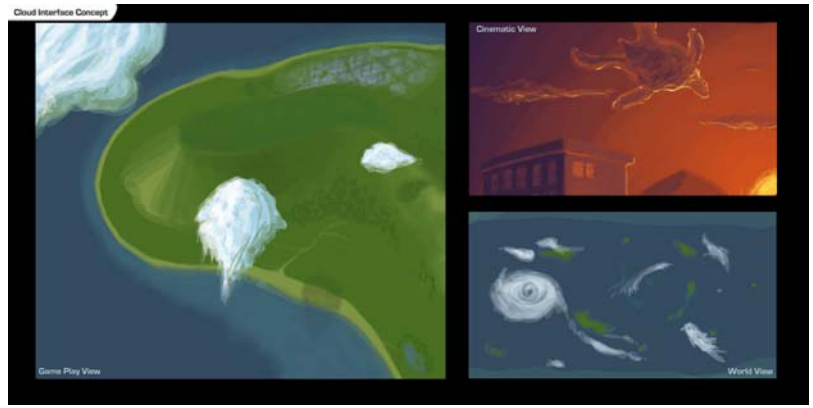
#2 Prototype Phase

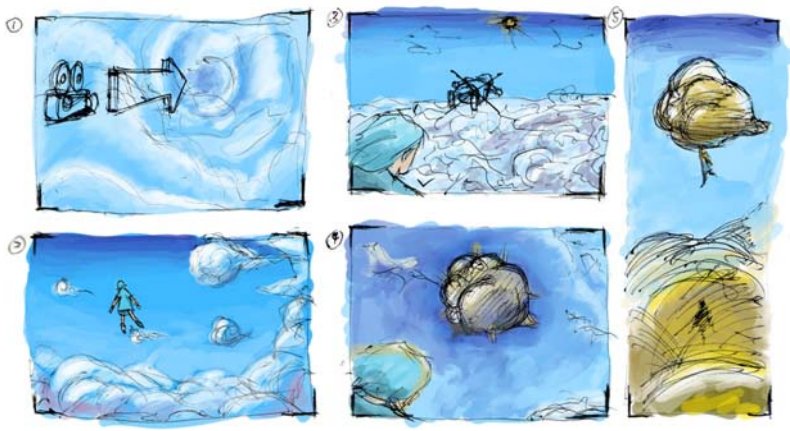
Prototyping

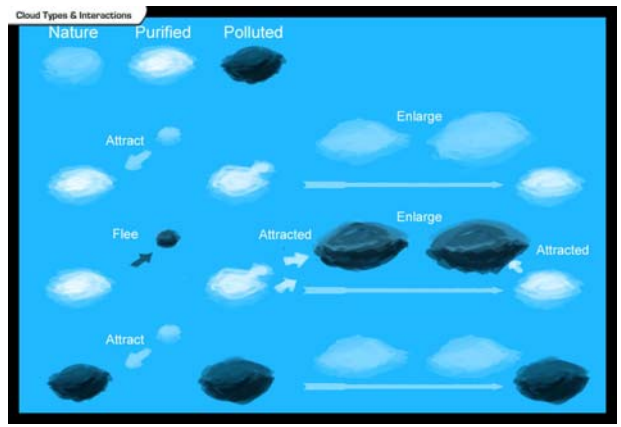
1

Student Designer


Cloud Development & Weathers
Layer Three
Layer Two
Layer One
Shadow
Rain
Heavy Rain
Thunder Storm
Hurricane

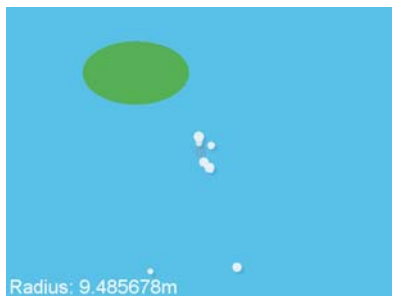

Cloud Interface Concept
Cinematic View
Game Play View
World View

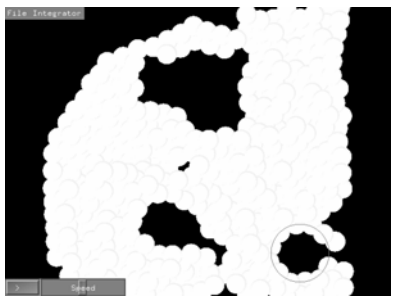


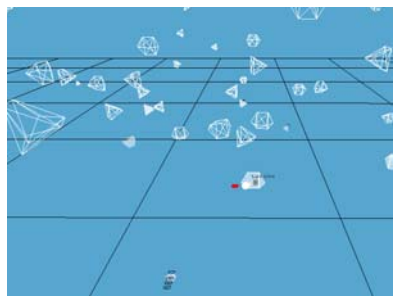

Cloud Types & Interactions
Nature
Purified
Polluted
Attract
Enlarge
Flee
Attracted
Enlarge
Attracted
Attract

Y
Z
X
camera1

Gameplay Prototypes







#3 Production Phase

Creative Control

Leadership Vision

More is not always better

#4 “Sell” the Game

November 5, 2005

Latest Build 03/14/2006

Students created with the Game Innovation Grant from
the Division of Interactive Media at the University of Southern California School of Cinema and Television
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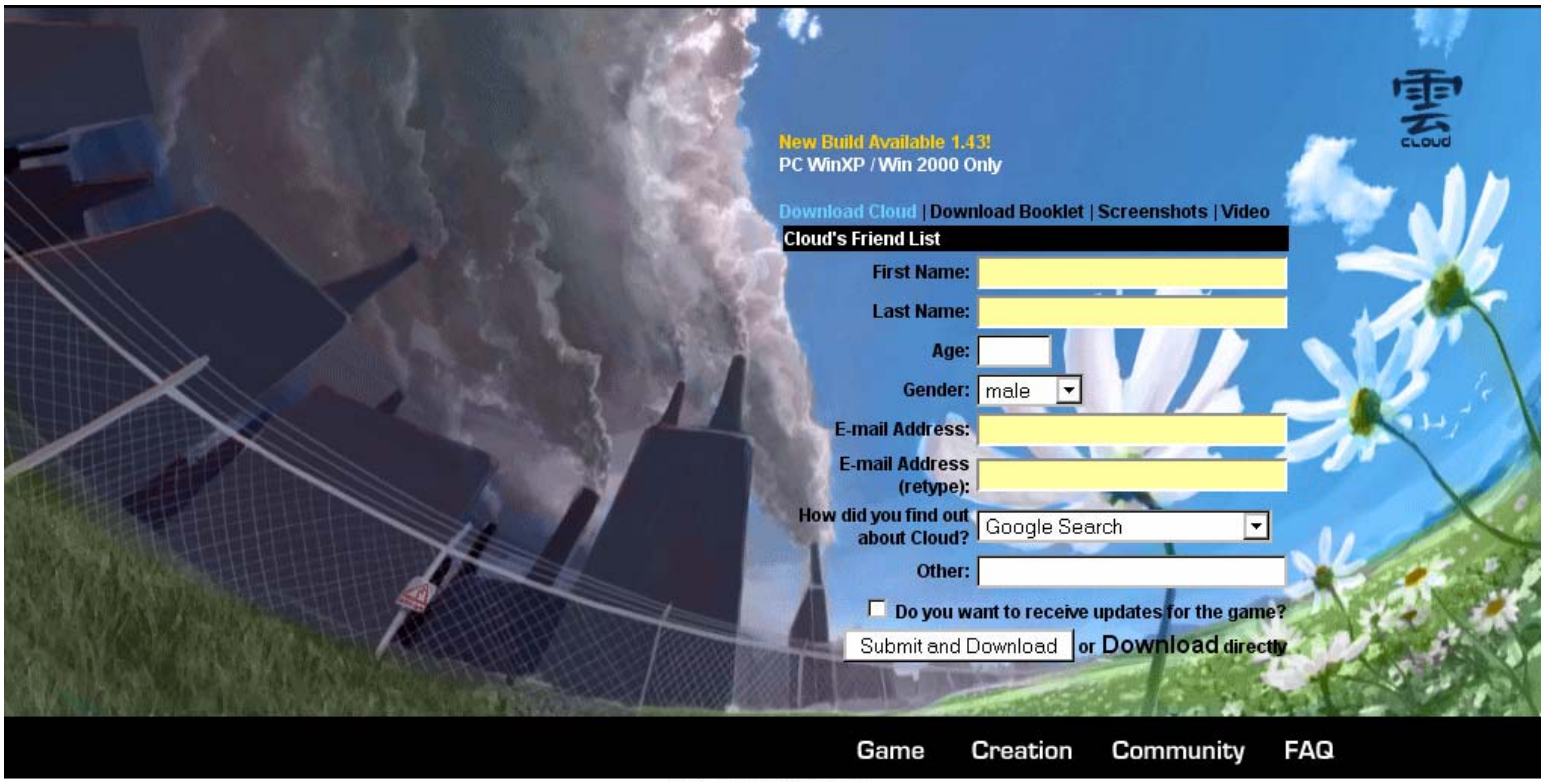

Latest Build 03/14/2006

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g4
G4TV.com

“Now i admire clouds, don't know why, but i watch them for more time, it sounds crazyness, but it's true.”

“Brilliant”

“Loving it”

“I ended up playing for hours"

“Phenomenal”

"awesome"

“absolutely fantastic”

“Beautiful”

“Incredibly soothing”

“an amazing game”

"tell everyone involved that they are beautiful people"

“Thank you”

"I just want to keep flying around and listening to the music"

#5 Analysis Phase

Firstname	Lastname	Gender	Age	Found Cloud
joshua	escamila	m	19	friends
Alan	Valdez	m	28	friends
j	b	m	41	google
Chris	L.	m	14	google
1	2	m	3	google
Forest	Florian	m	21	forum
bokunen	naka	f	19	forum
daniela	lai	f	20	friends
Michael	Rennert	m	18	other, www.ign.com
M	D	m	19	other, http://www.jenovachen.com/flowingames/cloud.htm
Merlyn	Parkinson	m	25	google
merlin	grante	m	14	friends
Jing	Liu	f	13	other, flOw
Alla	Gsa	f	23	other, Graduate course
jj	g	m	14	google
jj	gray	m	14	friends
J.J.	Gray	m	14	friends
Bill	Cahill	m	18	friends
Abhishek	Shanbhag	m	24	other, StumbleUpon
Jake	McQueen	m	17	other, I read about Flow and noticed Cloud
Jef	Honor	m	35	other, Game Informer magazine

3 Months

> 400,000 Downloads

> 4,000,000 Hits

25 Countries

20 Academic Papers

LA Times
PC Gamer
Edge

37 Printed Articles

15 TV Programs

G4 Attack of the Show
Spike TV
CBS News

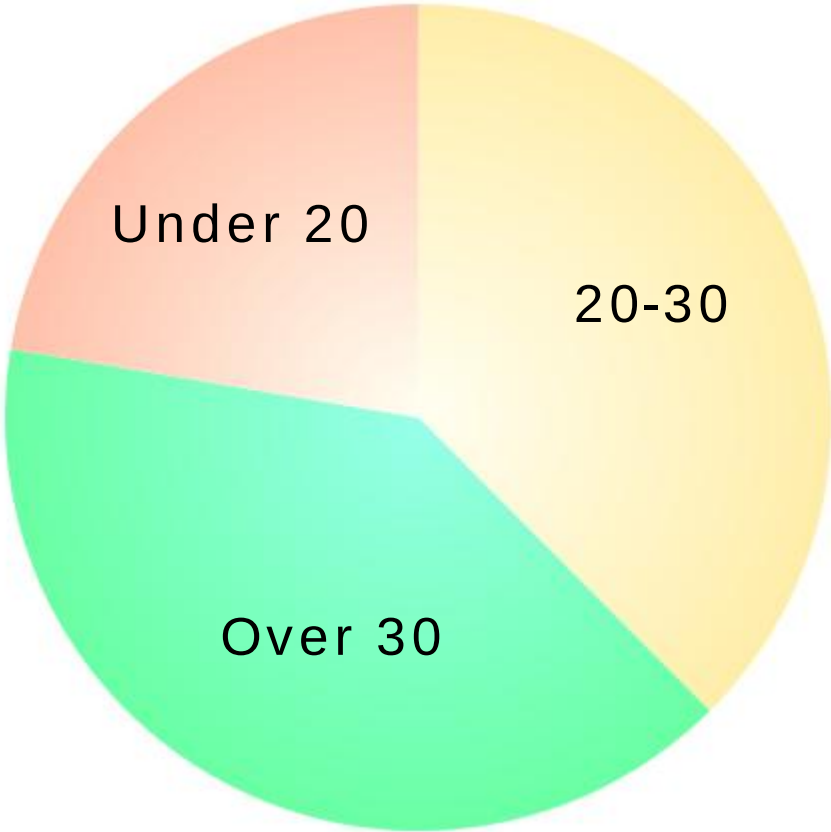
Wired
Gamasutra

> 300 Internet Sites

THX

愛
LOVE

Audience 6-65

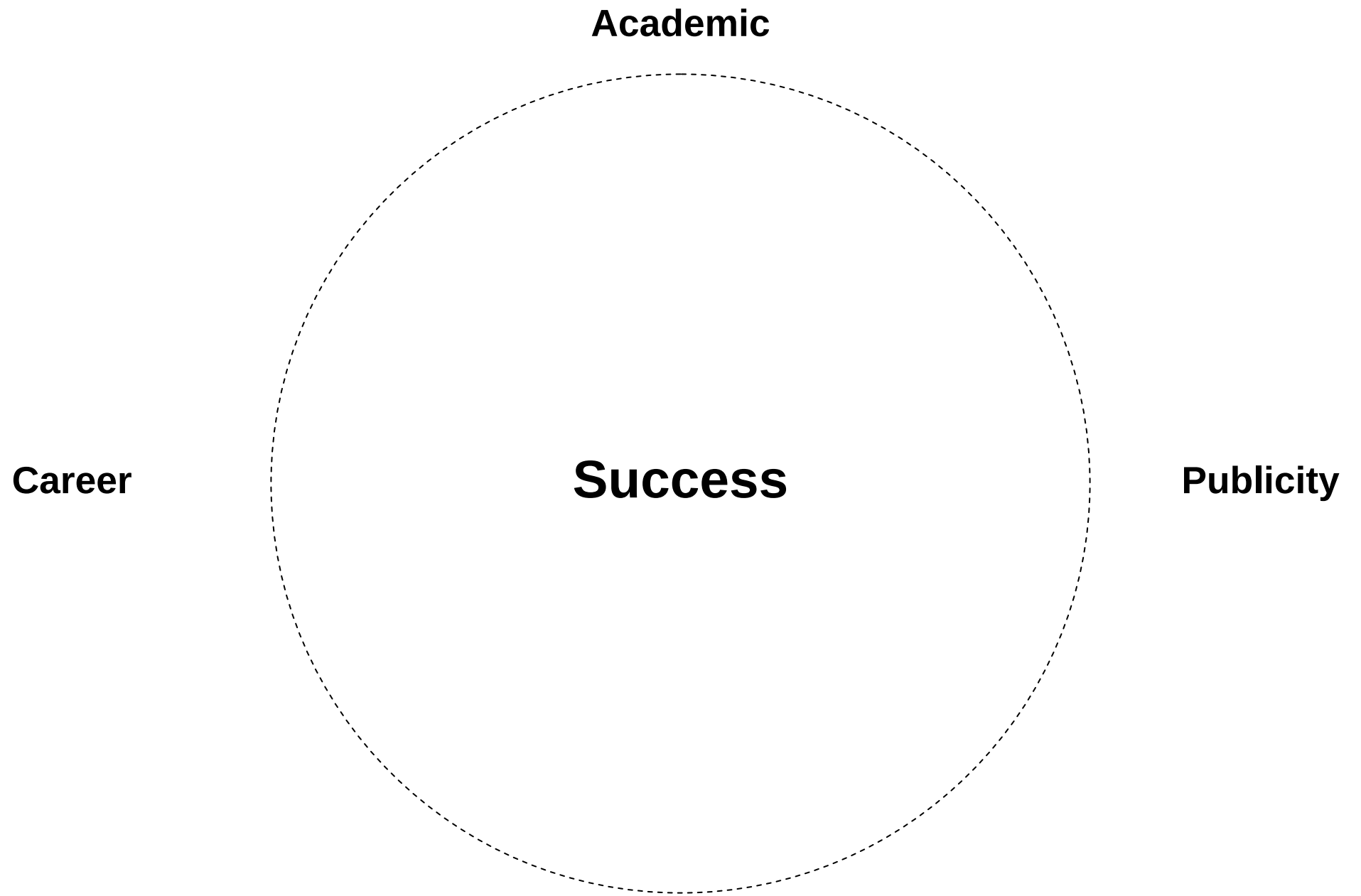


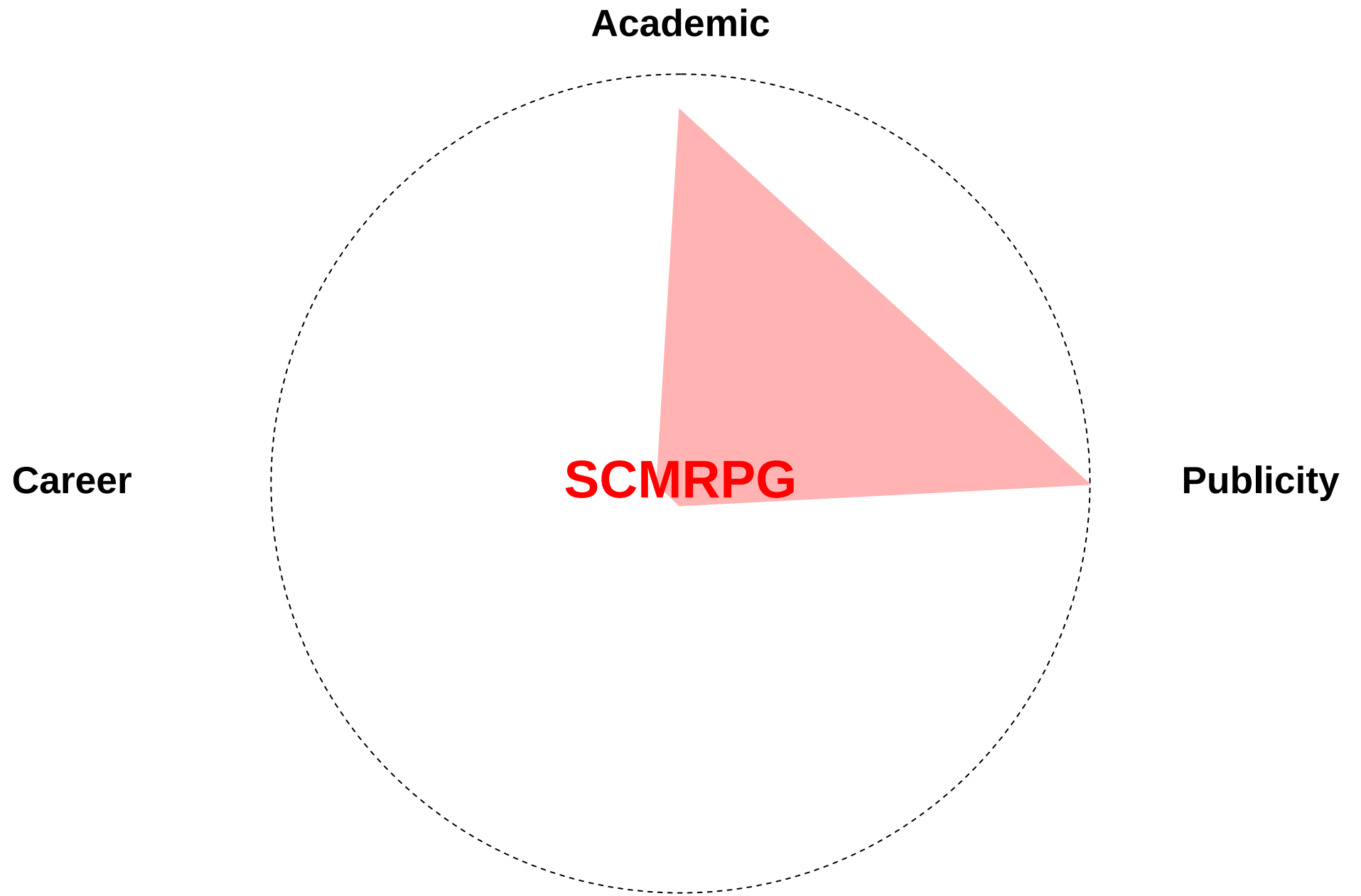
a Student Game

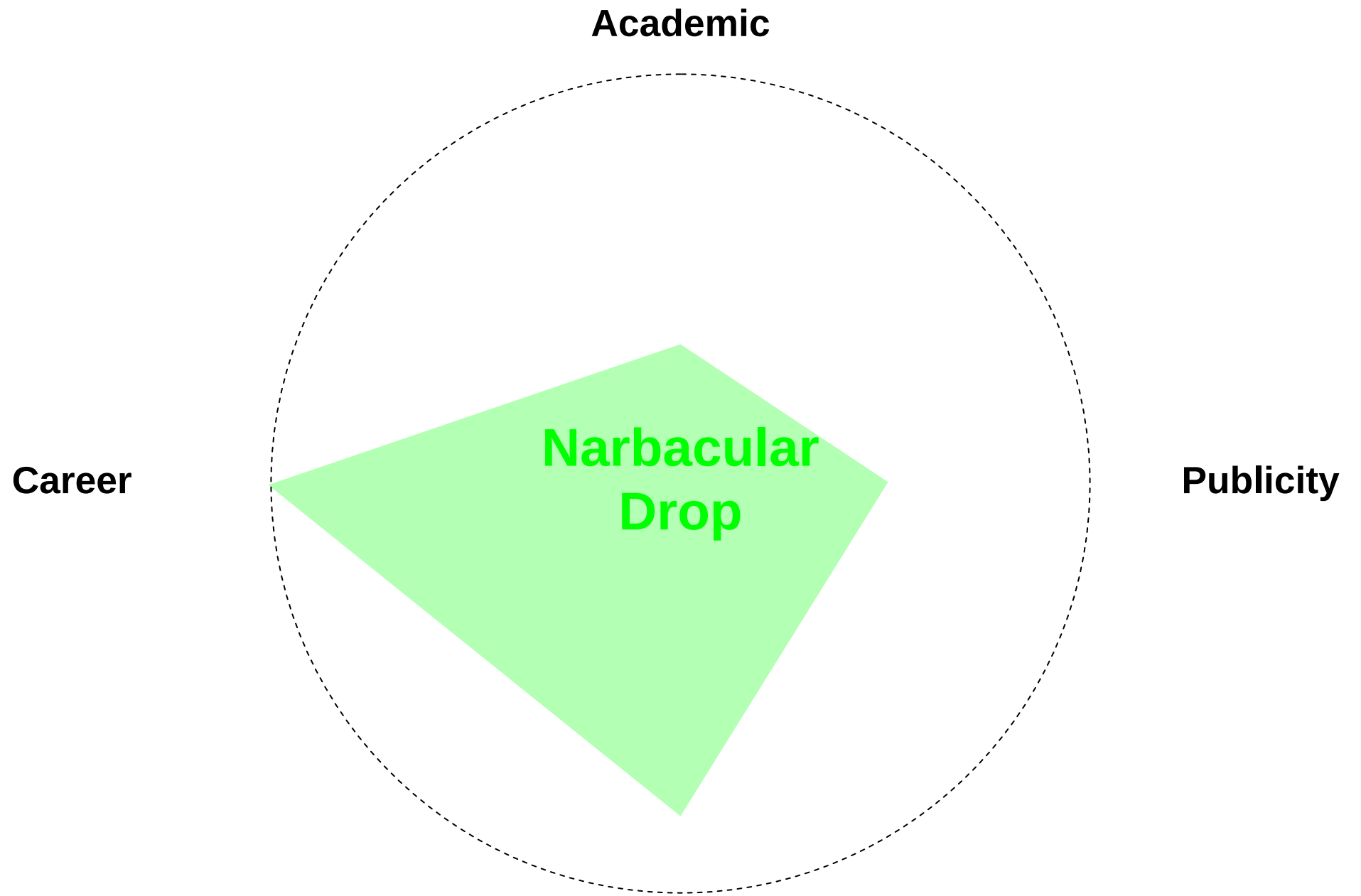
Experimental Game

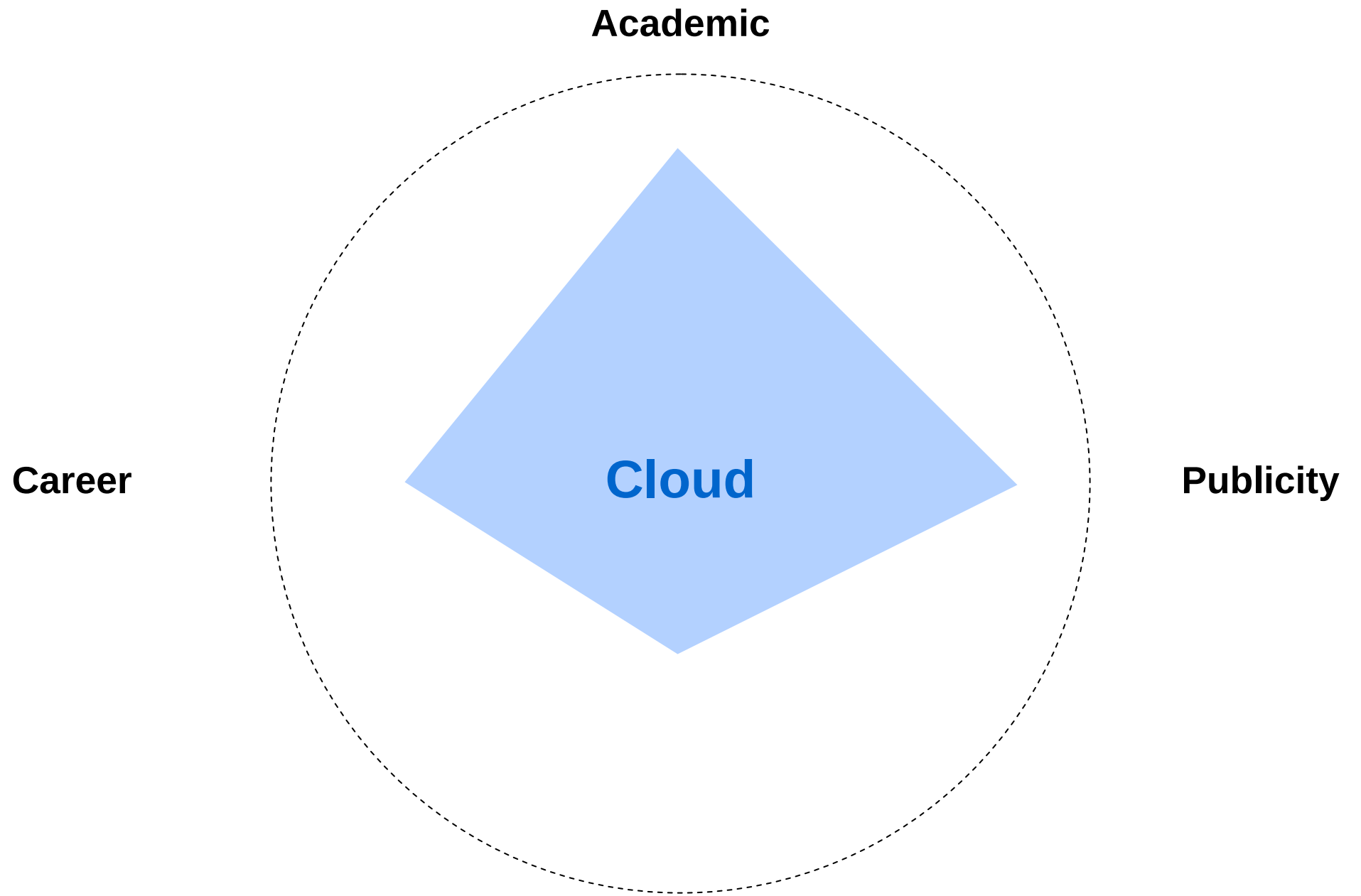
Successful Game

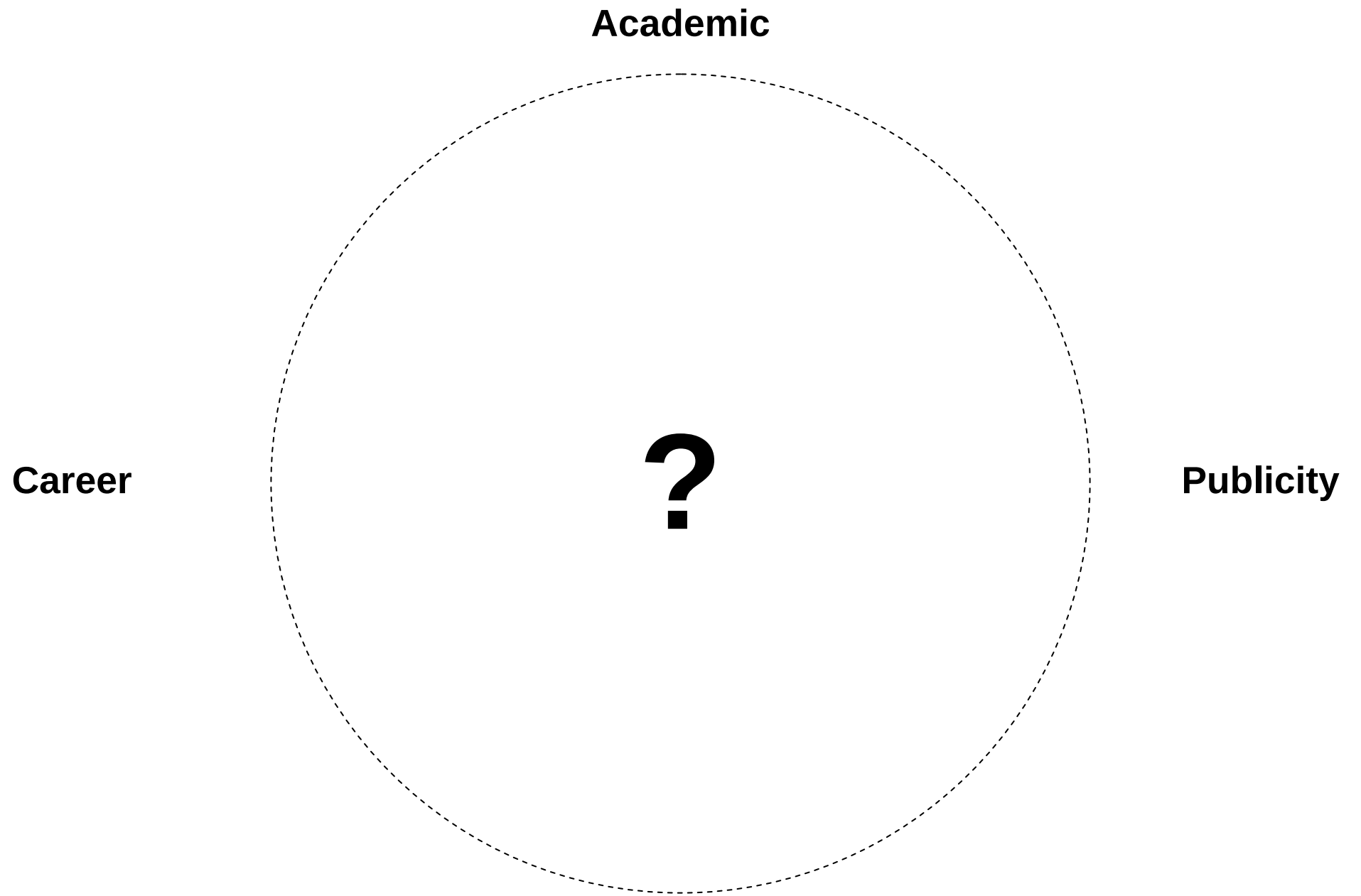
Successful ?


Academic
Career
Success
Publicity
Business


Academic
Career
SCMRPG
Publicity
Business


Academic
Career
Publicity
Business
Narbacular
Drop


Academic
Career
Cloud
Publicity
Business


Academic
Career
?
Publicity
Business

You