

# HITMAN GO

**DESIGN BY  
CONSTRAINTS**

*Daniel Lutz*

*Game Director*  
*Square Enix Montreal*

*Designer*  
*EA, SEM*

*Independent developer*  
*Monospace, Colorbind, Folt*



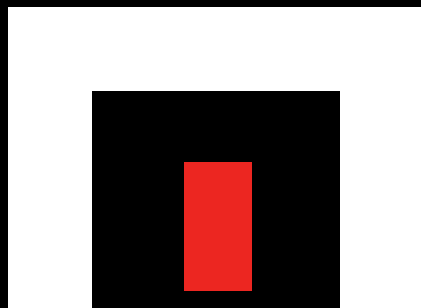
1 THE CIRCUMSTANCES

2 AN IDEA

3 A PROCESS

# 1 THE CIRCUMSTANCES





**MONTREAL**



2011/2012

10-INTERACTIVE

40 PEOPLE













# GOOD MANAGEMENT

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*Many changes but smooth transition*

*Exciting moment*

*Incubation*

# **MAKE A MOBILE** **HITMAN GAME**

*Carte blanche*

*No constraints!*

*Think outside the box*

# FALSE OPTIMISM

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*Mobile is easy, we're the pros*

*Ship within 6 months*

*Incubate!*

# **WE NEED** **CONSTRAINTS**

*Indie games*

*Game Jam: Arbitrary constraints*

*Meaningful, related to mandate*

A black and white photograph of Charles and Ray Eames in their studio. Charles is in the foreground, looking towards the camera while holding a pen. Ray is behind him, focused on a task. They are seated at a table with a light box, which displays a grid of small photographic prints. The quote is overlaid in large, white, sans-serif capital letters, with horizontal lines separating the three lines of text.

**“DESIGN DEPENDS  
LARGELY ON  
CONSTRAINTS”**

— *Charles Eames* 1972

*“Here is one of the few effective keys to the design problem — the ability of the designer to recognize as many of the constraints as possible — his willingness and enthusiasm for working within these constraints — the constraints of price, of size, of strength, balance, of surface, of time, etc.*

*Each problem has its own peculiar list.”*



**PRICE**

**SIZE**

**STRENGTH**

**BALANCE**

**SURFACE**

**TIME**

**ETC**



PRICE

SIZE

STRENGTH

BALANCE

SURFACE

TIME

ETC





**PRICE**

**SIZE**

**STRENGTH**

**BALANCE**

**SURFACE**

**TIME**



**PRICE**

**TIME**

**BRAND**

**GENRE**

**PLATFORM**

**AUDIENCE**

**PRODUCTION**

**BUSINESS MODEL**



**POSSIBLY**  
**PLEASING TO**  
**LOOK AT**

**CHEAP TO**  
**PRODUCE**

**LOW USABILITY**



**WORKS WELL ON**  
**PLATFORM**

**CONFLICTS WITH**  
**BRAND IDENTITY**

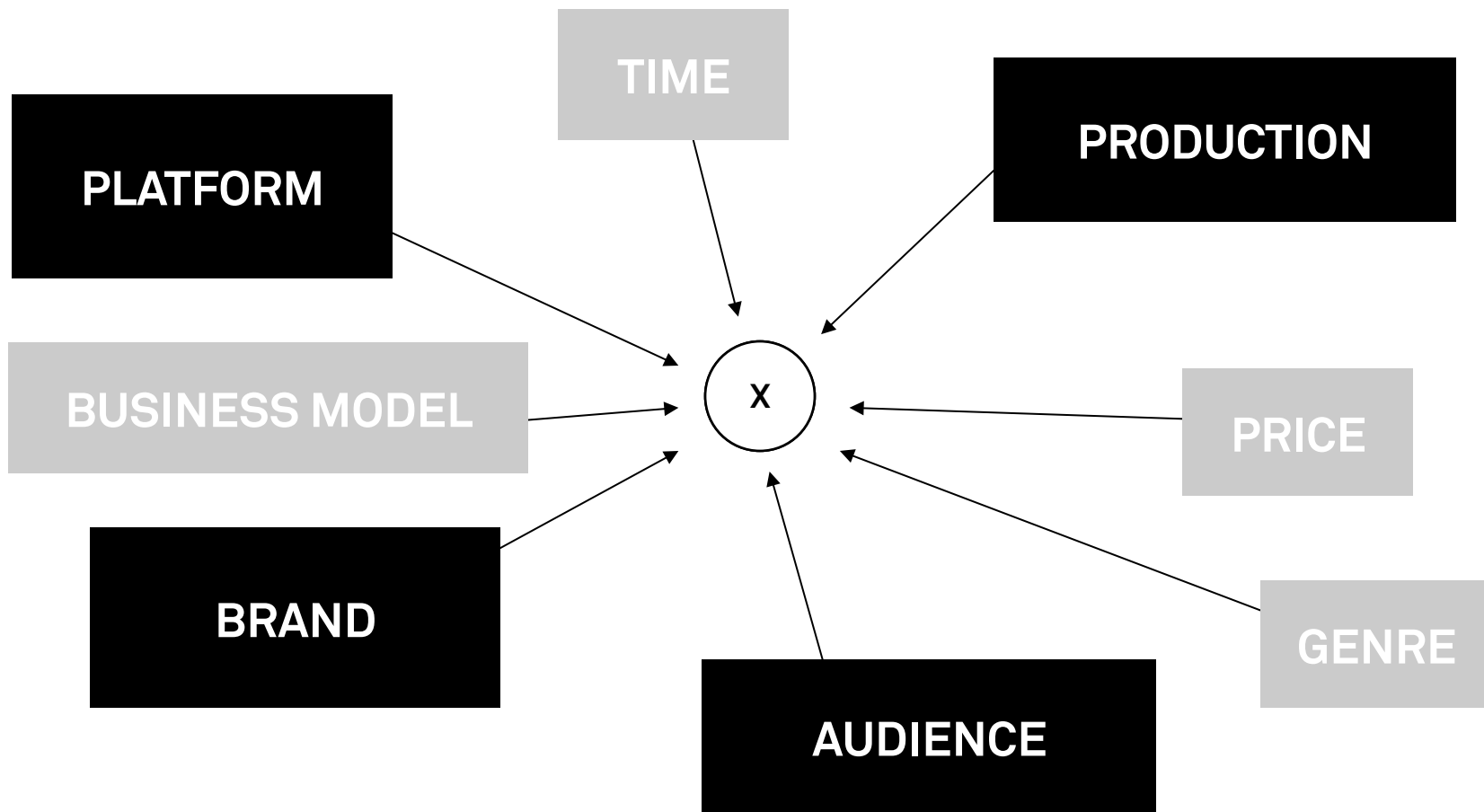
**WRONG AUDIENCE**

*3<sup>rd</sup> person  
virtual joysticks*

**COMES CLOSE TO**  
**ORIGINAL**  
**EXPERIENCE**

**LOW USABILITY**

**WRONG PLATFORM**



# **TOP DOWN**

*Analytic, strategic, rational*

*The tools for creative evaluation*

# **BOTTOM UP**

*Experimental, random, personal & intuitive*

*The raw material*



# **TOP DOWN**

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*Evaluate*

# **BOTTOM UP**

---

*Create*

**TOP DOWN  
CONVERGE  
THINK**

---

**BOTTOM UP  
DIVERGE  
MAKE**

**SMART**

**STUPID**

Shop online. Diesel.com

# SMART CRITIQUES.

# STUPID CREATES.

**BESTUPID** **DIESEL**  
FOR SUCCESSFUL LIVING



**STUPID  
MIGHT FAIL.  
SMART  
DOESN'T  
EVEN TRY.**

Shop online at [diesel.com](http://diesel.com)

**BE STUPID DIESEL**

2 **AN IDEA**

# STUPID

—— INITIAL CONCEPT ——

**“ONLY 2 TYPES OF**  
**MOBILE GAMES ARE**  
**WORTH MAKING!”**





**TURN BASED**  
**SIMPLIFIED**  
**HITMAN**



# SMART

**AUDIENCE: COWORKERS & GL BOARD**

**ACCESSIBILITY**

**FULL  
HITMAN  
EXPERIENCE**

**HIGH  
PRODUCTION  
VALUE**

# 3 THE PROCESS

**4 GUYS**

**2 WEEKS**

**1 PROTOTYPE**

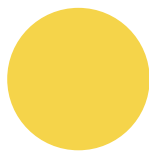
# STUPID

—— GAME MECHANICS ——

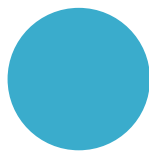




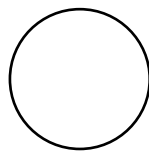
*Agent 47*



*Target*



*Enemy*



*Environment*



*Tools*

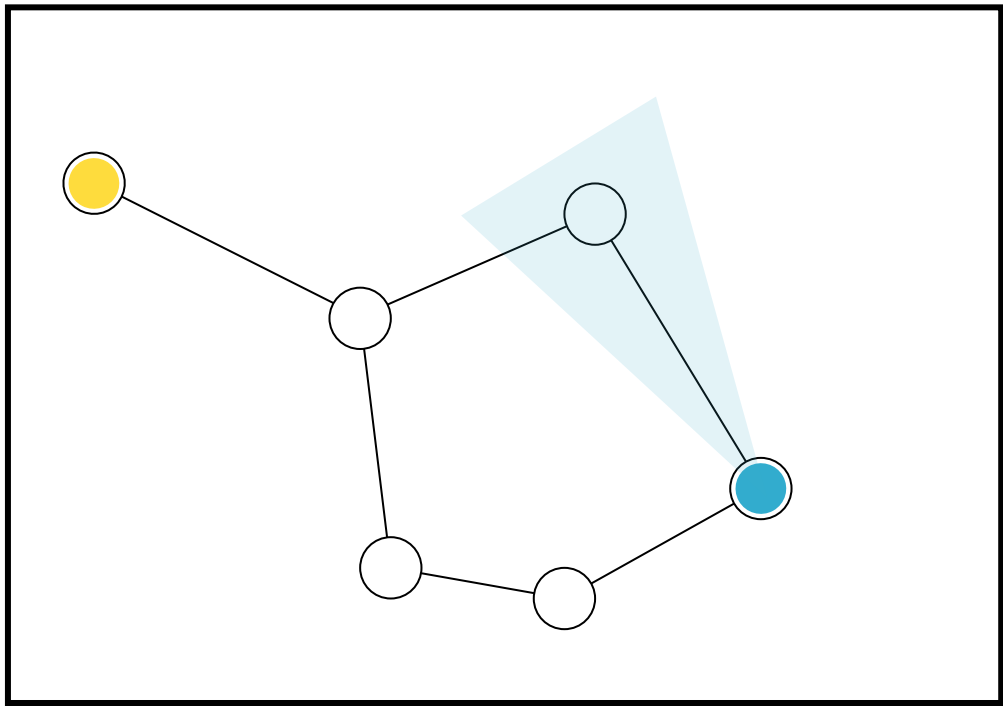


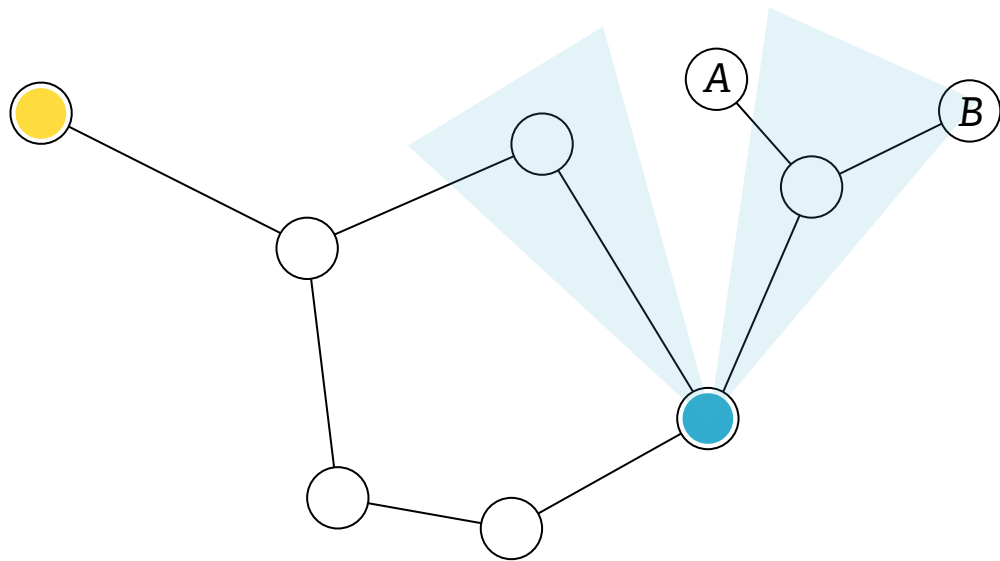




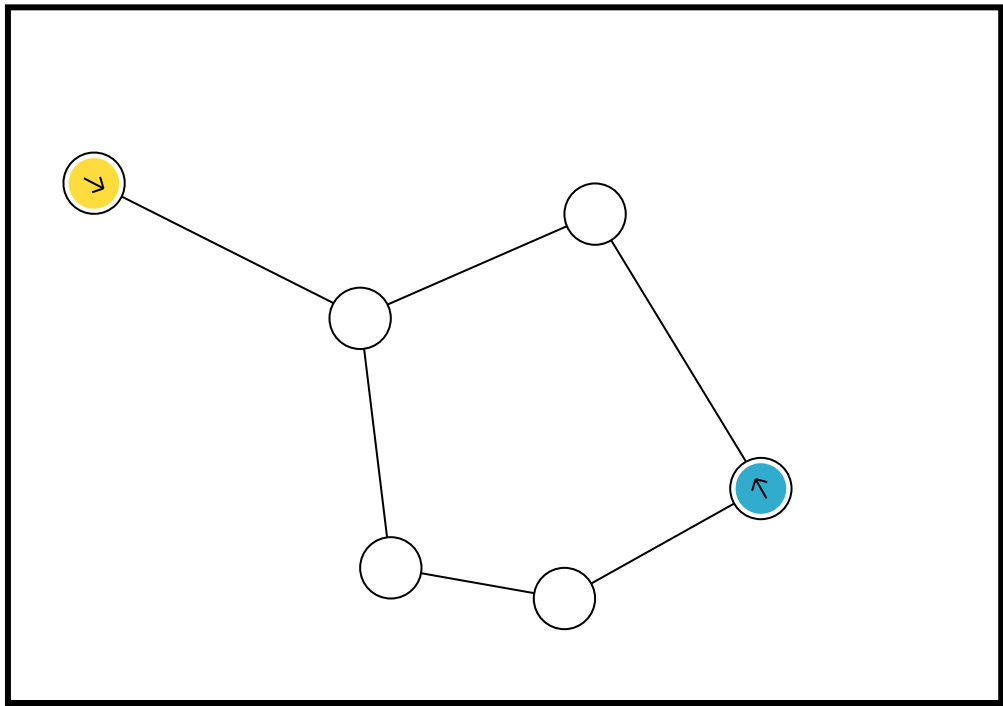


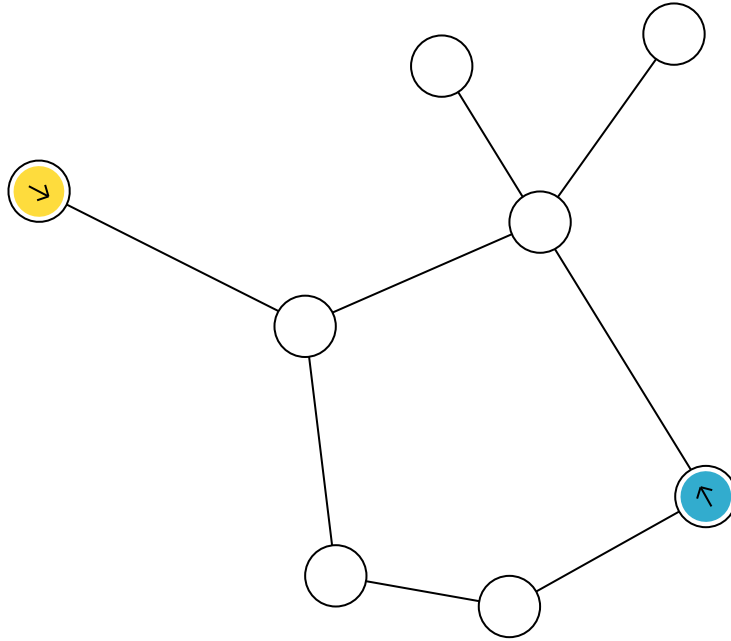




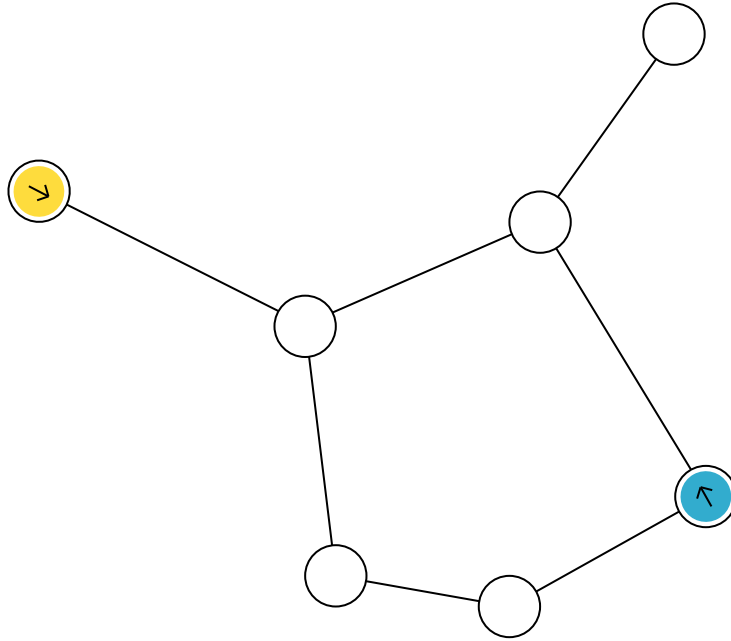








↑ *Walks in straight line*

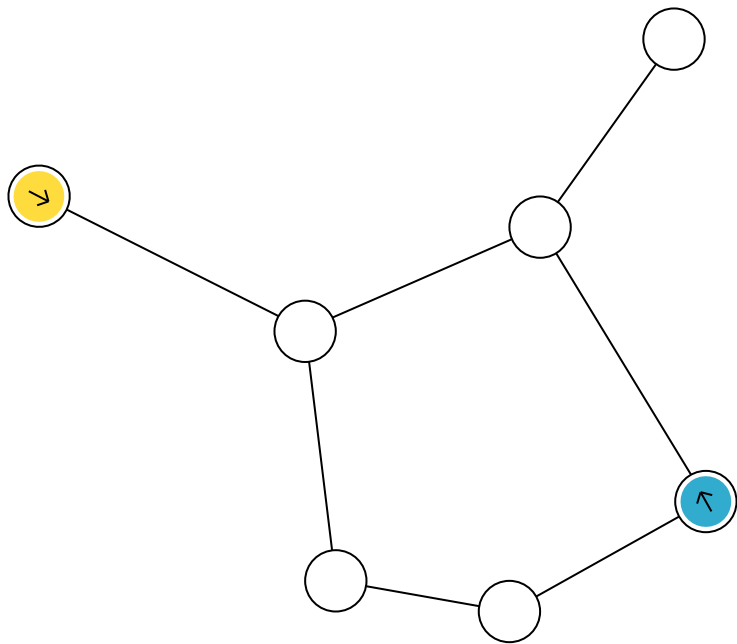


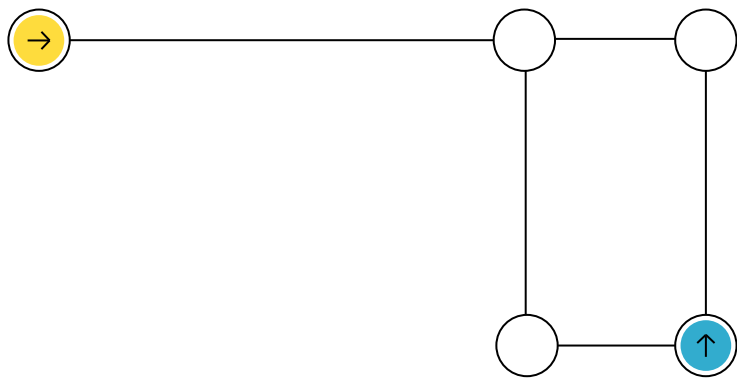
↑ *Walks in straight line*

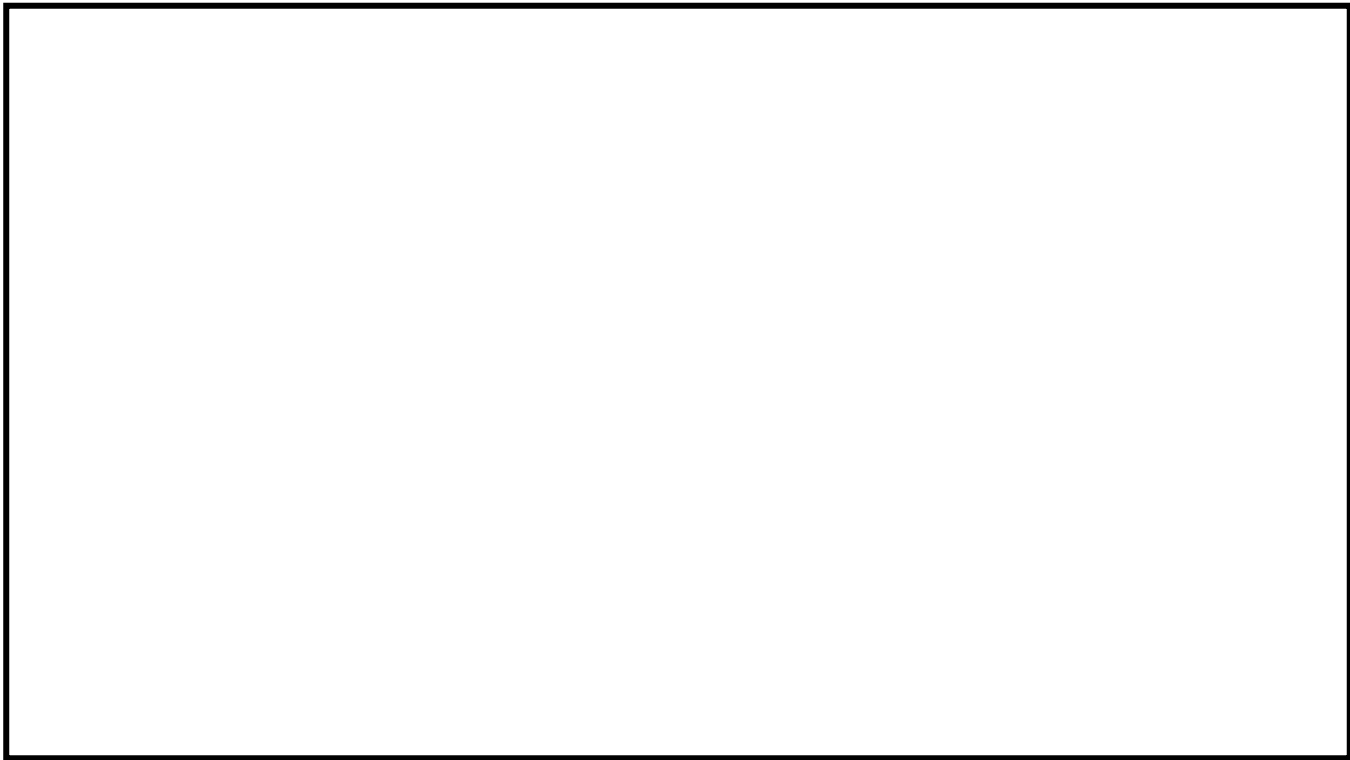
# SMART

PLATFORM

AUDIENCE



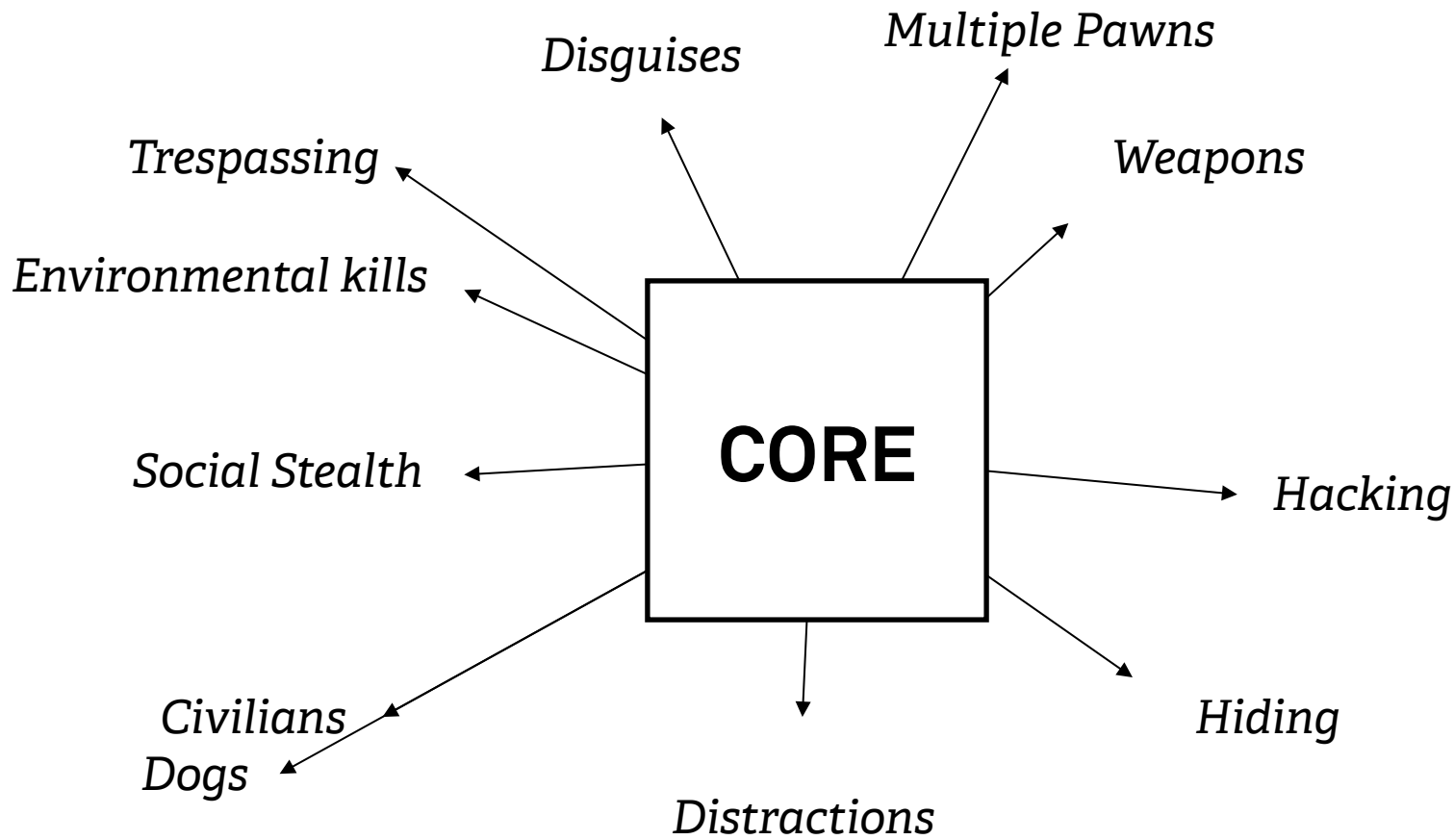






**CORE**





**4 GUYS**

**2 WEEKS**

**1 PROTOTYPE**



# SMART

PRODUCTION



# BOARD GAME

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*No animations*

*Static environments*

*Little SFX*

*Dioramas & scale models*

# STUPID

—— ART DIRECTION ——





GRYNDENE HALT

BEWARE  
TRAINS

Lyons Cocoa



An aerial photograph of a landscape featuring a mix of green grass, brownish-yellow patches, and some industrial structures like a building and railway tracks on the left. A large black rectangle is centered over the image, containing the word 'SMART' in large white letters and a smaller white box containing the word 'BRAND'.

# SMART

BRAND

# **DISTILLING HITMAN**

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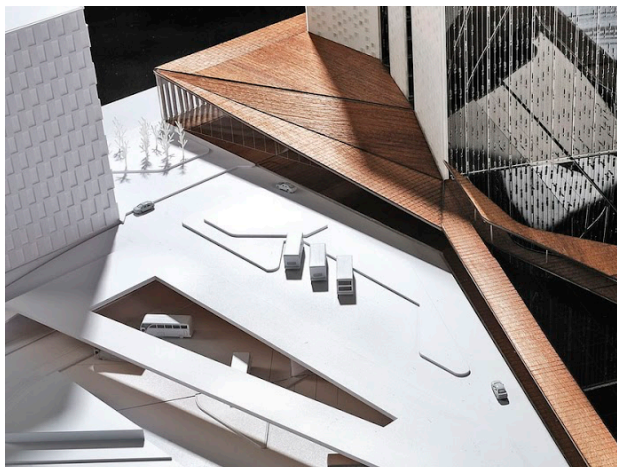
*Globetrotting, luxurious & exotic locations*

*Sterile environments*

*Voyeurism*

*Rational & cold*

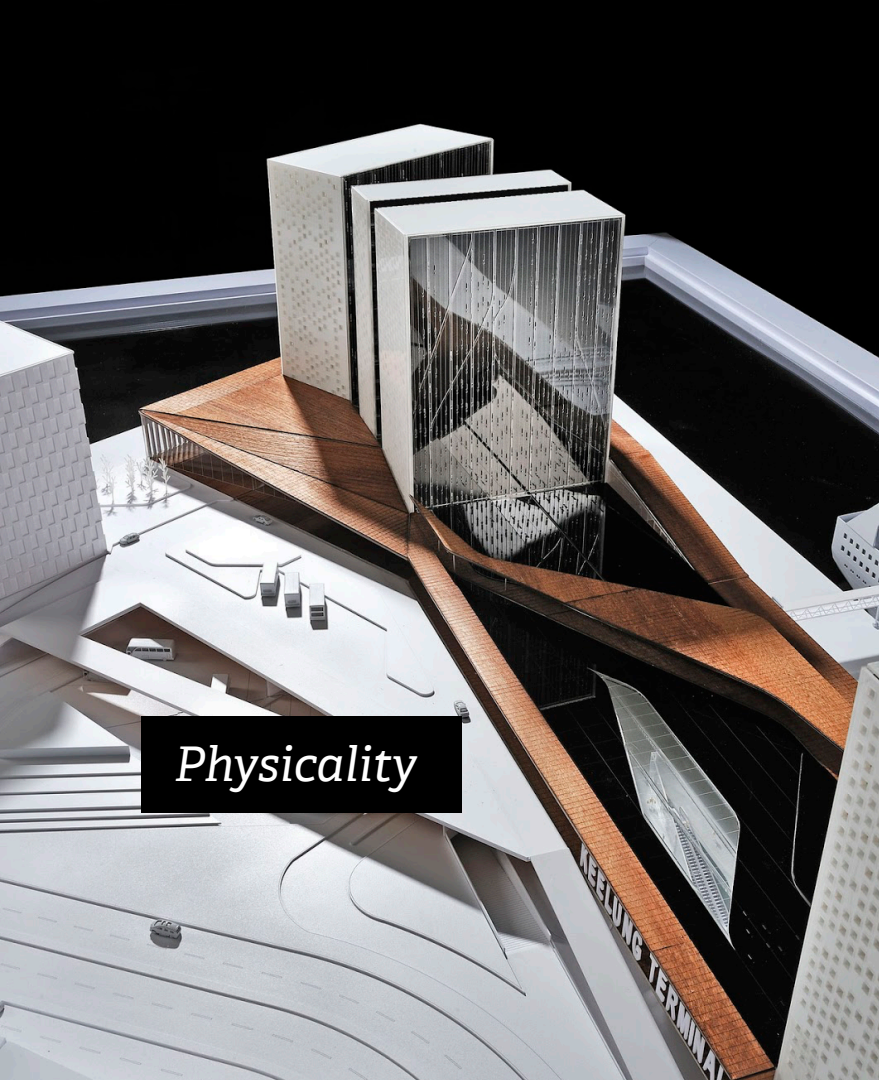
*Understated / cool*



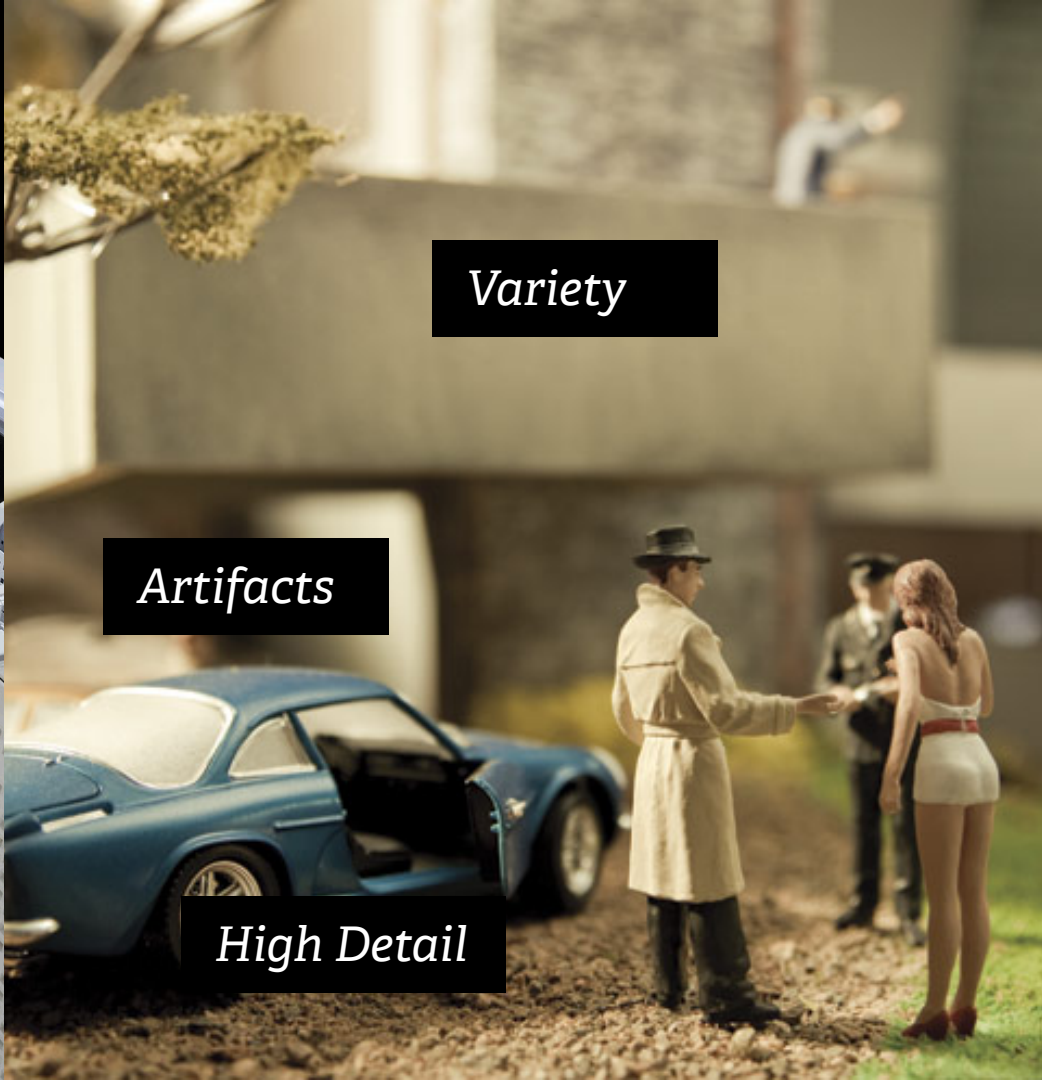
# STUPID

———— LEVEL ART ————





*Physicality*



*Variety*

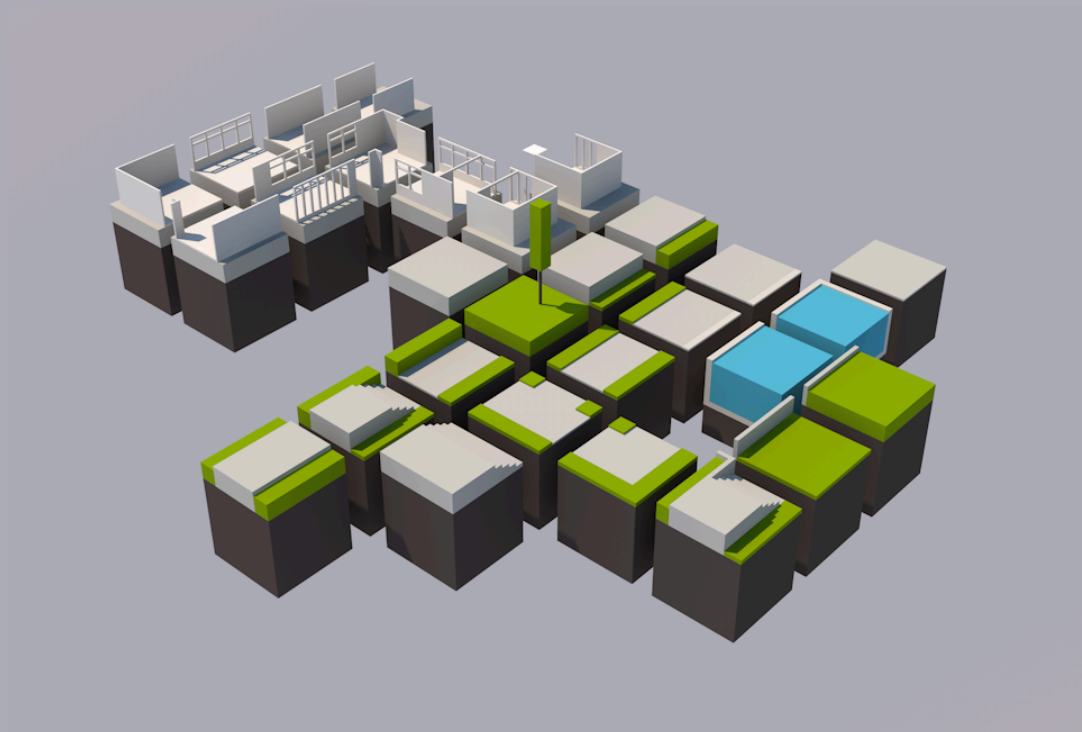
*Artifacts*

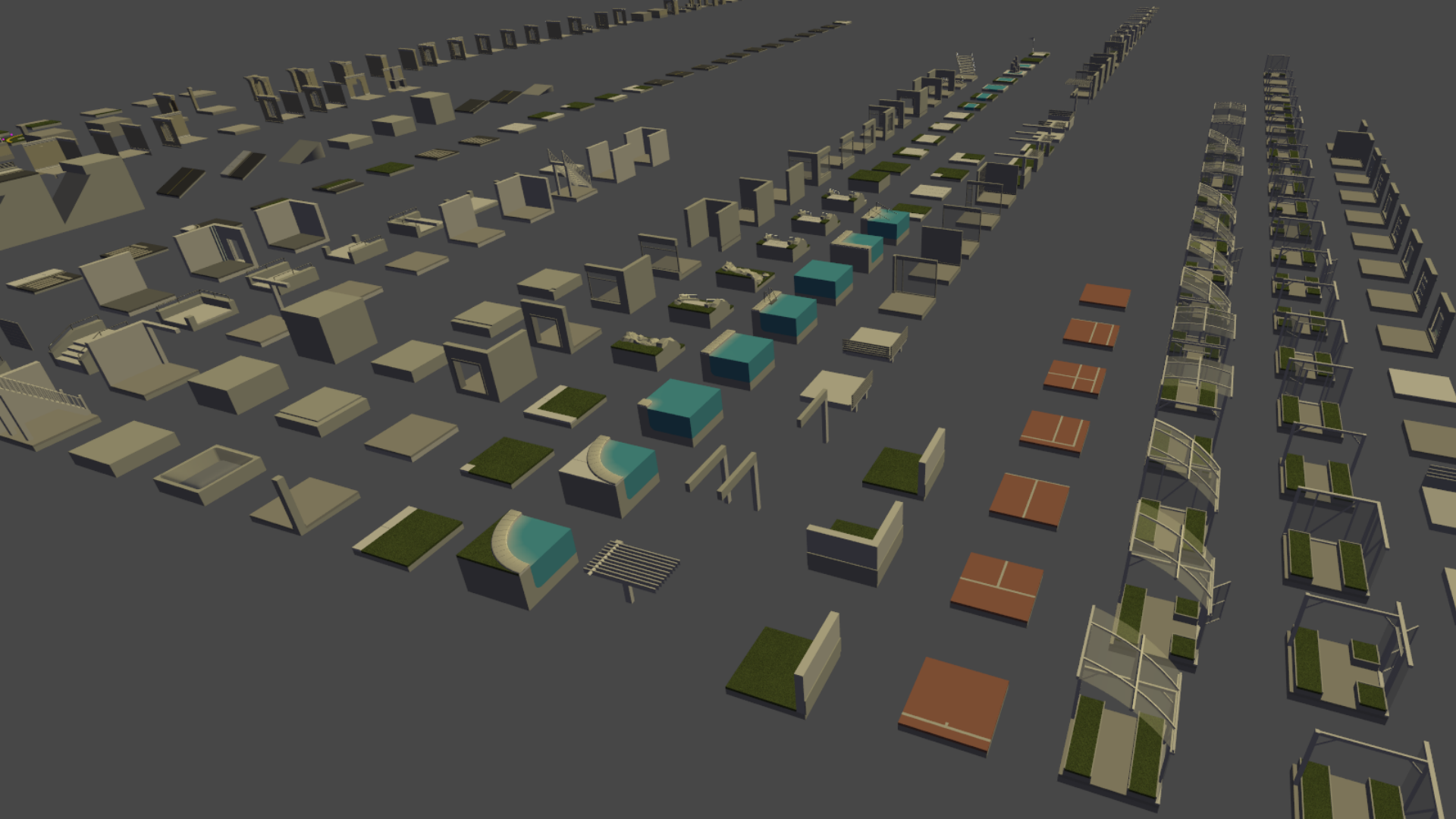
*High Detail*



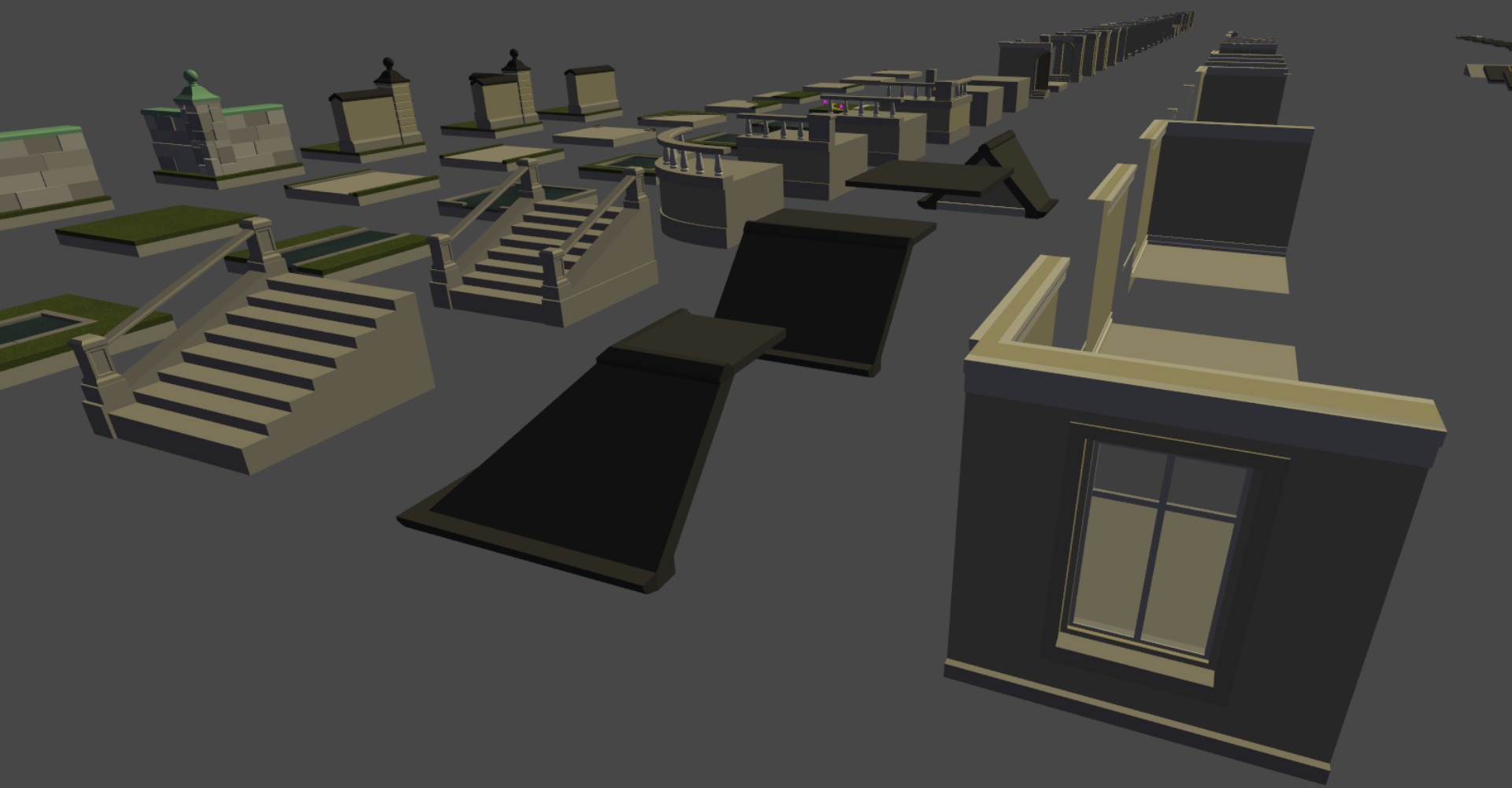
# SMART

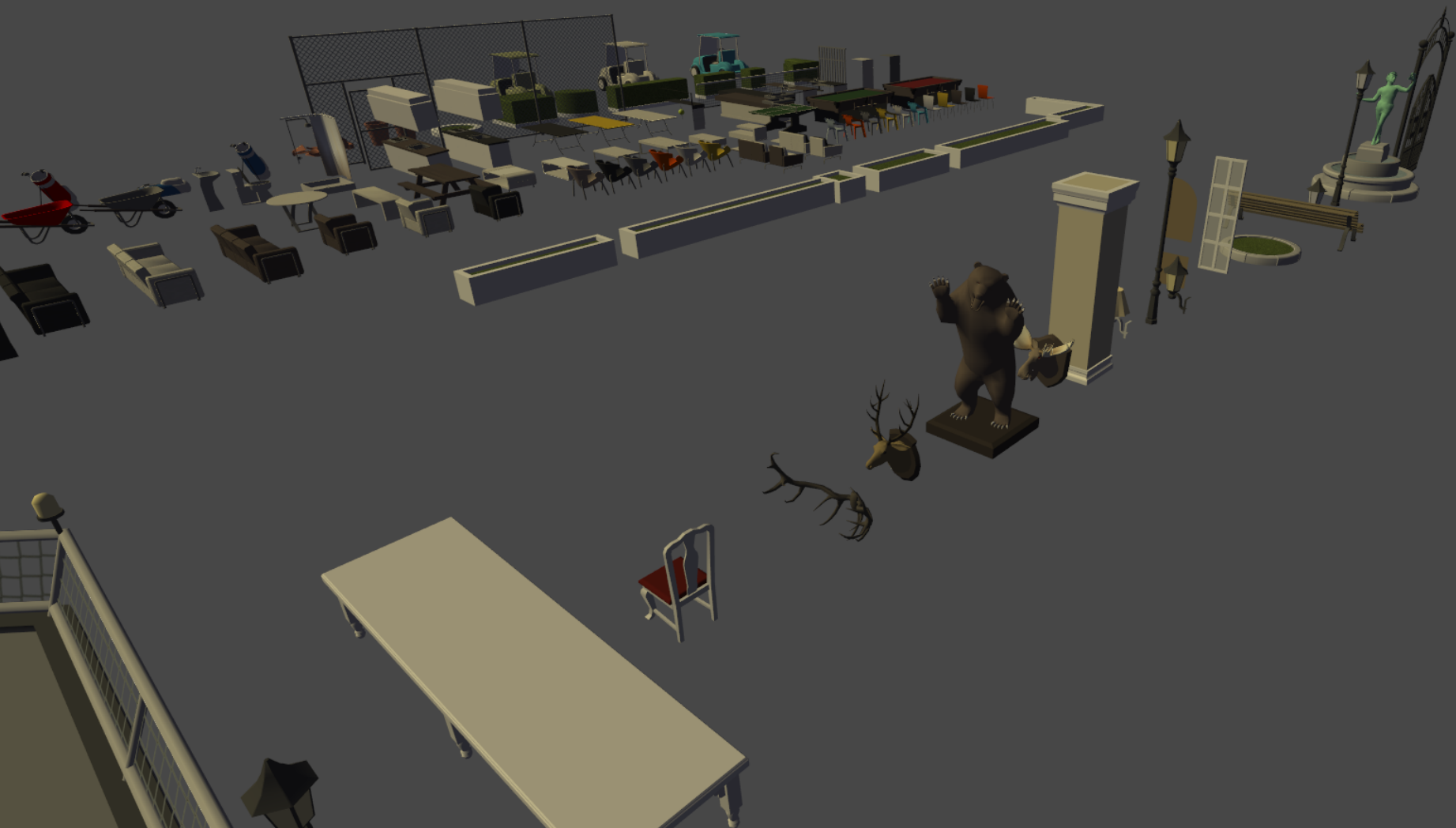
PRODUCTION









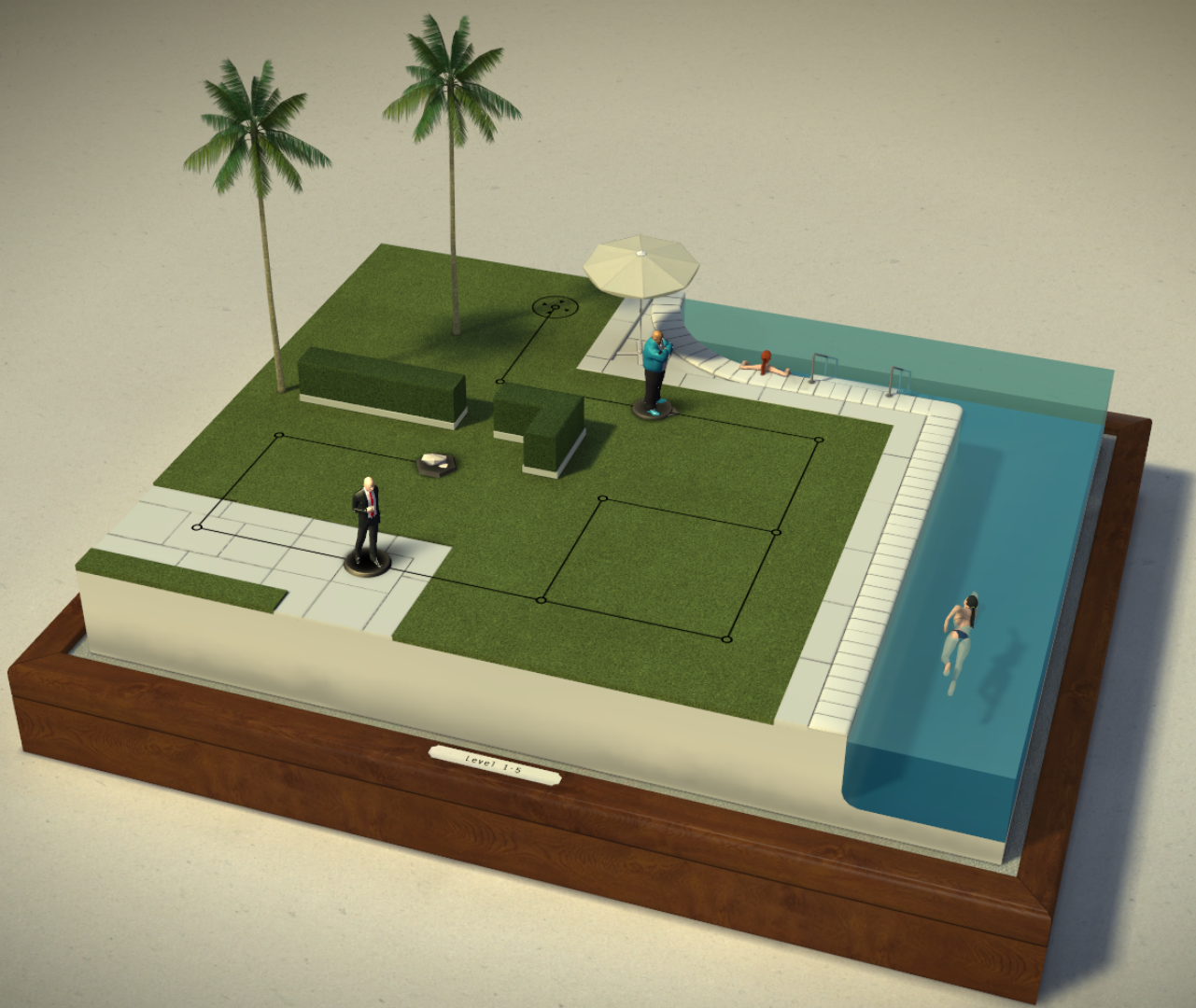


# **MODULES**

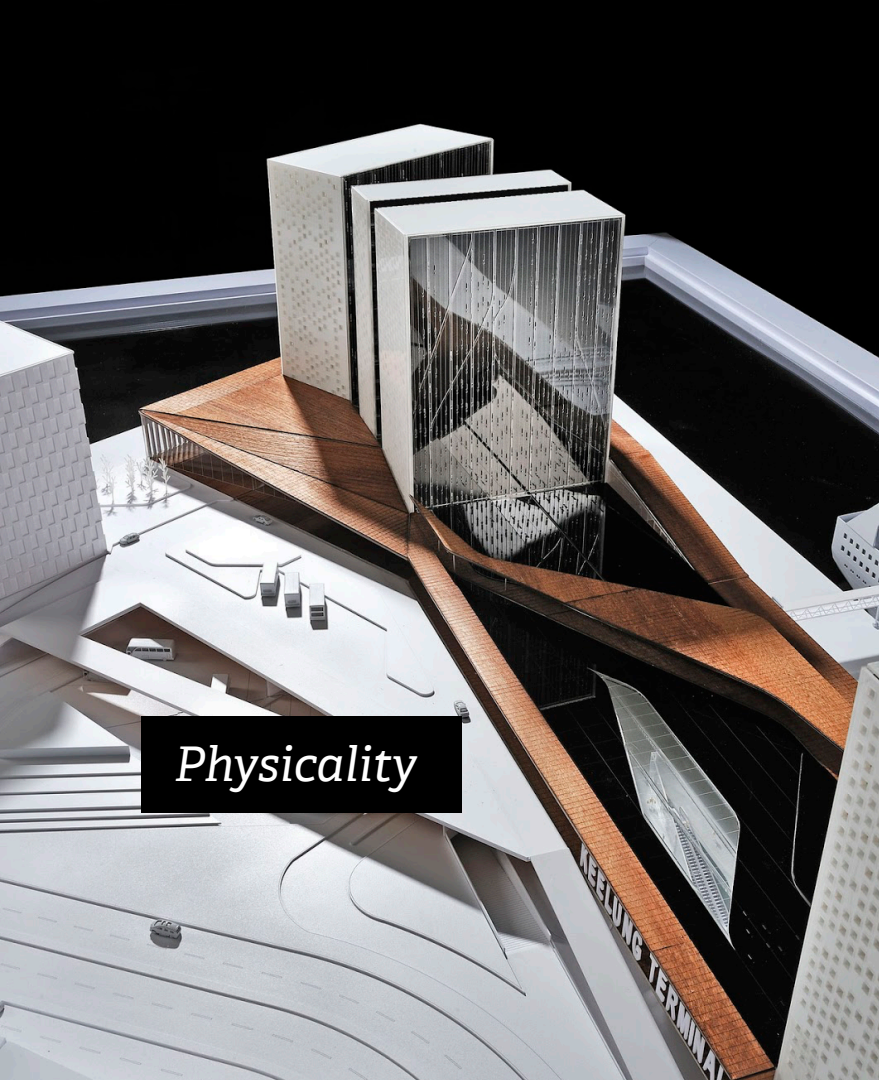
*Level art & design in parallel*

*Unified look*

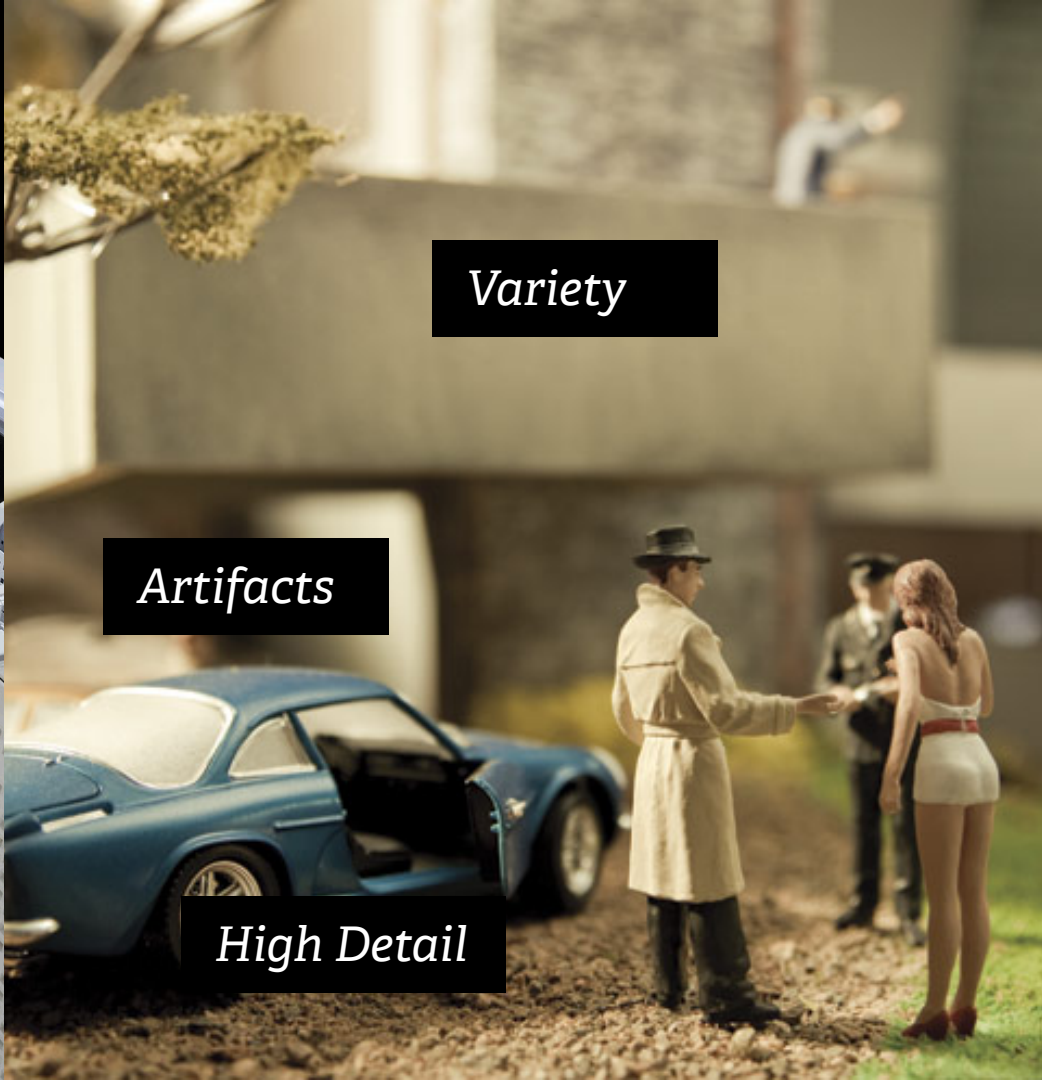
*Applies inspiring creative constraints*







*Physicality*



*Variety*

*Artifacts*

*High Detail*

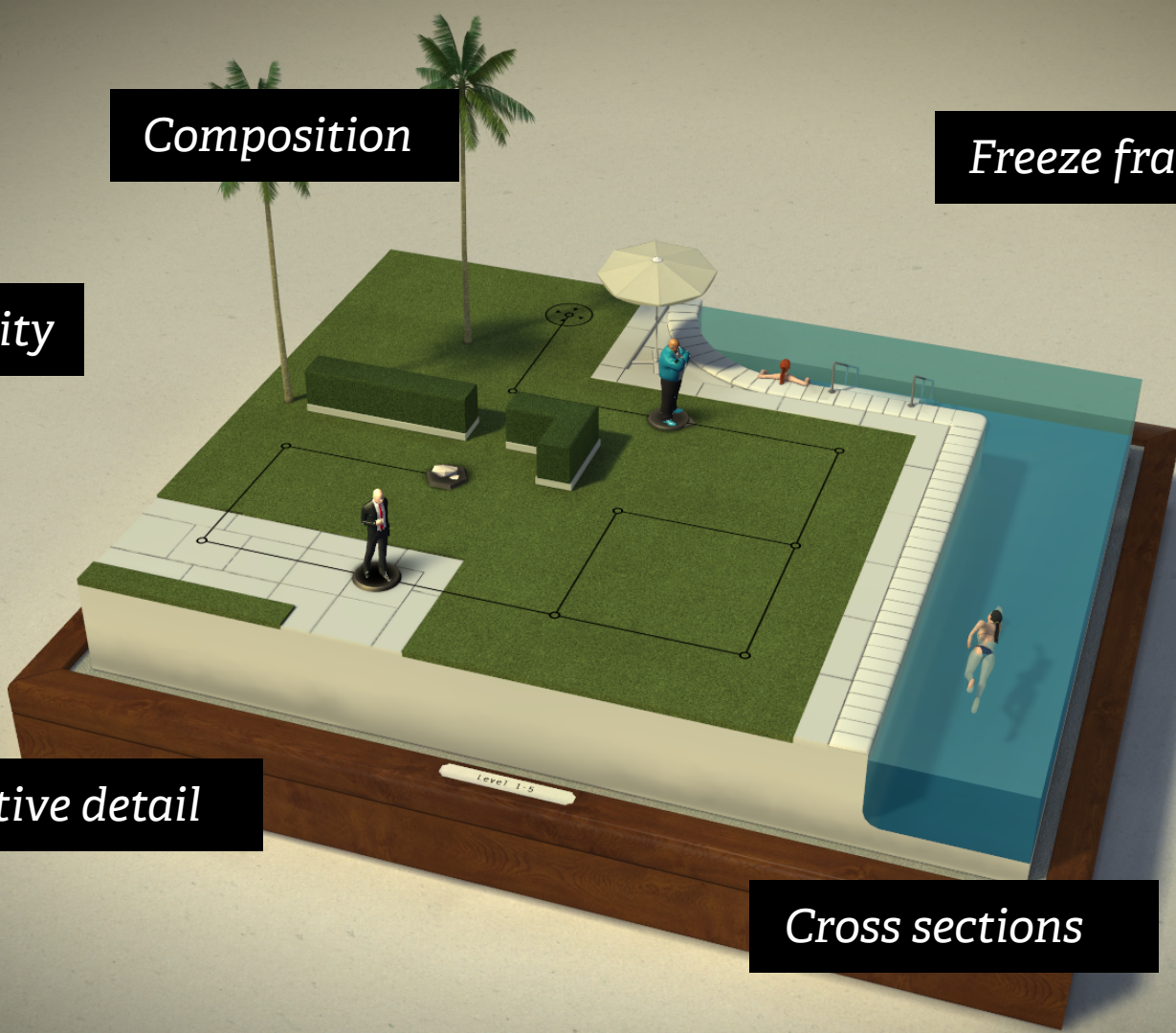
*Composition*

*Freeze frame life*

*Readability*

*Selective detail*

*Cross sections*



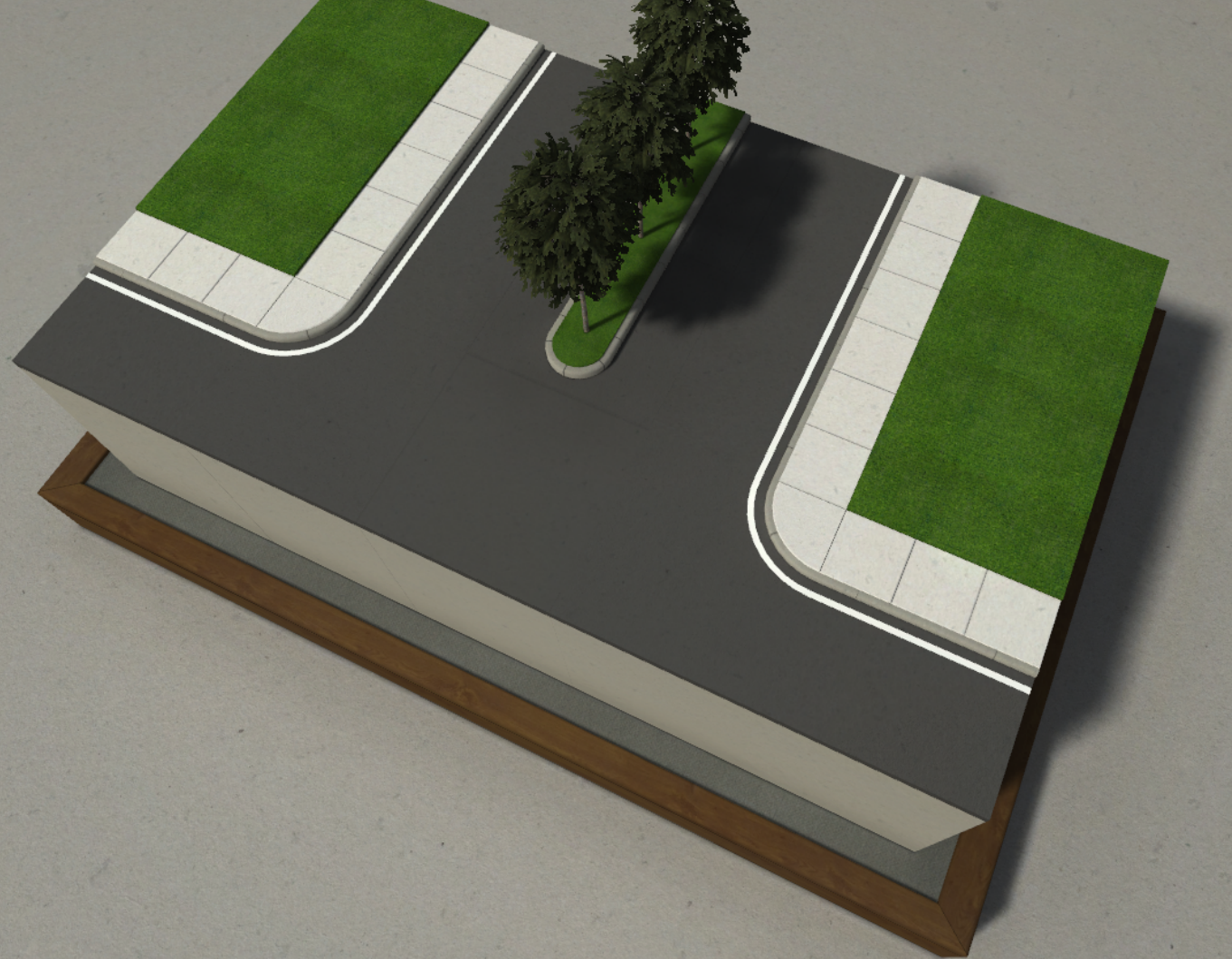
# STUPID

———— STORY ————









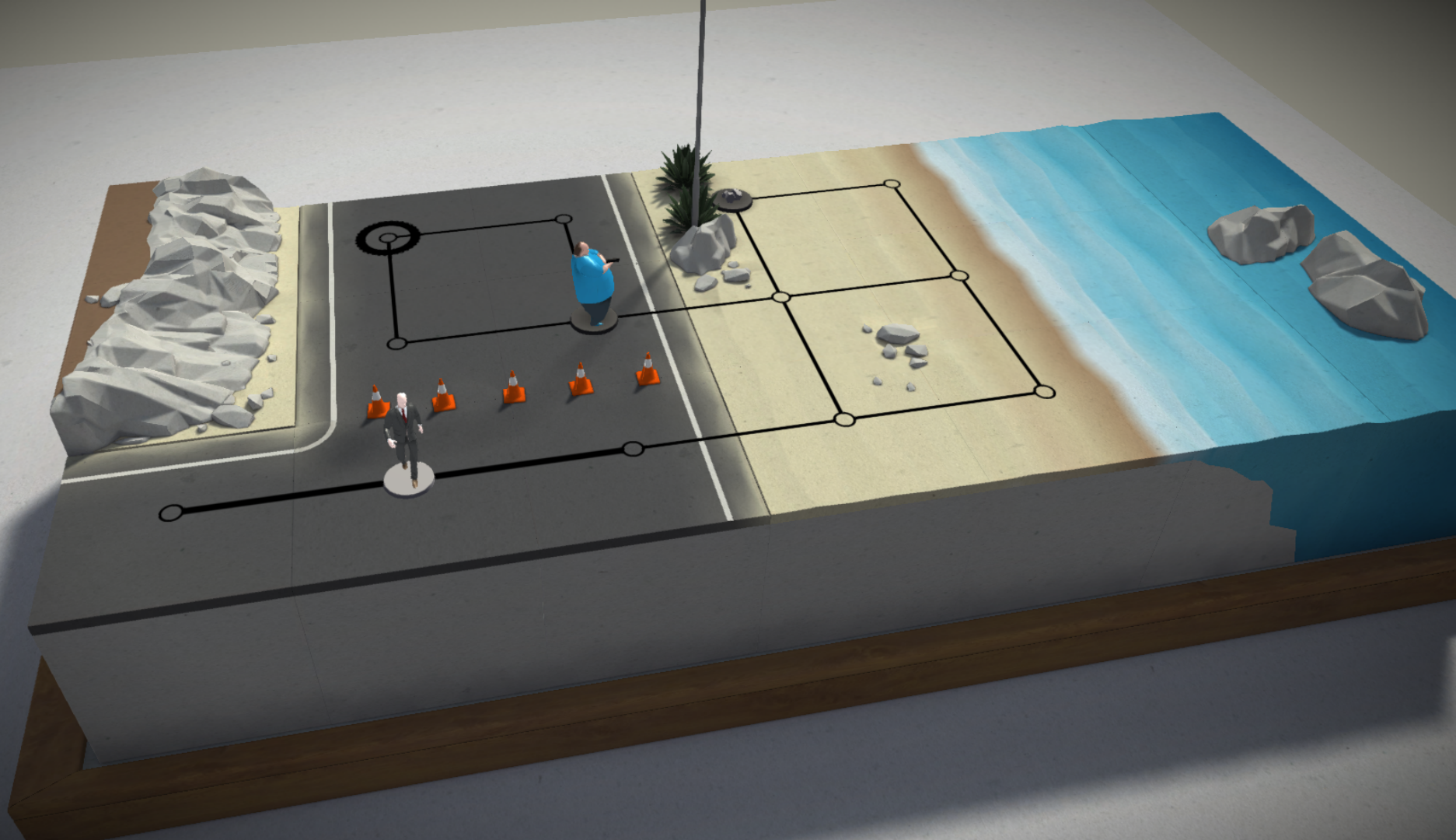








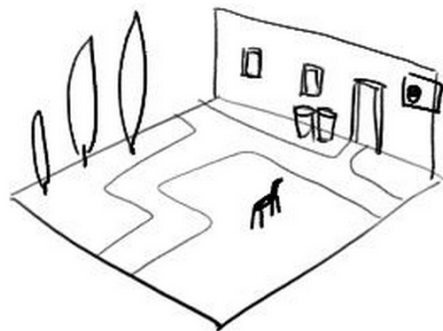
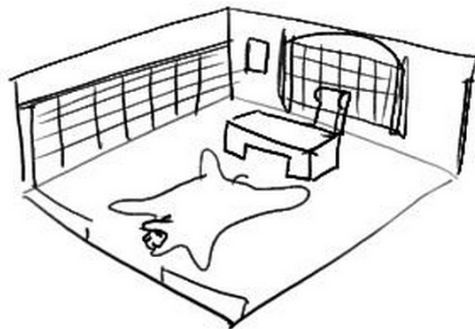
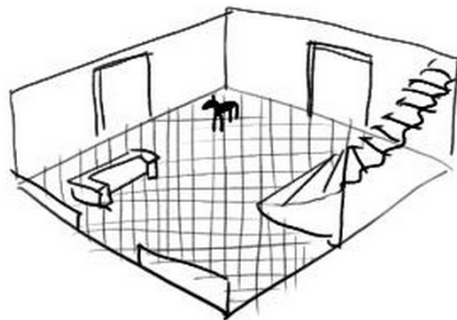
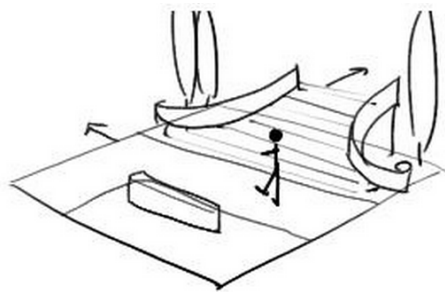
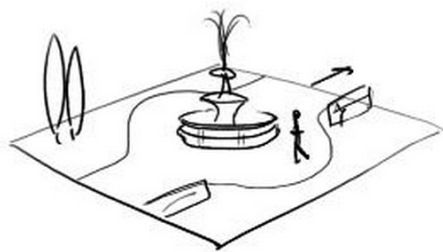
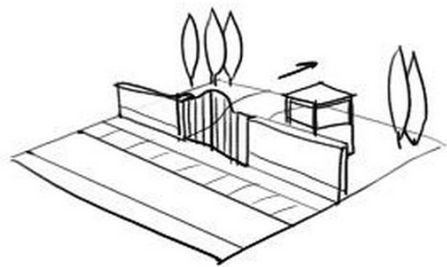


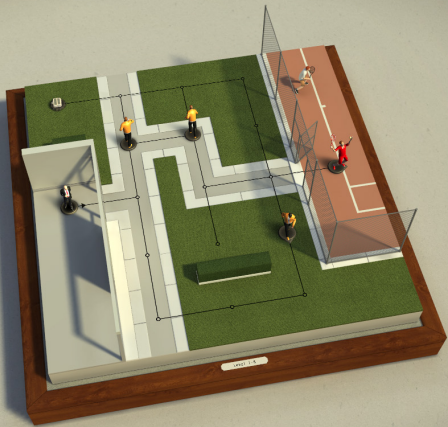
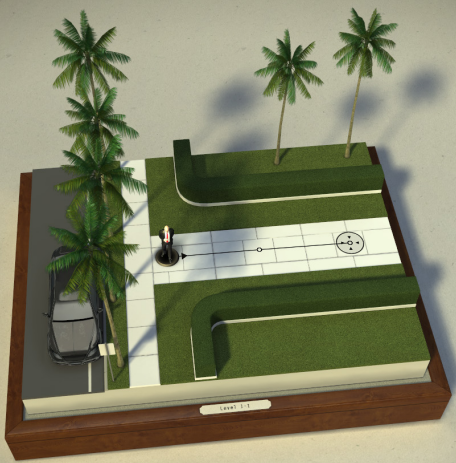




# SMART

BRAND







**GAME MECHANICS**

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**ART DIRECTION**

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**STORY**

---

**LEVEL ART**

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**SMART**

**STUPID**

# KEEPING THE BALANCE

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*Unorthodox ideas & methods + high level evaluation*

*Shooting down ideas vs. getting lost*



**PRODUCTION**  
**BRAND**  
**PLATFORM**  
**AUDIENCE**



# PRODUCTION

~~*Shipped before Christmas 2013*~~

*Shipped initial release in February 2014*

*Team of 4-12 people*

*1 person had mobile experience*



# BRAND

*Recognized as a “true” Hitman game*

*Opened up franchise to new audiences*



# PLATFORM

*Shipped on phones & tablets*

*Editor's choice*



# AUDIENCE











*February 13, 2014*

*Announcement*

*April 17, 2014*

*Release*

<p>Mondy Banned (02-13-2014, 06:40 PM) <a href="#">Quote</a></p>	What the fuck is this.
<p><b>Gareth Bale</b> Member (02-13-2014, 06:44 PM) <a href="#">Quote</a></p> 	<p>turned based strategy hitman...</p> <p>just kill me now</p>
<p><b>chadskin</b> Member (02-13-2014, 06:42 PM) <a href="#">Quote</a></p> 	A little too early for April Fools.
<p><b>AHA-Lambda</b> Member (02-13-2014, 06:42 PM) <a href="#">Quote</a></p> 	Is this a fucking joke?
<p><b>shinobi602</b> Yang (02-13-2014, 06:38 PM) <a href="#">Quote</a></p> 	47 deserves better than this.

<p><b>nded</b> Member (04-17-2014, 11:02 PM) <a href="#">Quote</a></p> 	Wow, a mobile touchscreen spinoff game done right?
<p><b>Brazil</b> Living in the shadow of Amaz (04-18-2014, 04:11 AM) <a href="#">Quote</a></p> 	Wow, this is actually pretty freaking great. Good job, SE.
<p><b>Papercuts</b> fired zero bullets in the orphanage. (04-18-2014, 03:23 AM) <a href="#">Quote</a></p> 	Huh...it's actually good? Wasn't really on my radar but I may have to check it out.
<p><b>Tucah</b> you speak so well (04-18-2014, 03:24 AM) <a href="#">Quote</a></p> 	This is a lot of fun and it looks fantastic. Well worth the \$5.



# AUDIENCE

*Very positive reception by  
broad audience*

*Great reviews & coverage*

# HITMAN GO

**DESIGN BY  
CONSTRAINTS**

# **THANKS!**

*Daniel Lutz*

*@Lutzmade*

*dlutz@square-enix-montreal.com*