

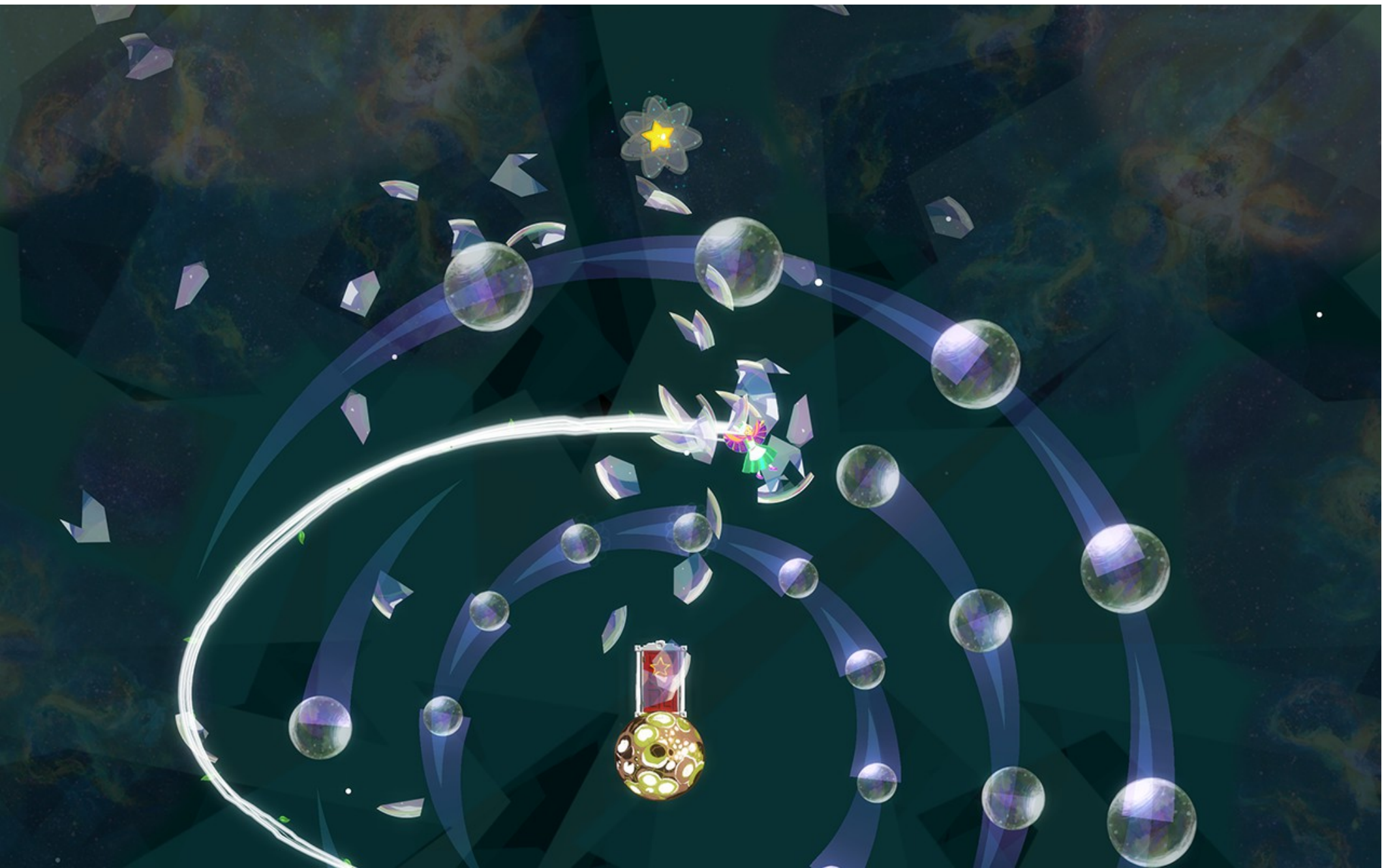
# Gravity Ghost: A Postmortem





**IVYGAMES**











Name/Nom :

ERIN

Date : 7/13/12

Subject/Titre :

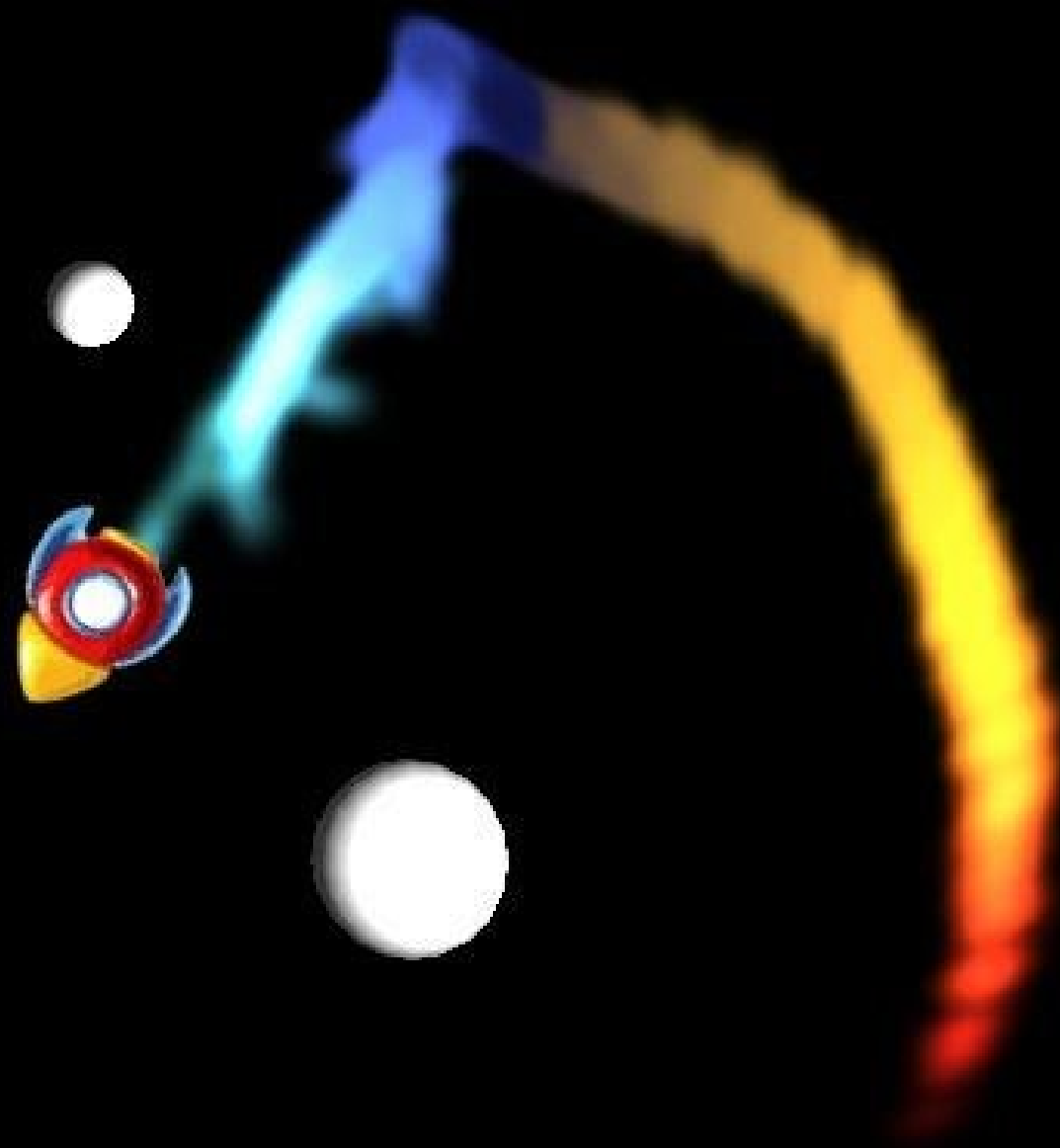
SCOPE





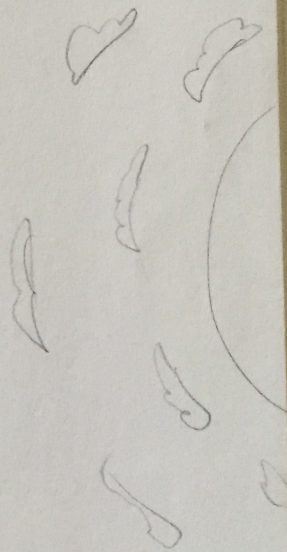
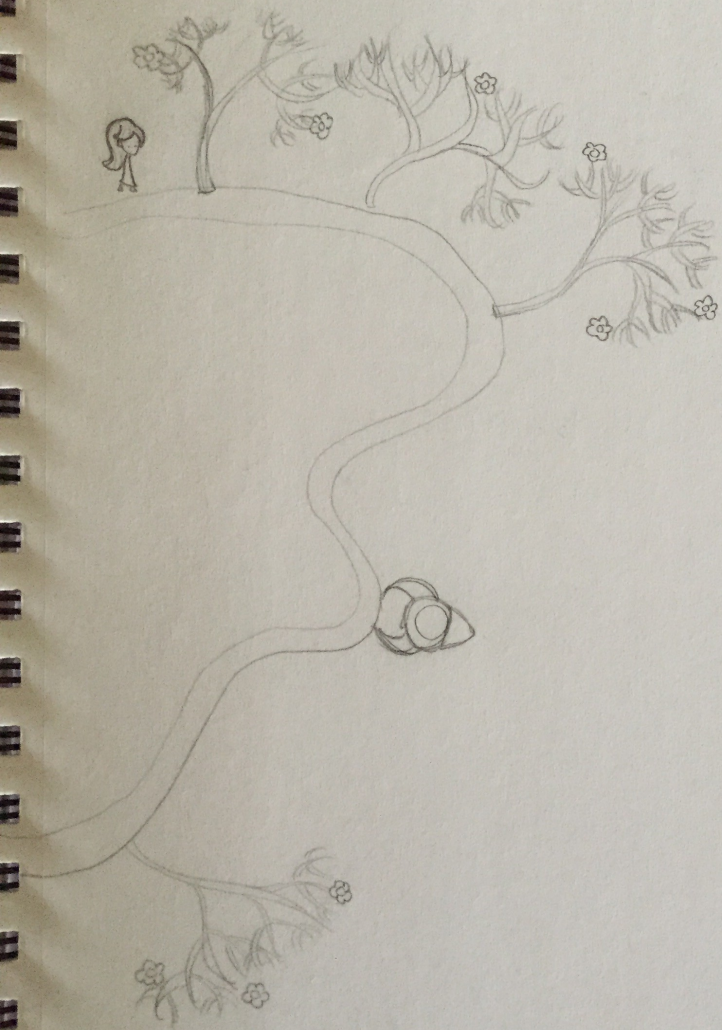






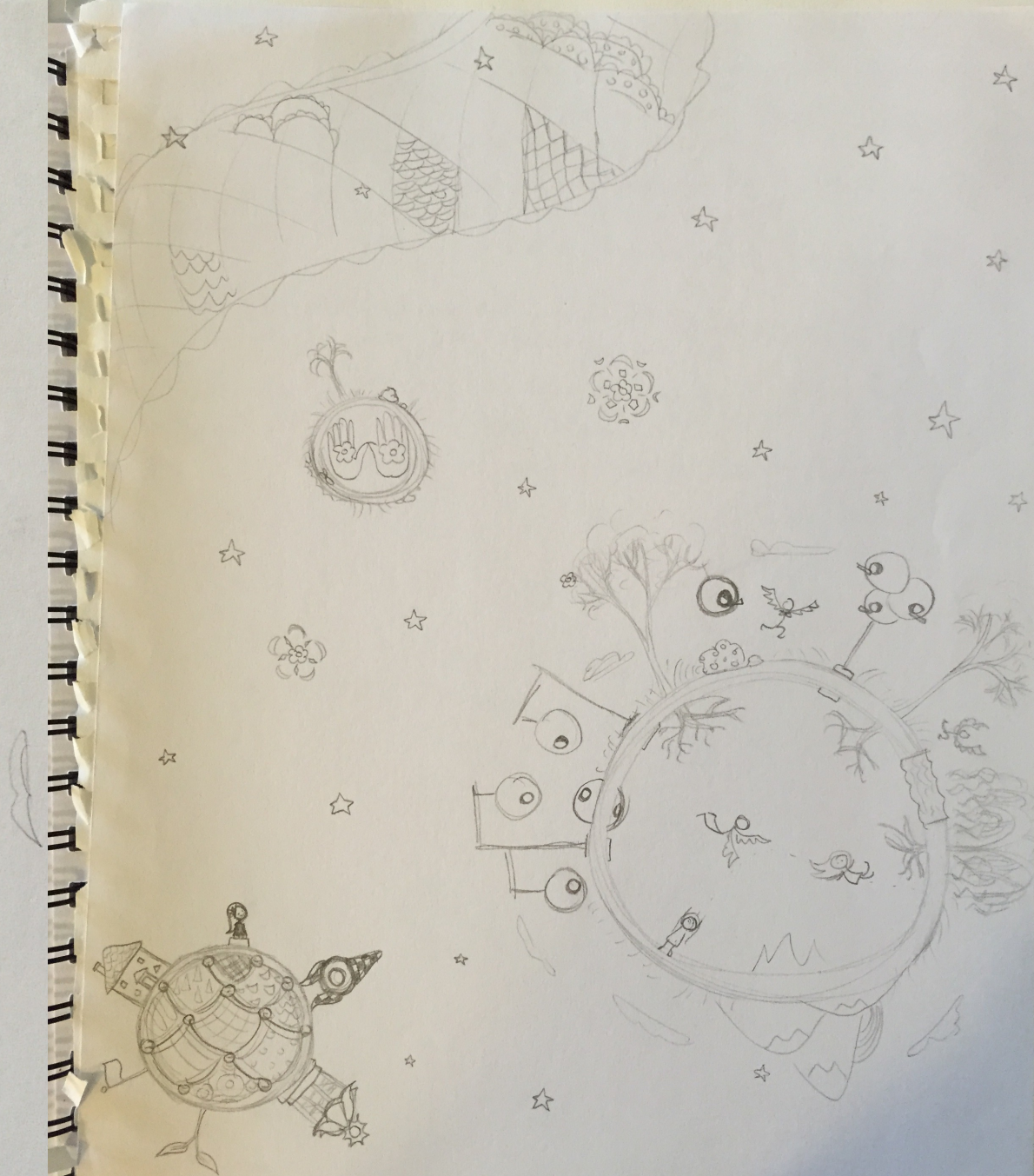
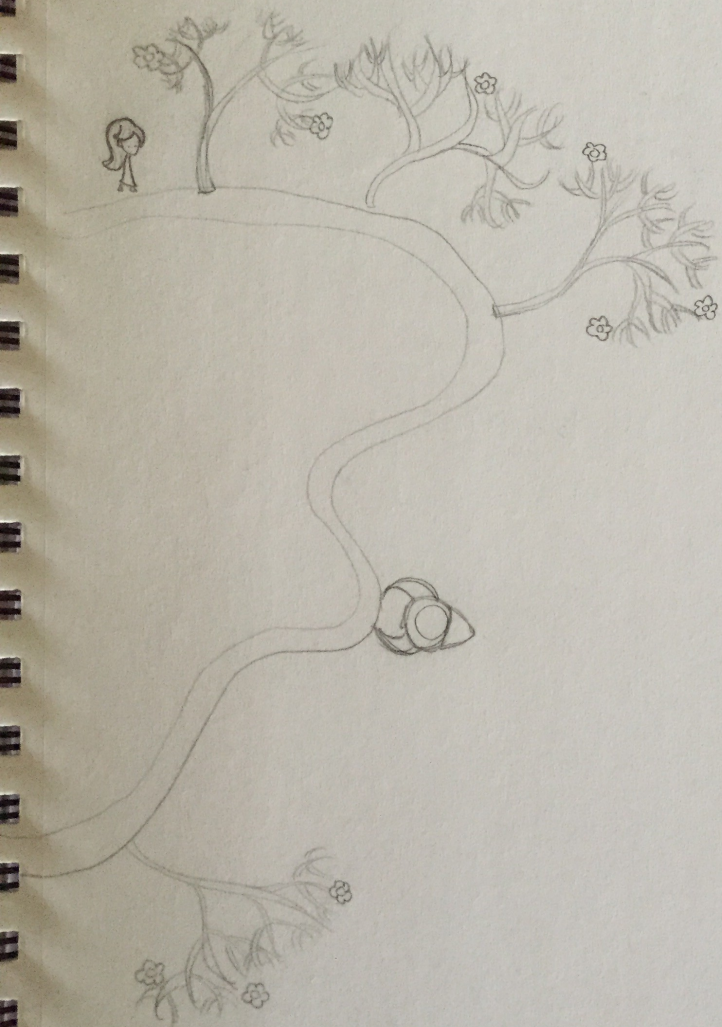


# Flower Game





# Flower Game



# Tigjam

- Had only been programming for 6 months

# Tigjam

- Had only been programming for 6 months
- Cut out the spaceship, focused on the character

# Tigjam

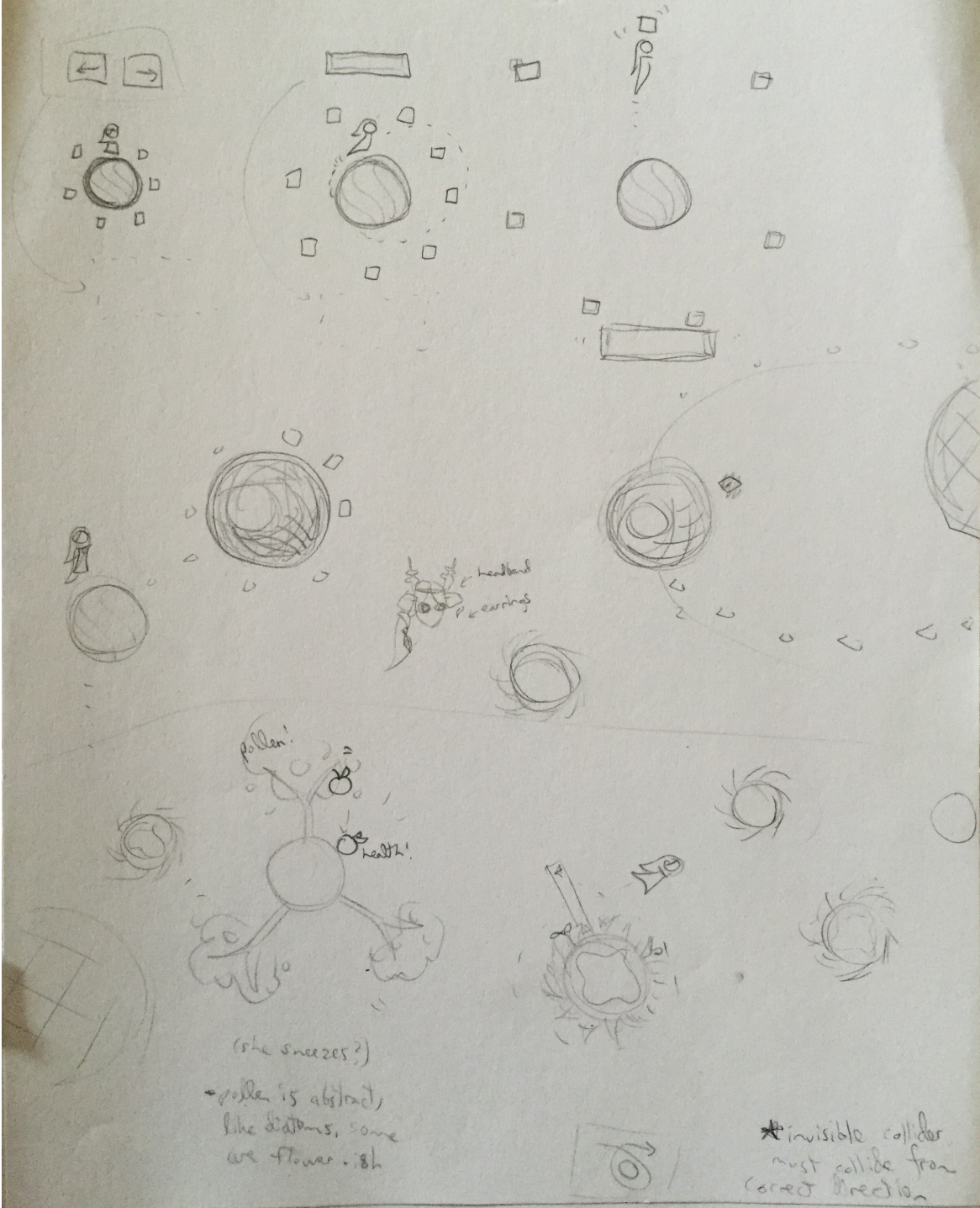
- Had only been programming for 6 months
- Cut out the spaceship, focused on the character
- Accidentally met Ben Prunty



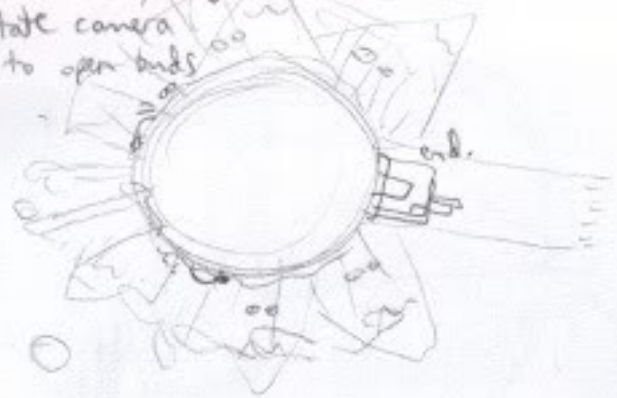




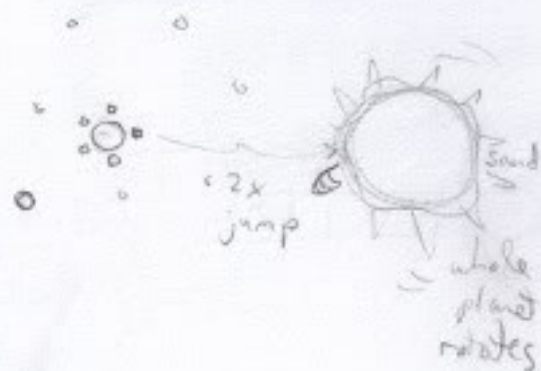
# Tutorial



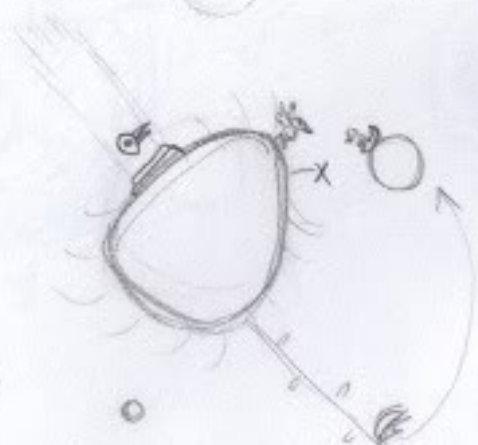
determined by length of hatching  
rotate camera  
to open buds



(h, i)  
at (j)  
to walk

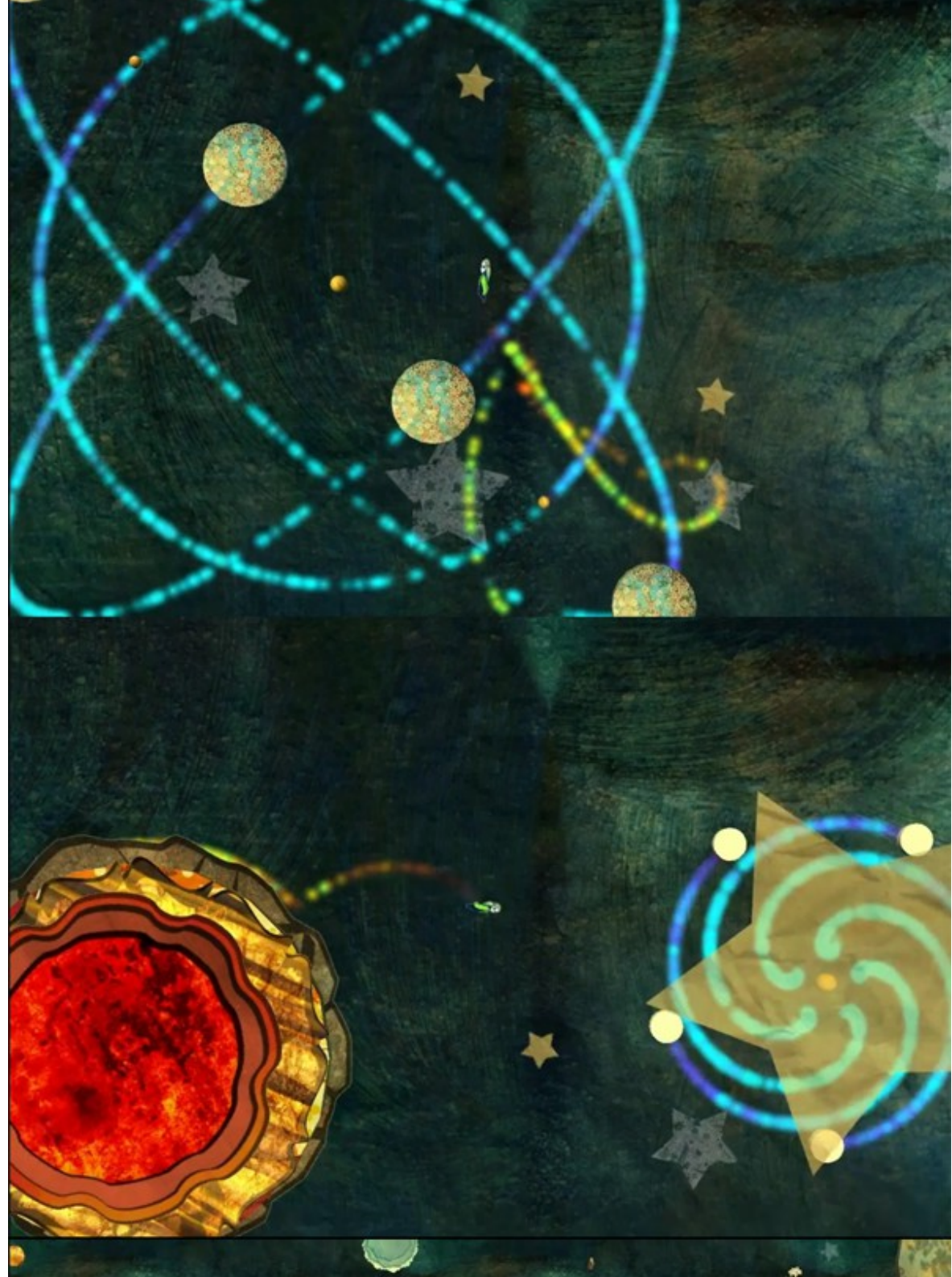


2x jump





[trailer 1]



I want to make this game!

# I want to make this game!

- No \$

# I want to make this game!

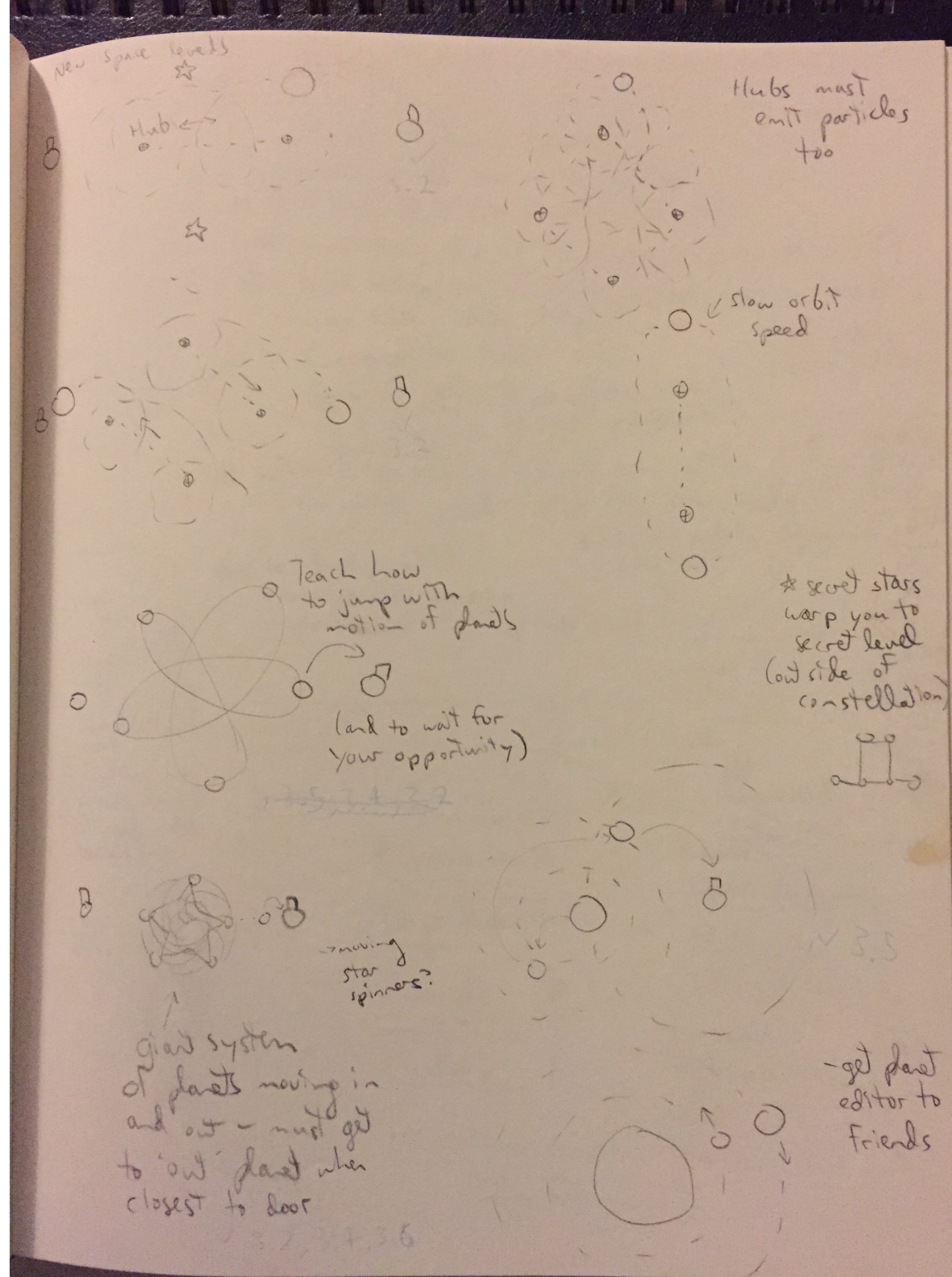
- No \$
- Got a job

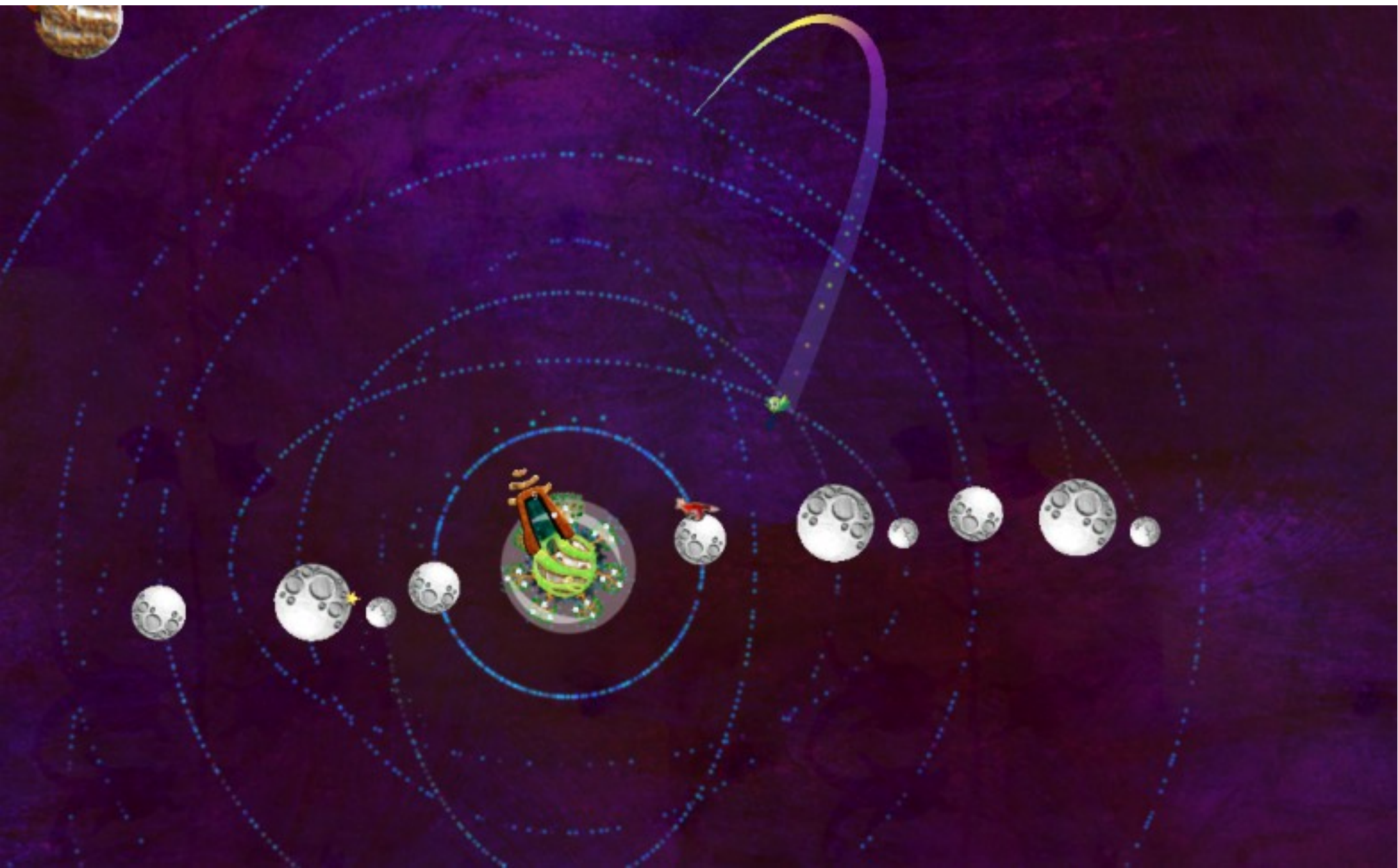






- Individual levels with few planets
- “Get the star to open the door”
- ~25 levels







# Production

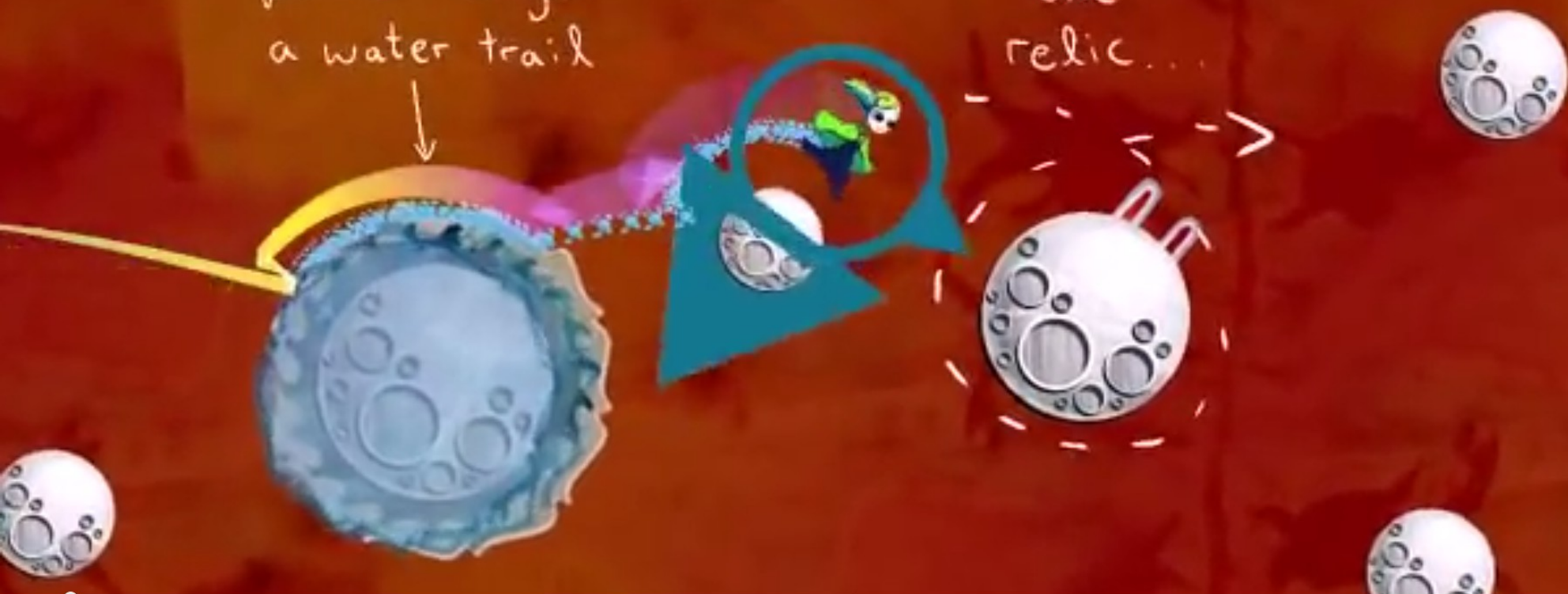






Touch this  
planet to get  
a water trail

Encircle  
the  
relic...





# [Terraforming video]

- + Tree growth video

# Terraforming wasn't fun

- Back to the ol' drawing board
  - Focused on refining the physics
  - Started experimenting with new planet types



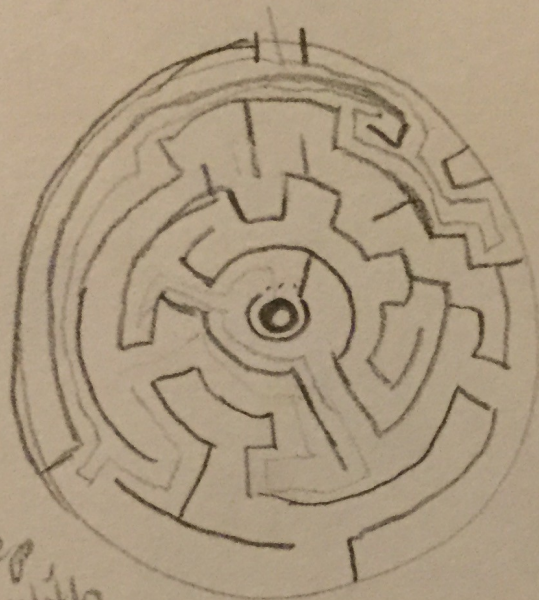
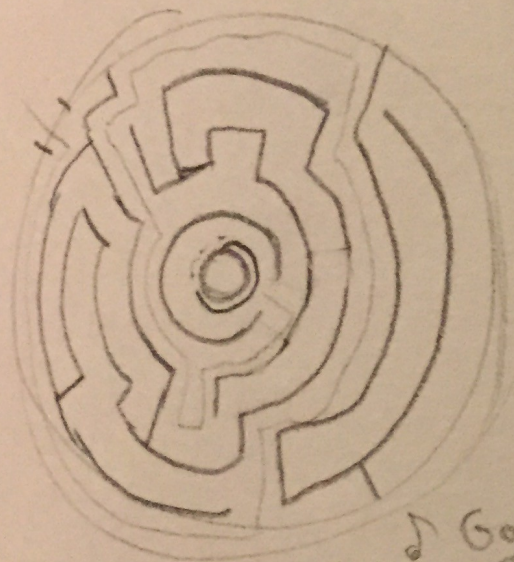
# Ideas that worked right away

- Planets with new physics properties
- Movement powerups
- Terraforming 2.0

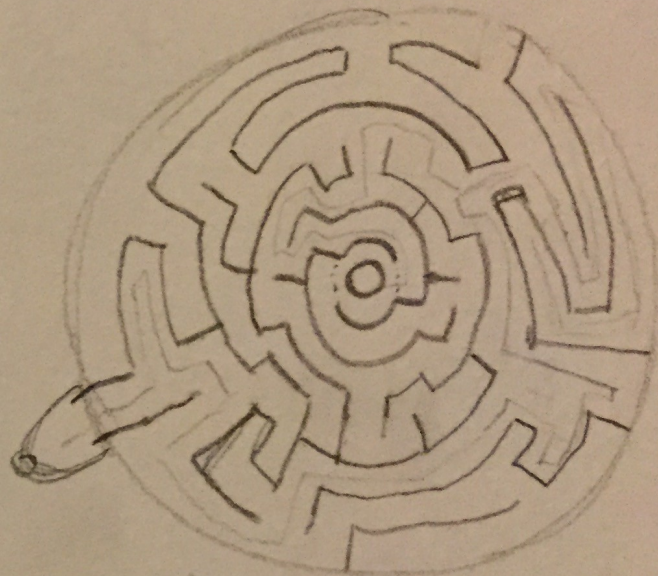




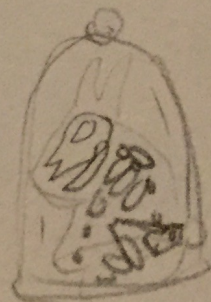
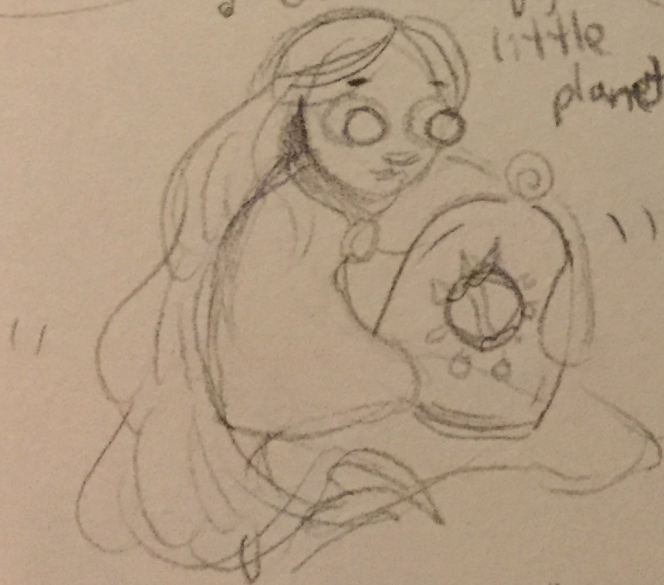
# Mazes!



Bell jar removes  
dotted lines



♪ Go to sleep  
little  
planet... ♪

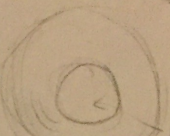
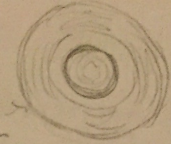


some w/ both  
bubble going up

Fire



Bouncy



lo pds or

blacker



lava, pldg? redder

Dense

brown

FUCKIN' FINISH THESE!

10/29/12

big gas giant

brown/red/black/white (the Saturn)



dark particles spiralling in?

shiny, dented, metal (rust?)

peel, rust?

breakable

total white

Maze

too ice-like

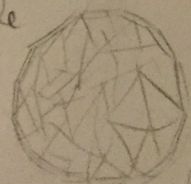
air, dead, marked

dot red line for planet?

shaded the glass sphere, opalescent. Bubble-152.

Timer

yellow triangle lattice



high contrast in texture & color

lattice fades



glade! purple.



lace?

gems/crystals

ammonite?



# [SOWN 2013 gameplay video]

- (we didn't get in)



# Powerups

Dash

Guardian

Ground pound

-dive towards planet, stun spirits & fox

Deer

Wolf

Triple jump

Rabbit

Feather/flaps

Bird

See secrets

Fox.

Shrink

Mouse

Light/speed grow

-hair glows too

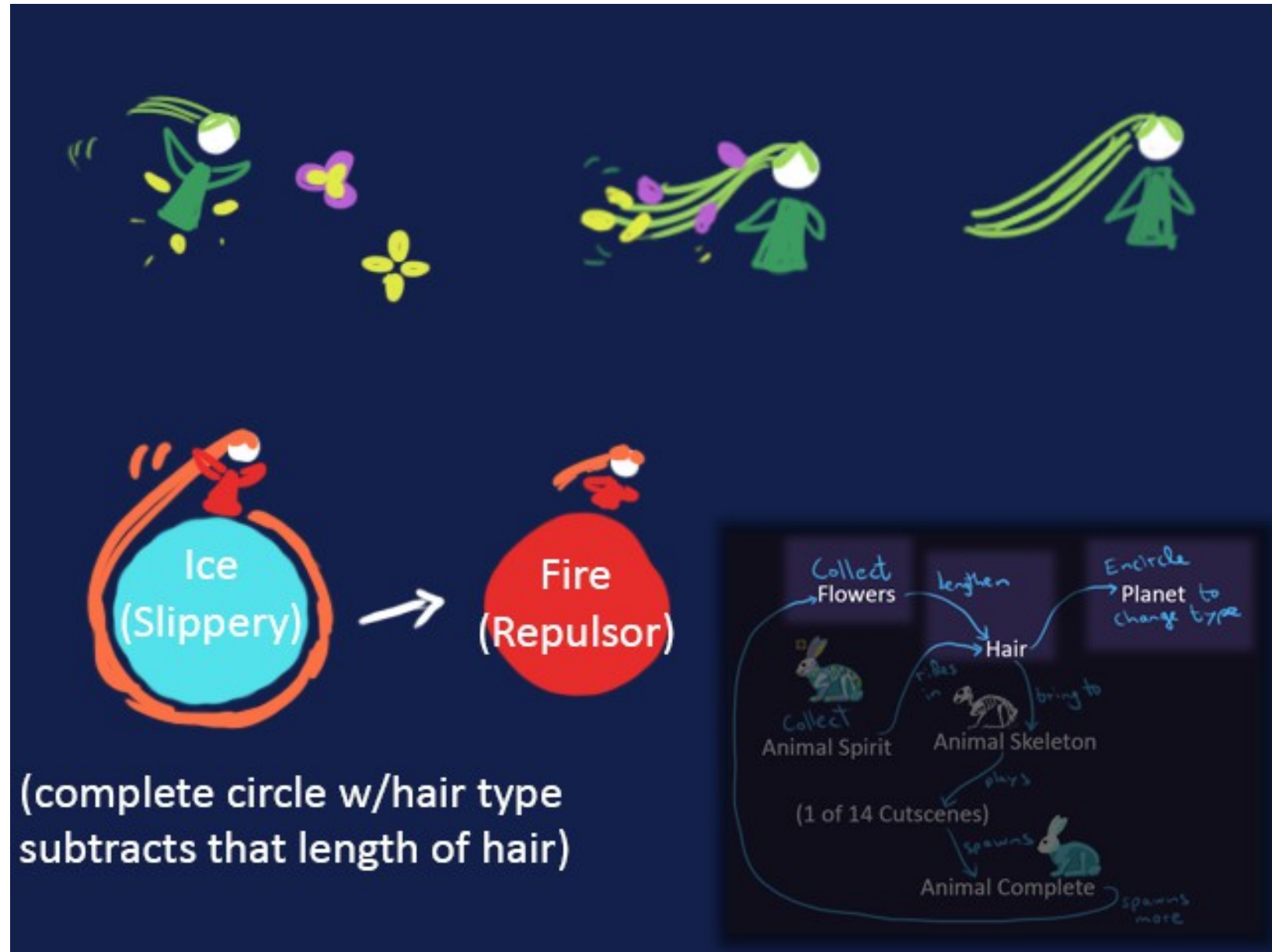
Bug

Glide

Snake

stick

# Terraforming 2.0



# Ideas that required iteration

- Guardians
- Gear planets
- Animals
- Story & “Icarus Planets”



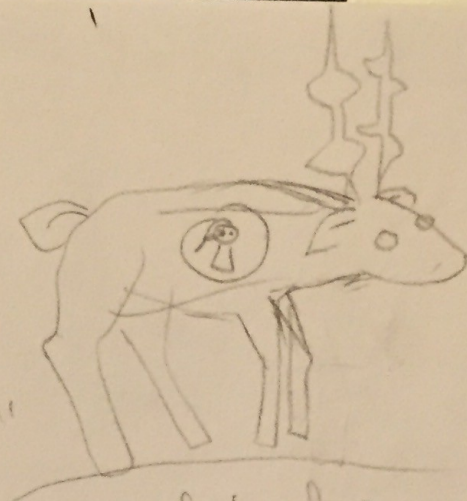
# Guardians



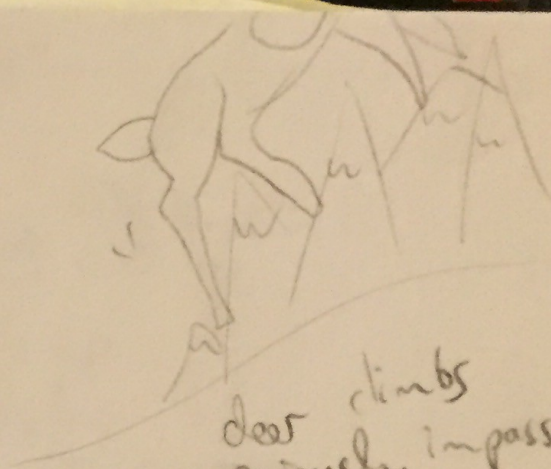
Deer Guardian, e.g.



Swim to where  
you will be eaten



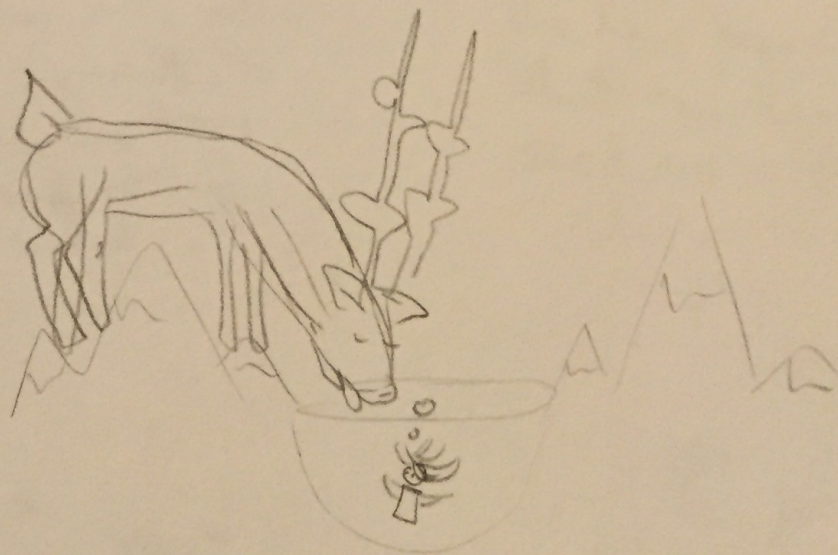
ride in deer  
stomach



deer climbs  
previously impassable  
mountains



walk towards deer head to  
get deer to lower head  
(move to the end of stomach)



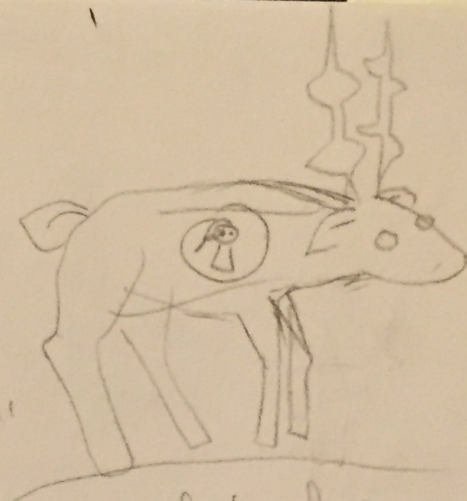
Time your descent so  
you can get to the bottom



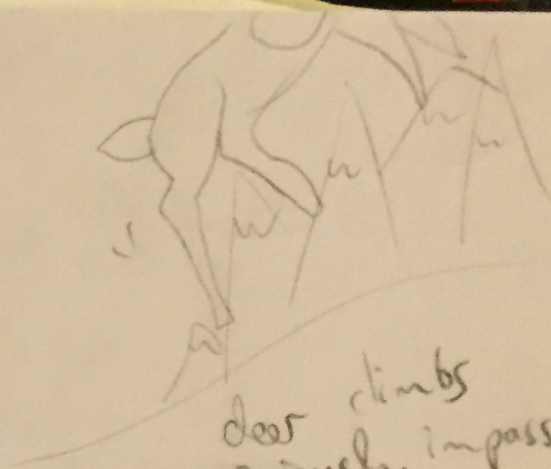
Deer Guardian, e.g.



Swim to where  
you will be eaten



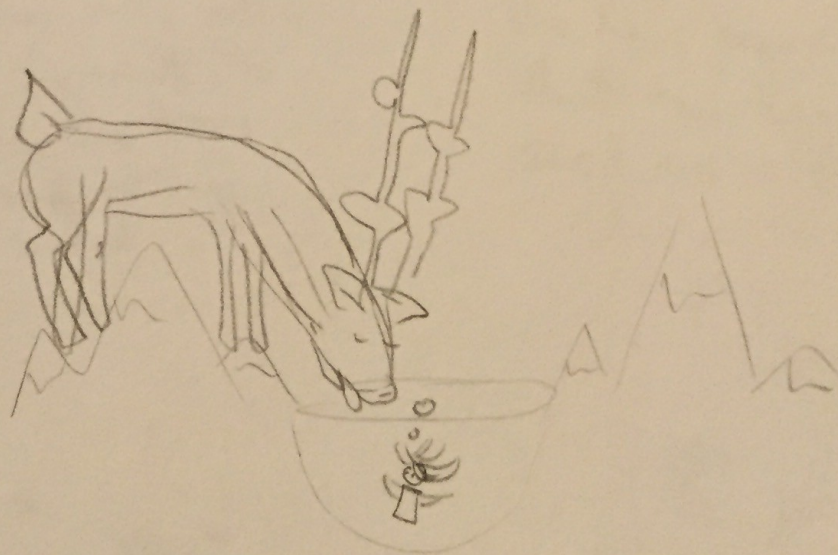
ride in deer  
stomach



deer climbs  
previously impassable  
mountains

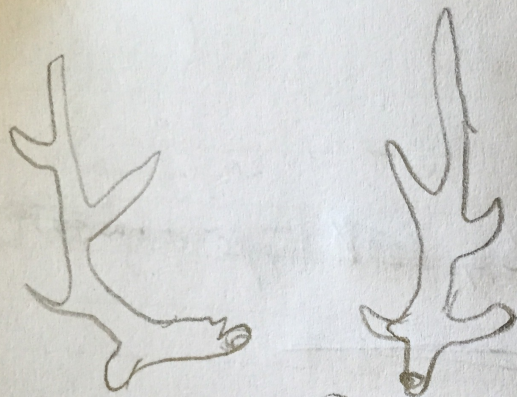


walk towards deer head to  
get deer to lower head  
(move to the end of stomach)



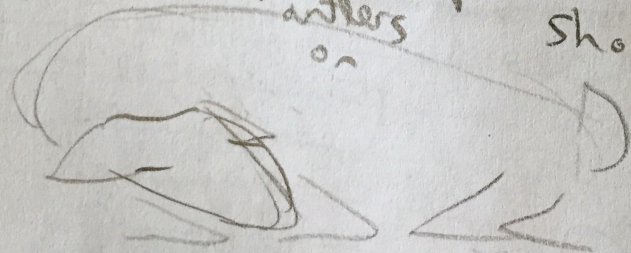
Time your descent so  
you can get to the bottom



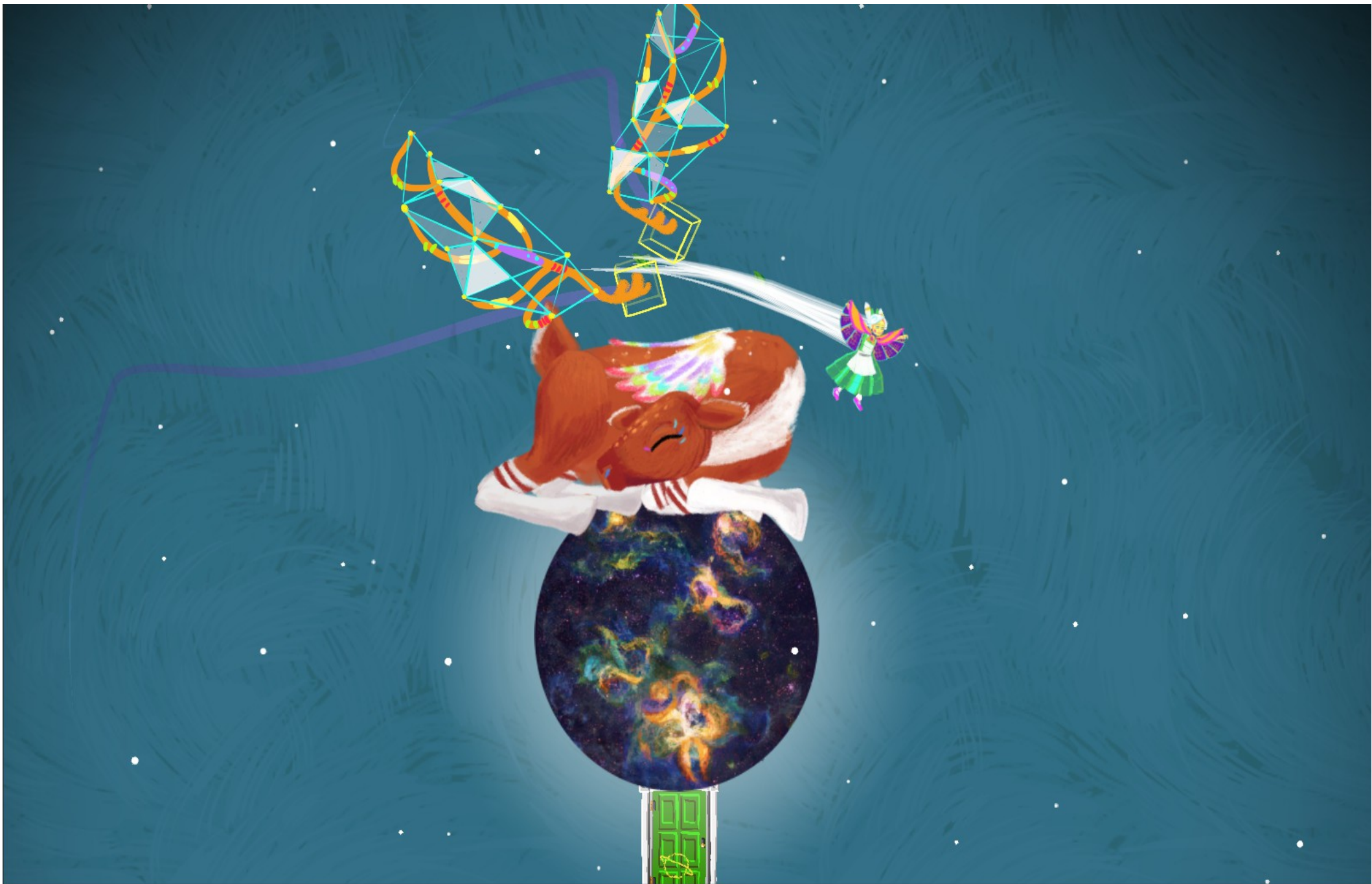


pull  
antlers  
on

pivot point.  
Should feel  
heavy



black hole - deadly



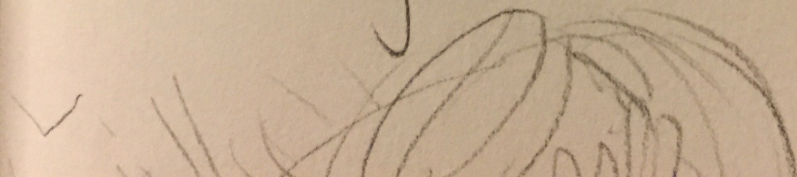
icks] SteamAPI\_Init() failed. Make certain that the Steam client is running.



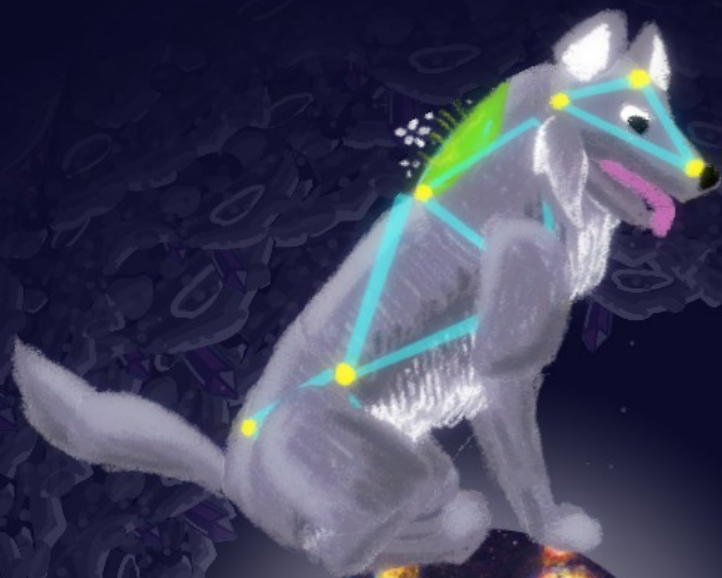
## The 12 Guardians (cont'd)



one just wants to play

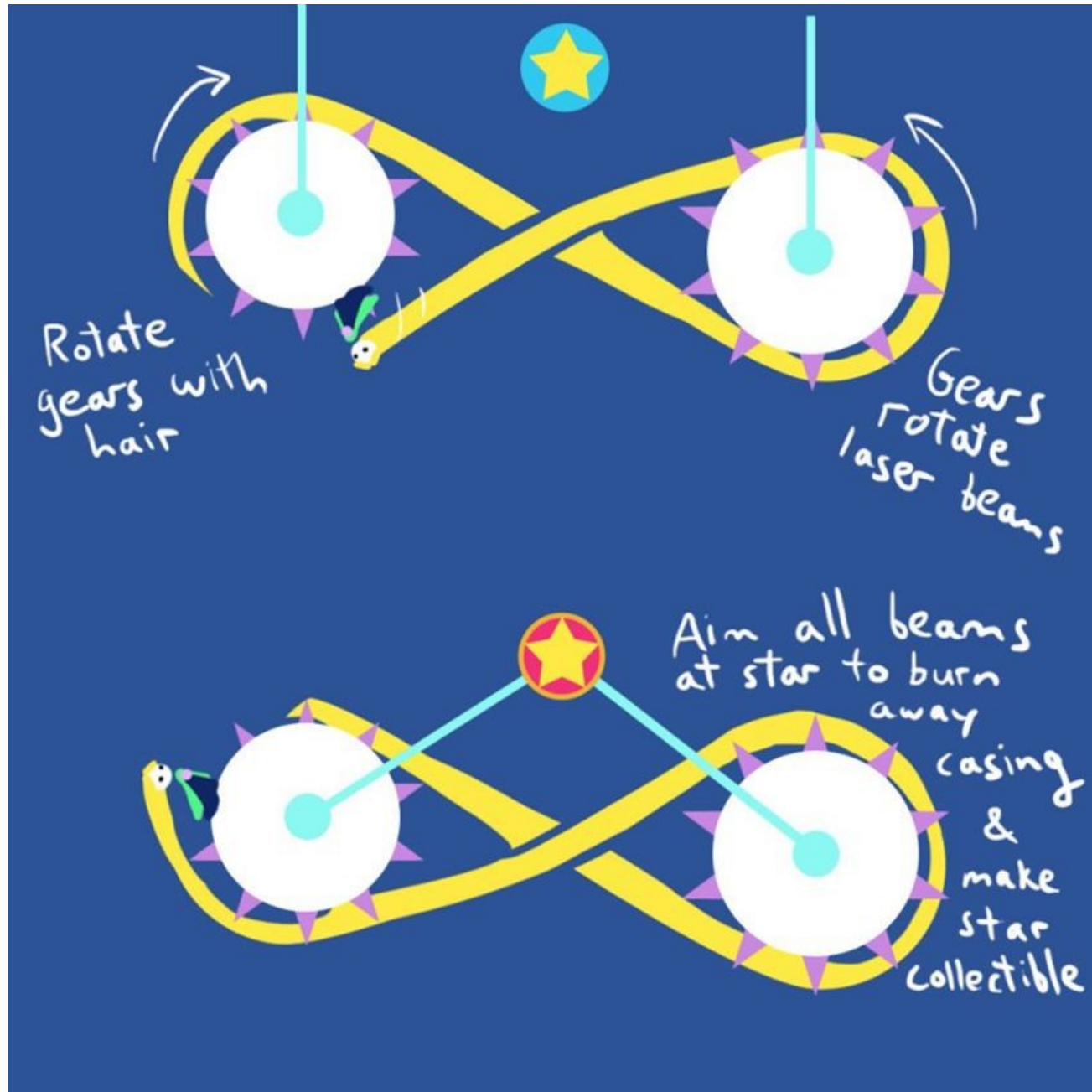






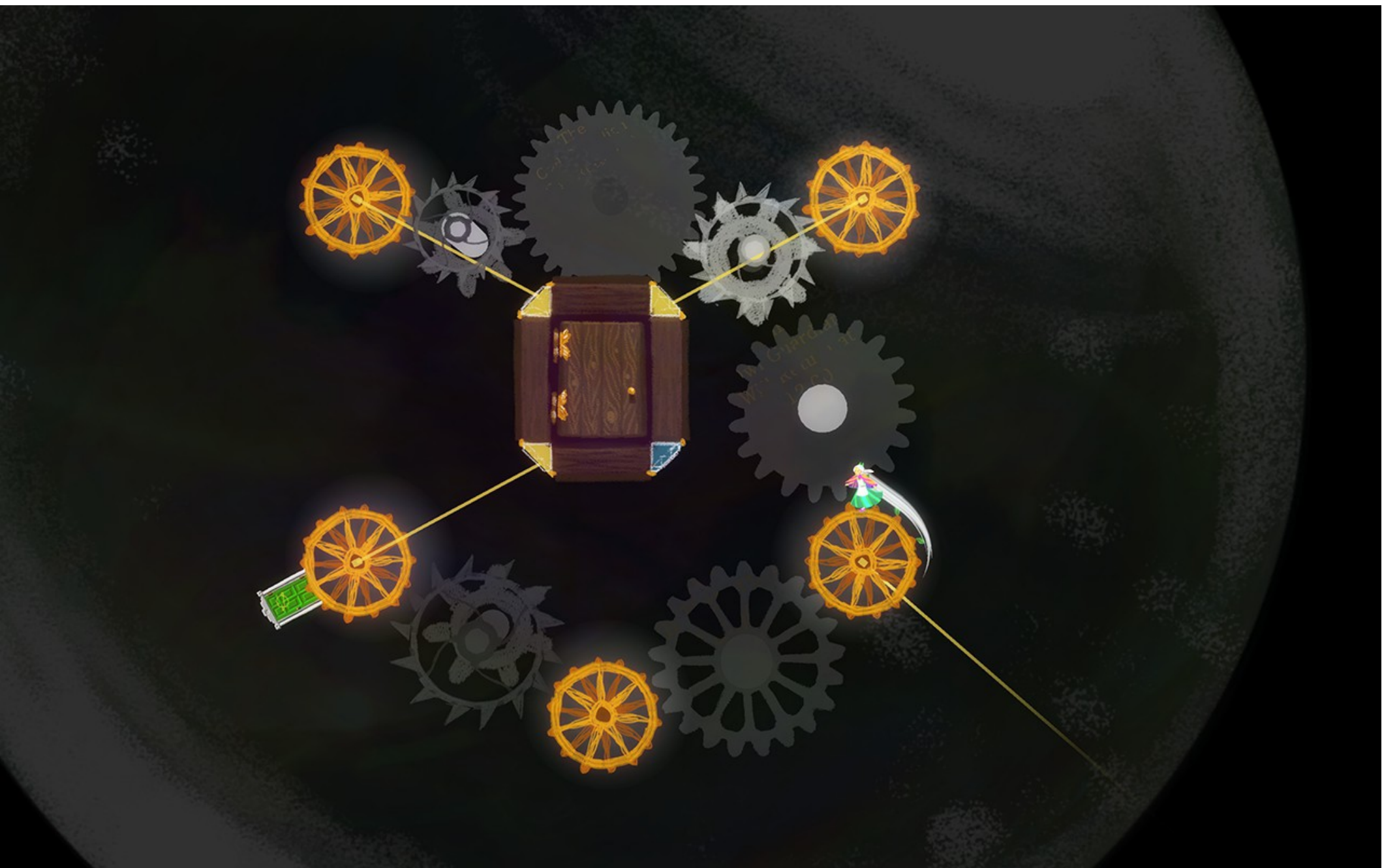
Hey, do you want to play fetch?

# Gear Planets



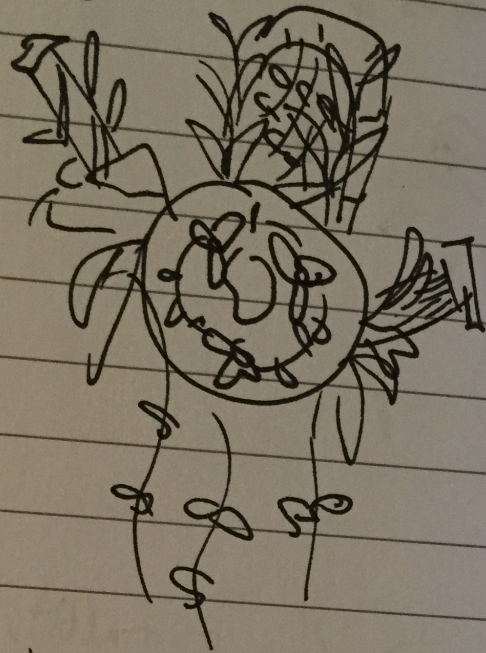






# Animals

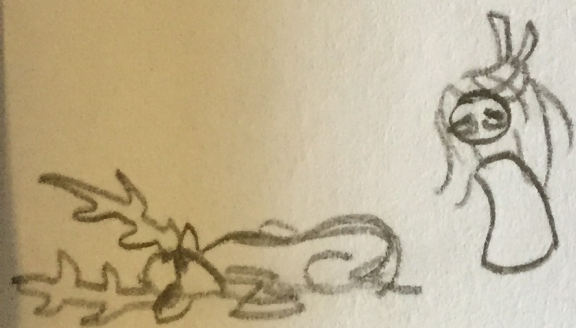
Some plants (& doorways) are totally  
overgrown.



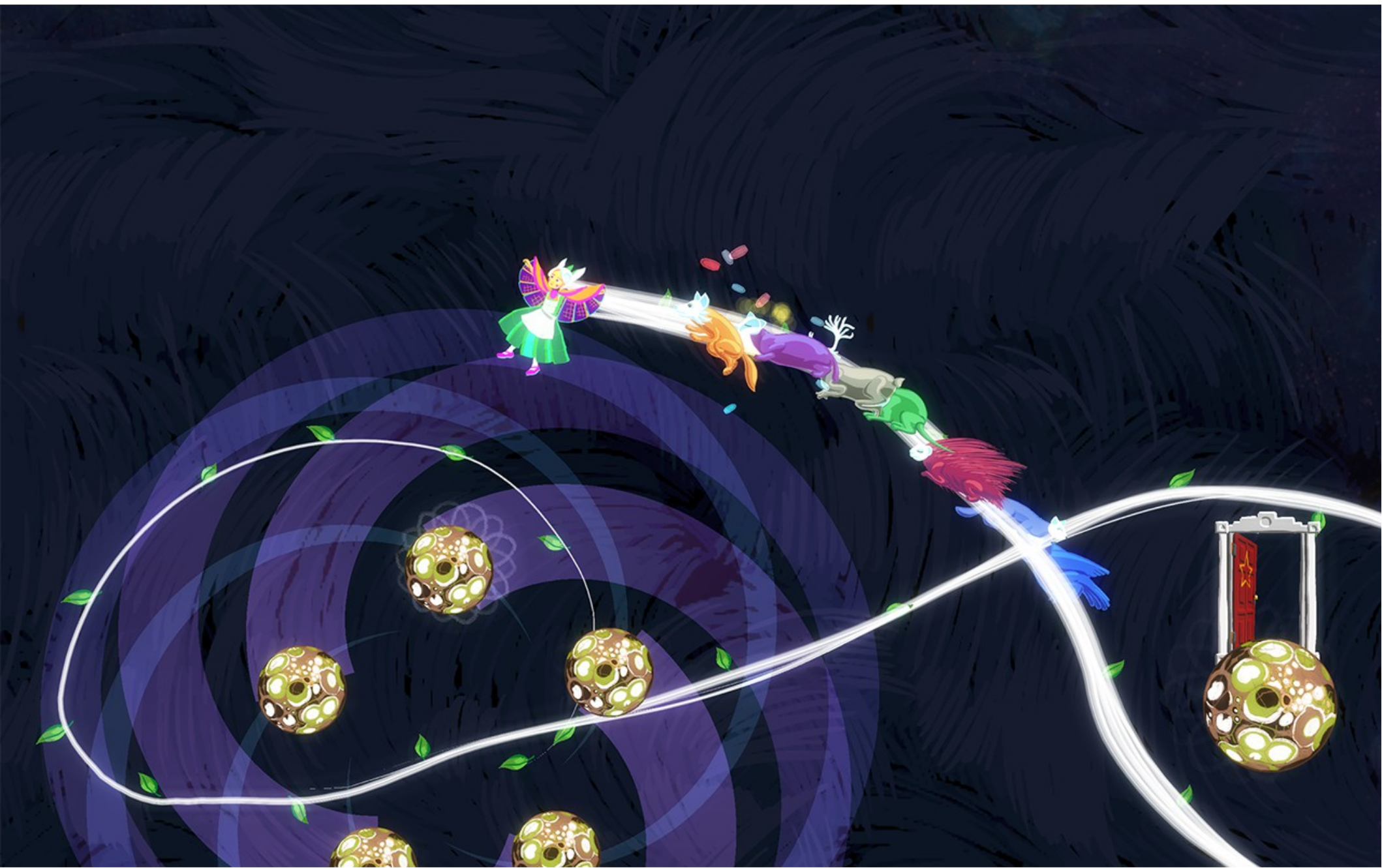
But with enough rabbits, this  
can be remedied.







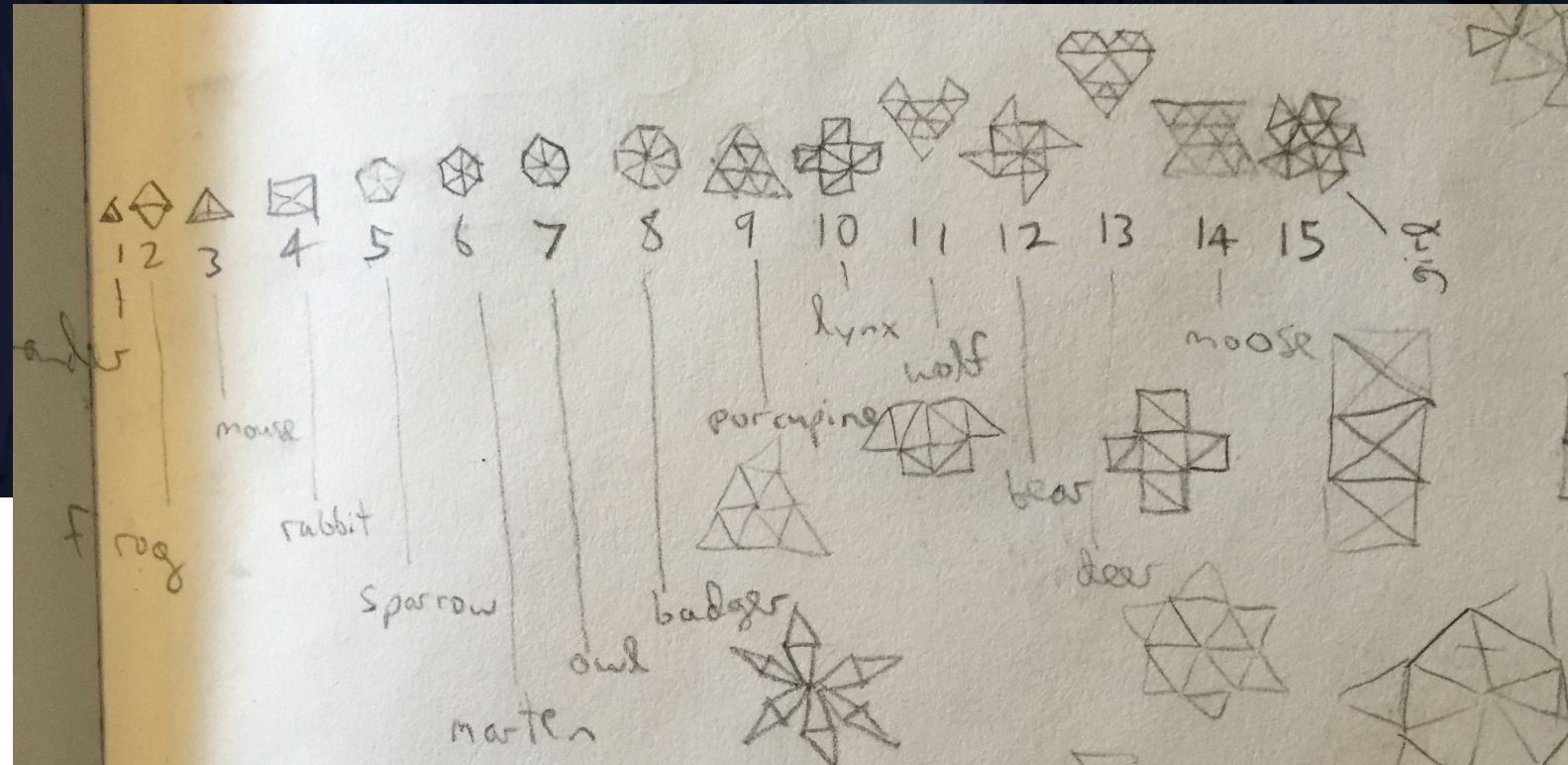






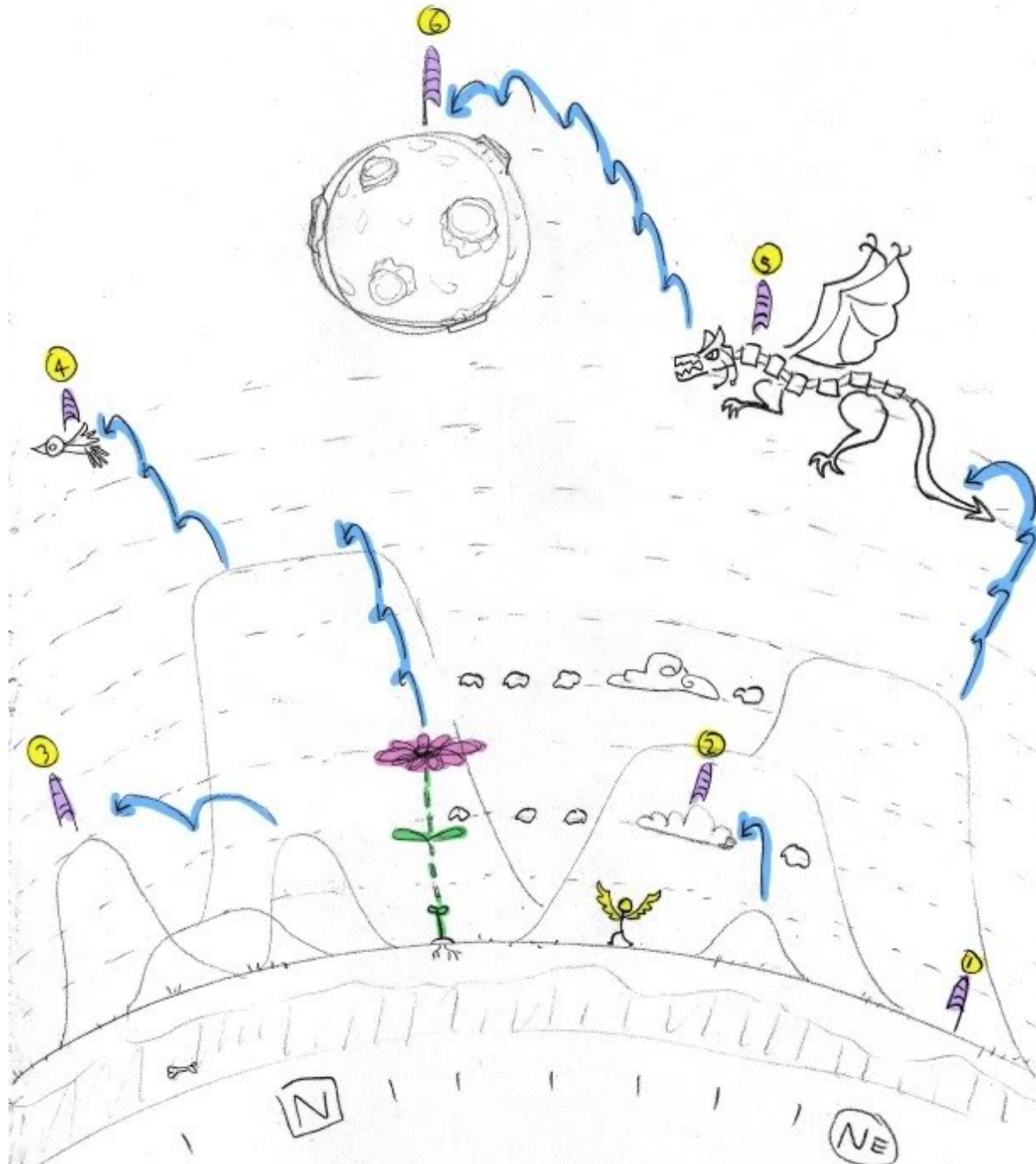
Catch  
the  
animal spirit





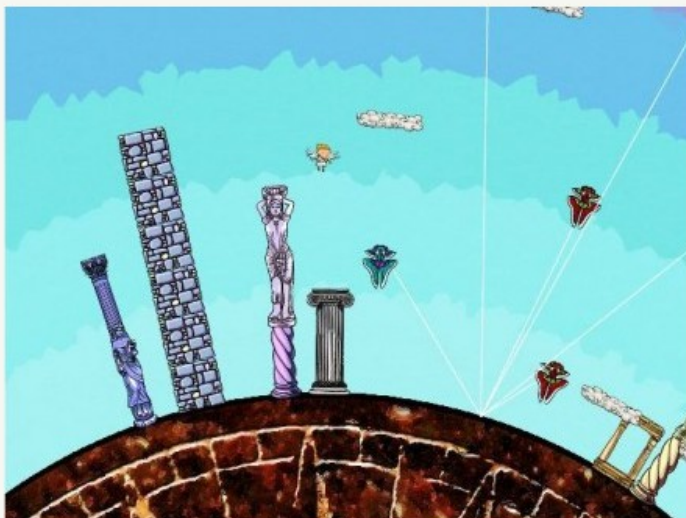


# Story and “Icarus planets”



## Dude Icarus

September 18, 2010, 0 comments



There really isn't very much to [Dude Icarus](#). But what there *is* is really very lovely.

Crafted in two weeks for the [Indie City Game Jam](#), this little beaut sees you collecting feathers that help little Icarus soar higher and higher towards Apollo, who's hanging out on top of the sun. It combines two of my favourite things: circular platforming (which I've had a soft spot for ever since Wario Ware Twisted gave us [Super Mario Twisted](#)), and game-area-that-zooms-out-as-you-explore (cf [Small Worlds](#)). There's also some nice music, and – I'll do you a favour here – a crucial game hint tucked away underneath the game window so you don't see it until you've spent 25 minutes being completely stuck.

This game needs more love. Search for it on Google, go on. You get four measly entries and The Big G snidely asking if you really meant to type 'Kid Icarus'. Go and play it, and tell all your friends. [Play Dude Icarus \(Flash\)](#)

### BLOG CATEGORIES

Games  
Indie games  
Old games  
Web  
Writing

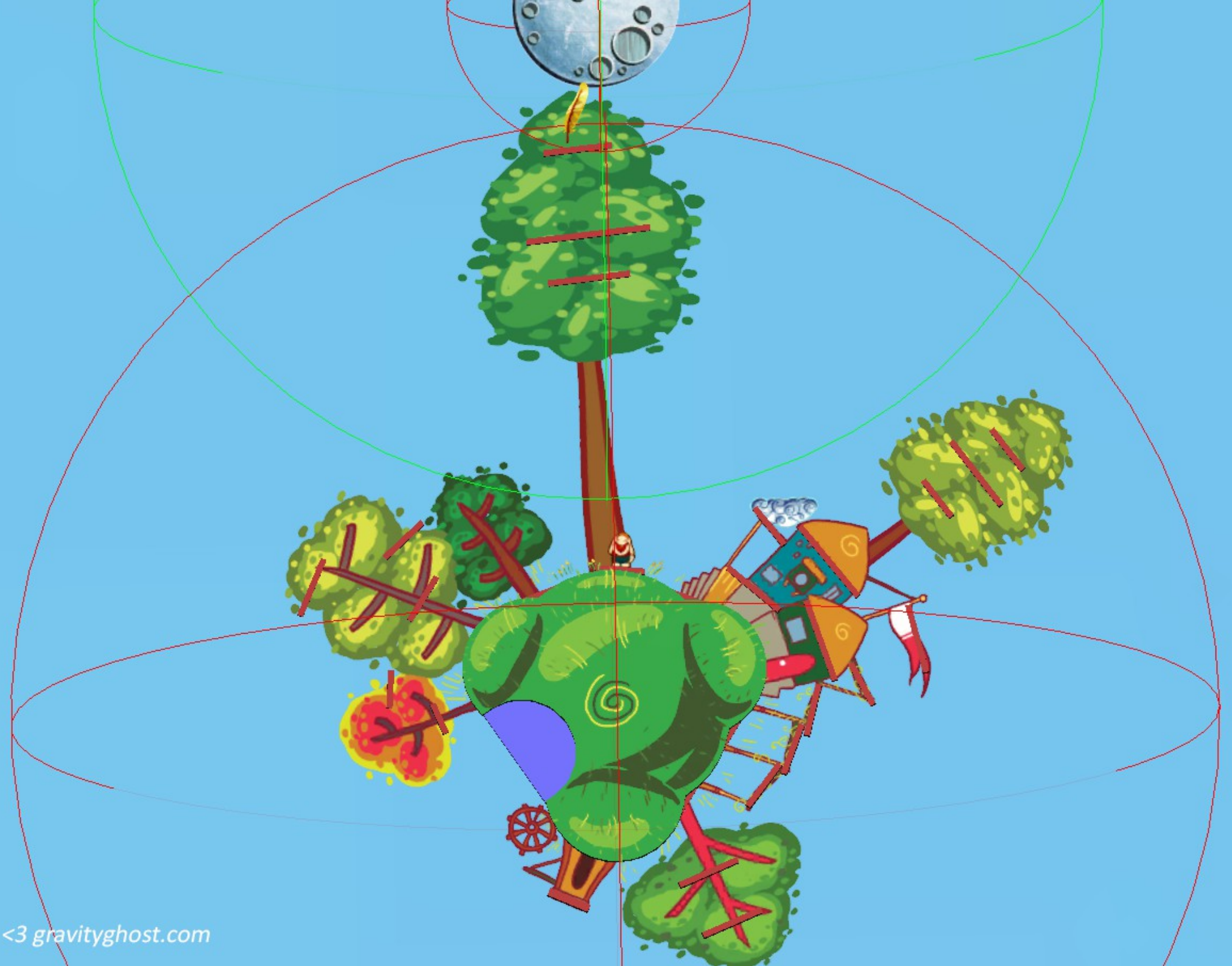
### POPULAR POSTS

13 AUG - Cassette 50: the interview  
06 AUG - Skool Daze feature (Retrogamer)  
13 SEP - The Making Of Super Mario 64 – full Giles Goddard interview (NGC)  
10 JUN - A Day Out West

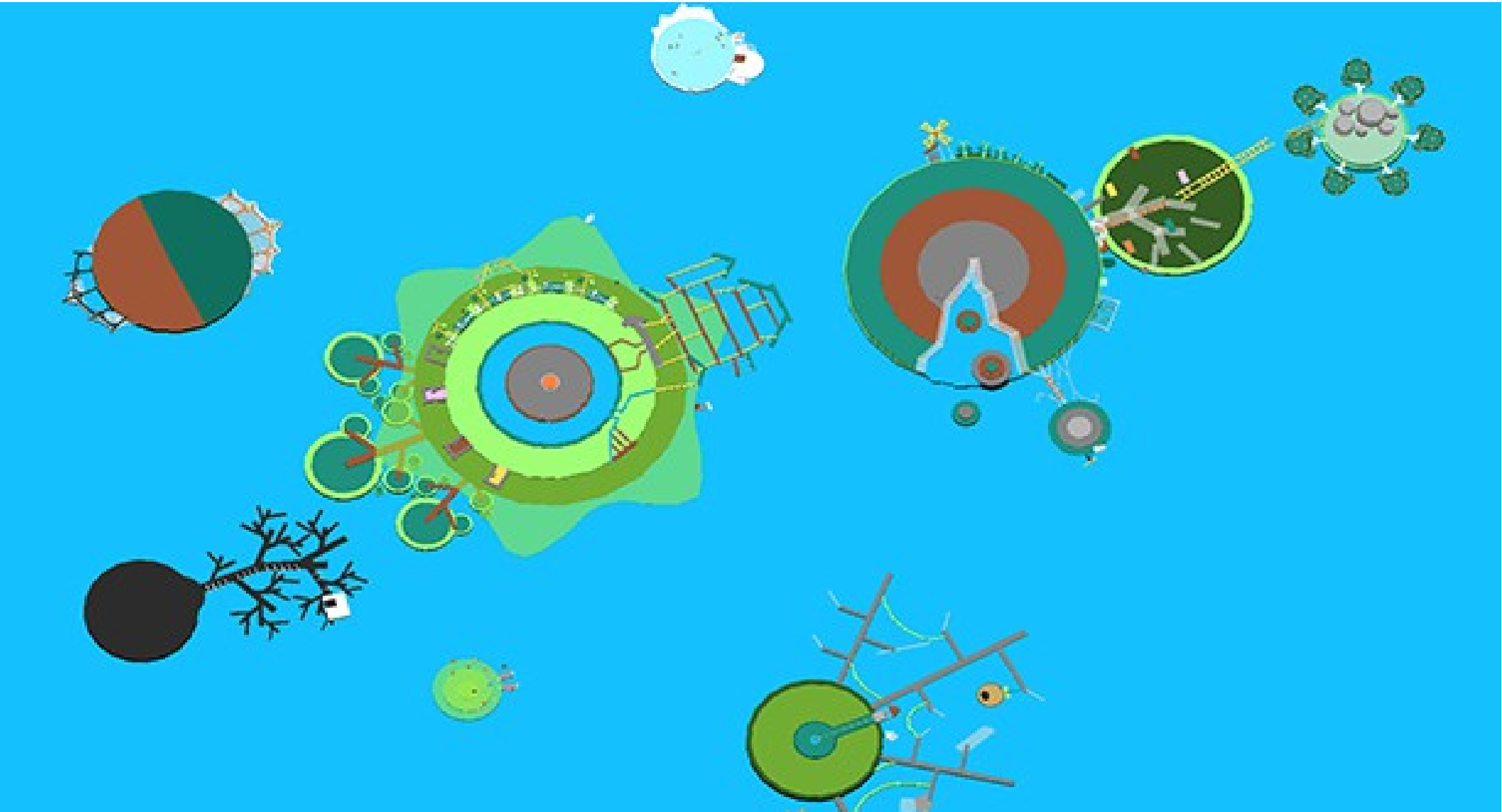
### LATEST COMMENTS

[Stevester](#) - Great article. I remember playing all the games and the excitement was in loading them up ...  
[Paul](#) - Dave can be placated that I helped reduce the pirated/purchased ratio: I bought two ...  
[Retro Brothers](#) - What a fantastic article! I never had the 'pleasure' of a cassette 50 back in the day, ...  
[seb](#) - Excellent interview and article, thanks! I have the C64 version of this collection. ...

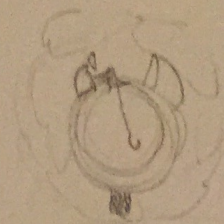




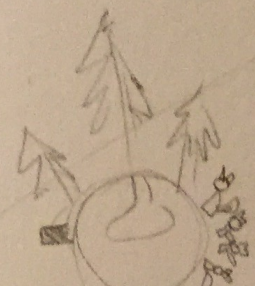
# “Platforming” wasn't fun



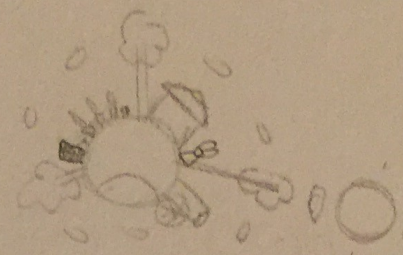




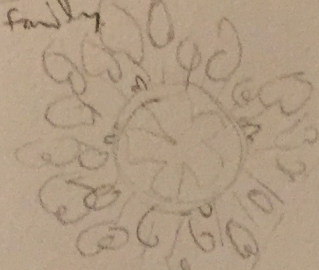
Wolf Man



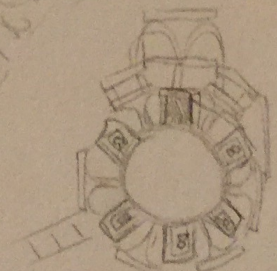
Fox family



Rabbit Woman



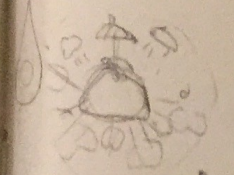
Forest



Ruins



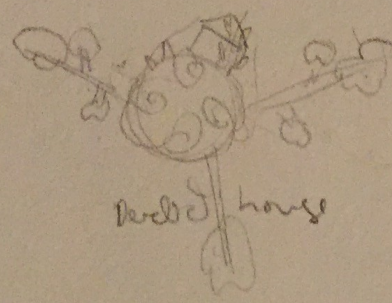
Derelict farm, wedding pavilion  
family dog



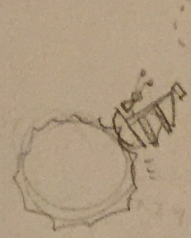
Lost child



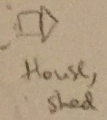
Deer Woman



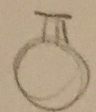
Derelict house



crazy neighbor  
(flies after moon)



House, shed

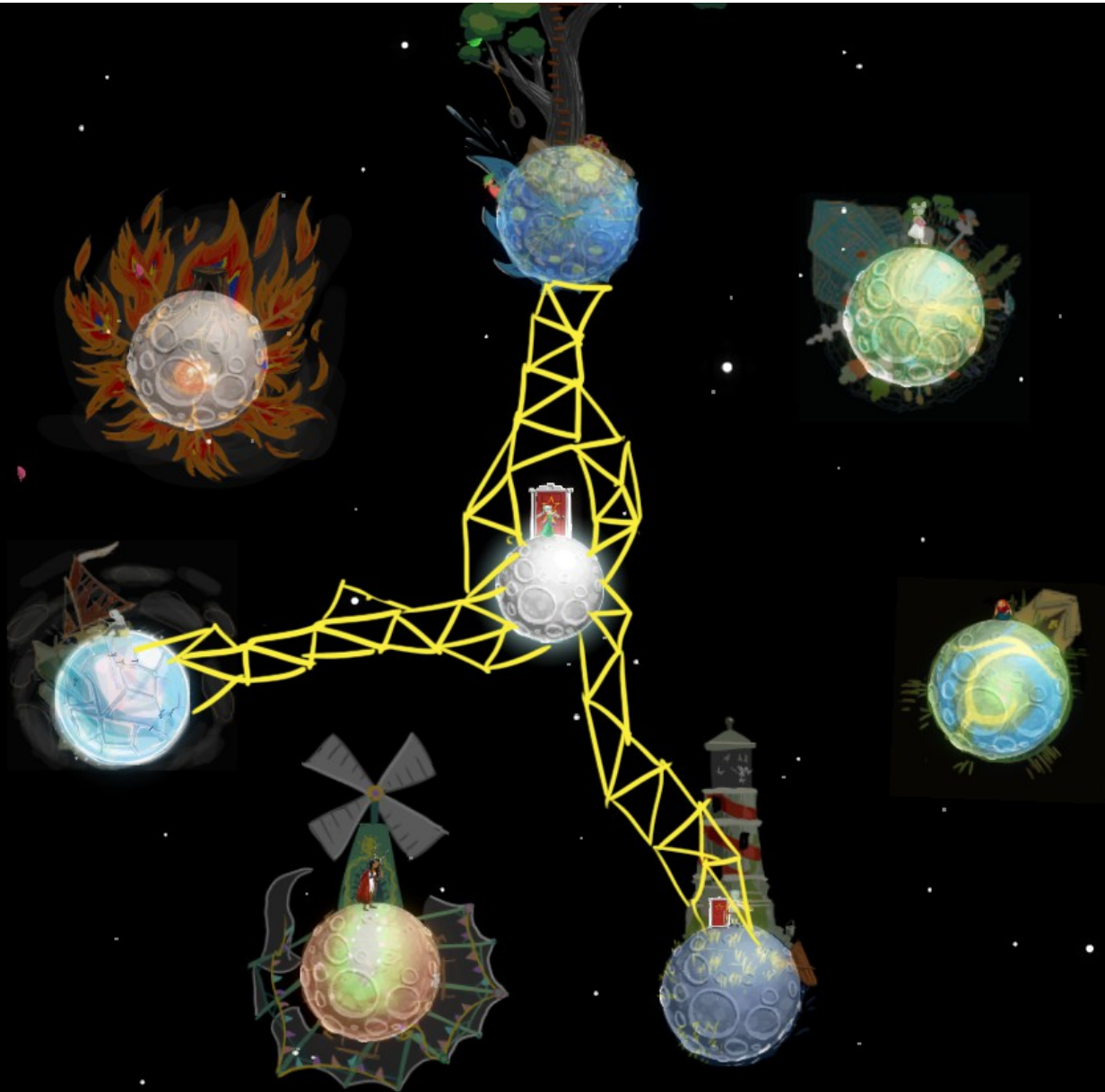


Hunting rifle

[Icarus level 2013]



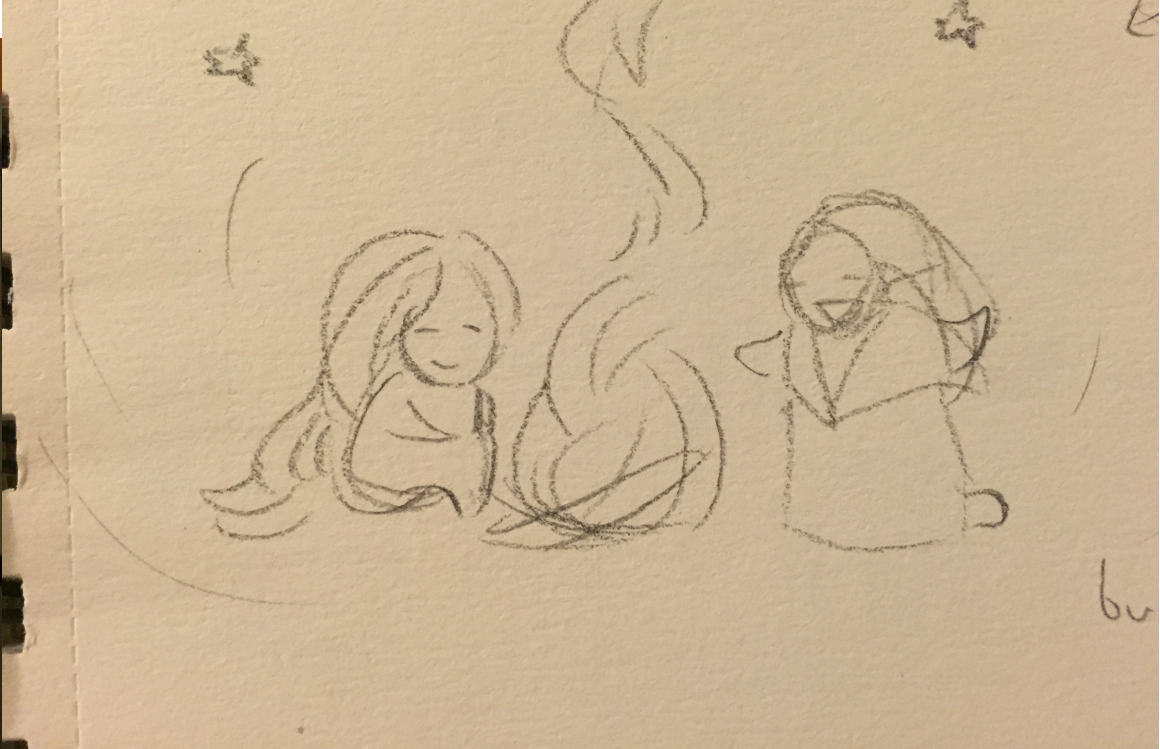
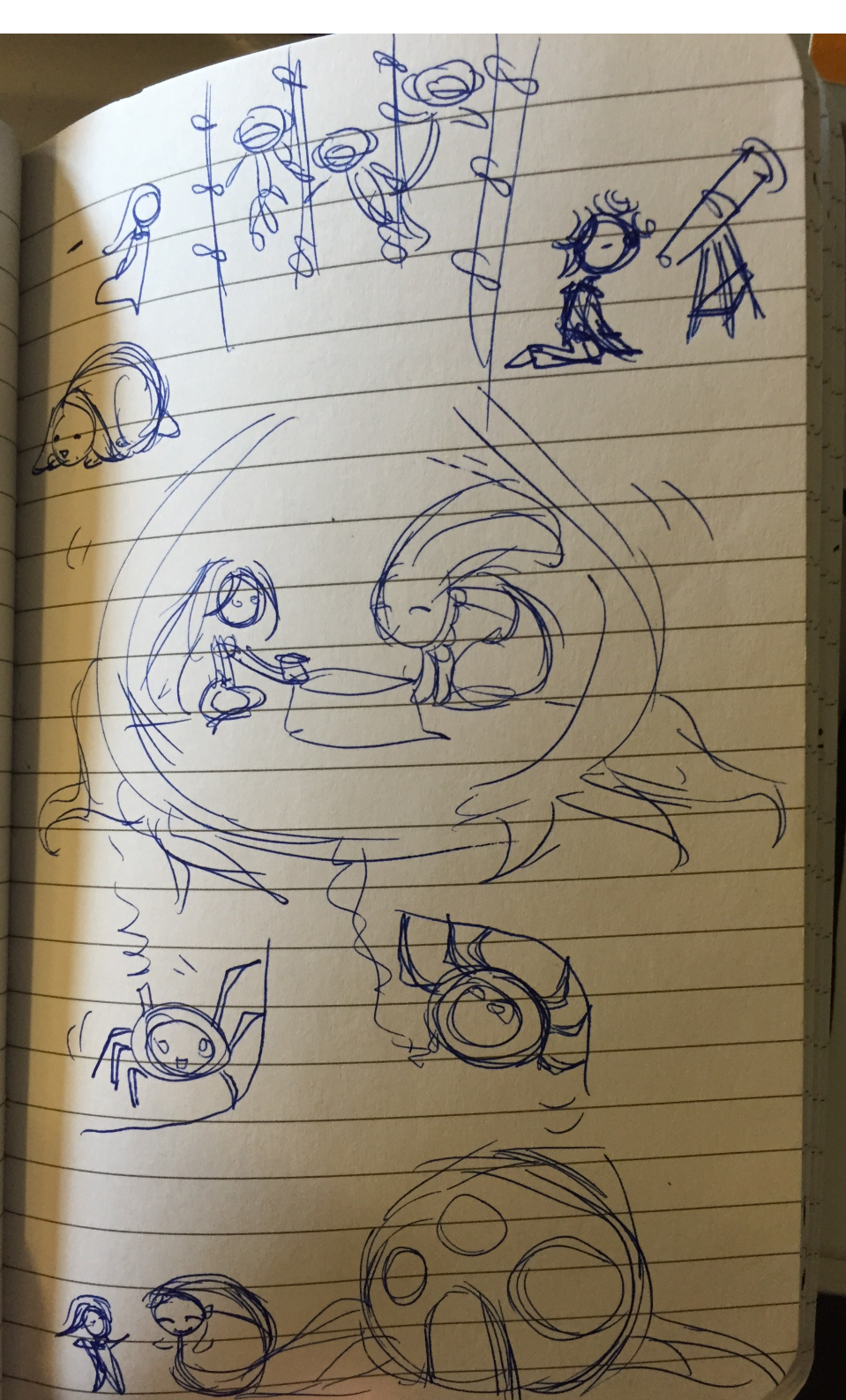
# “Magic Elements” redux



# Discovering the Narrative



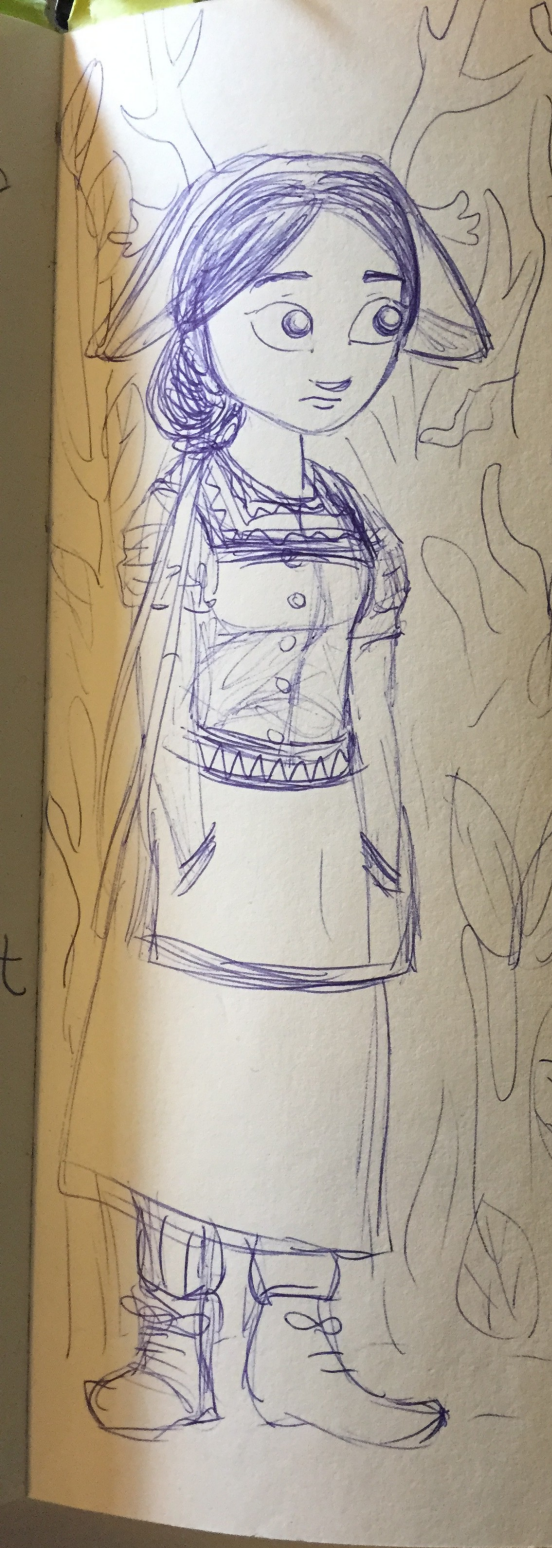








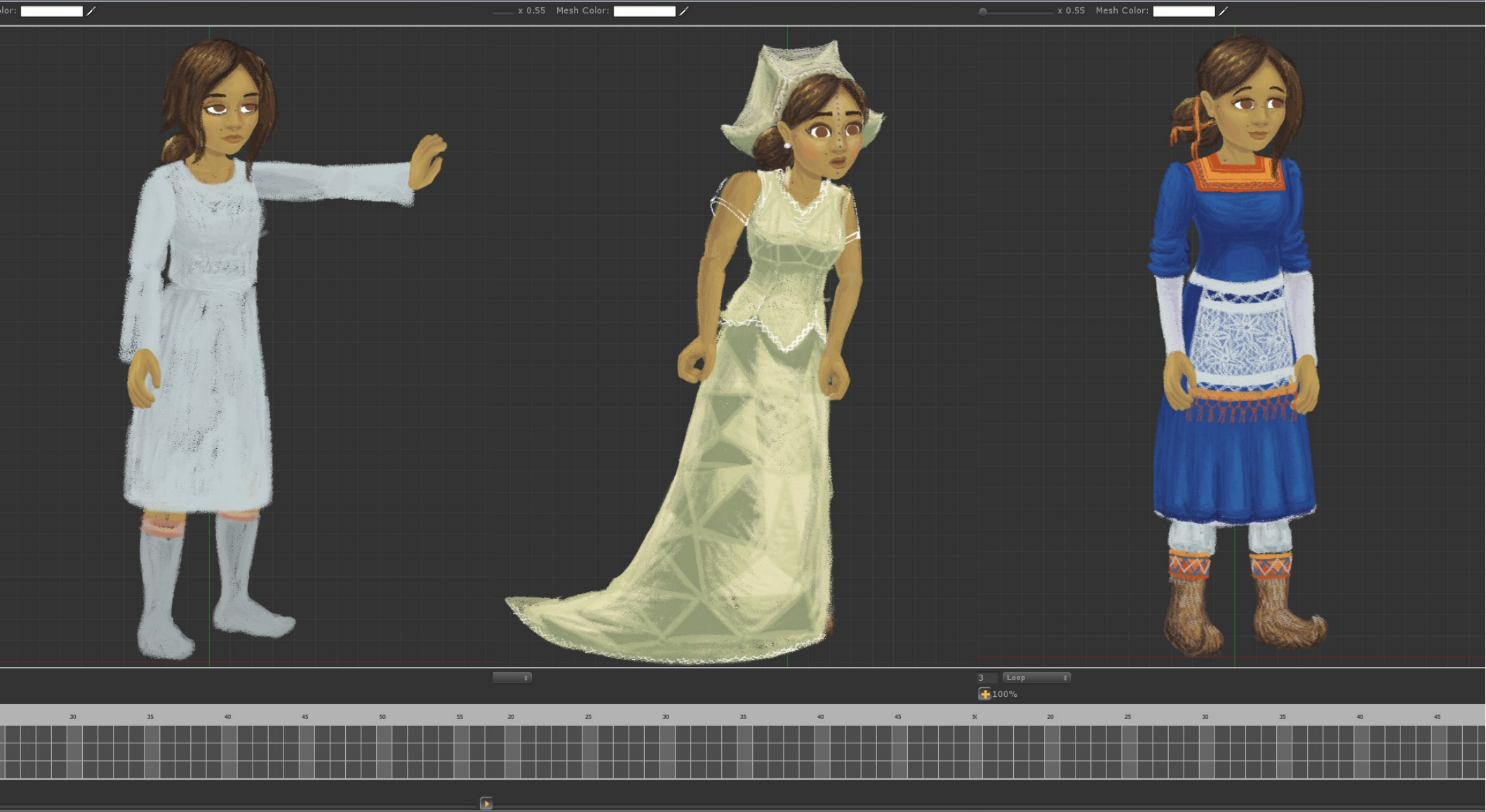




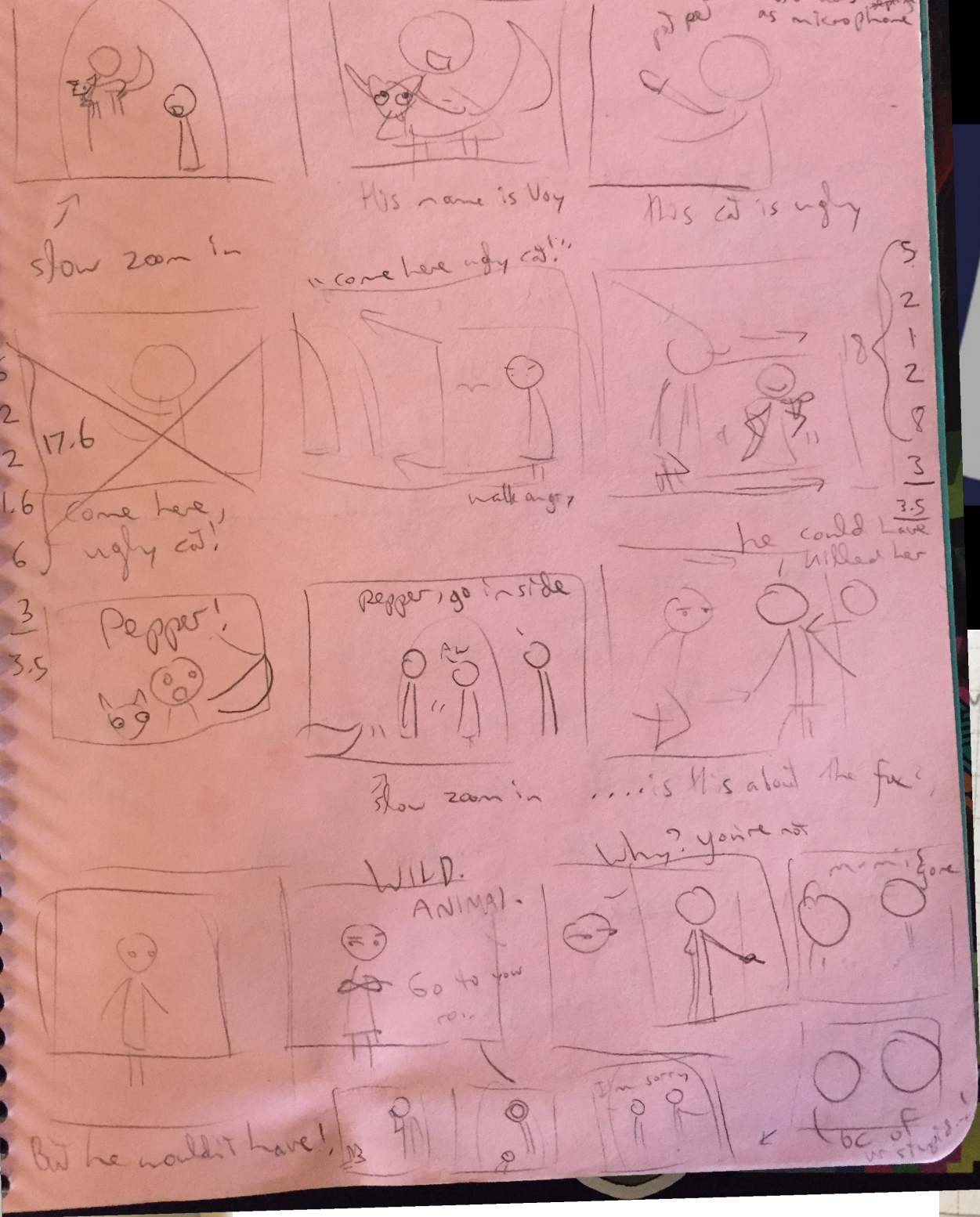














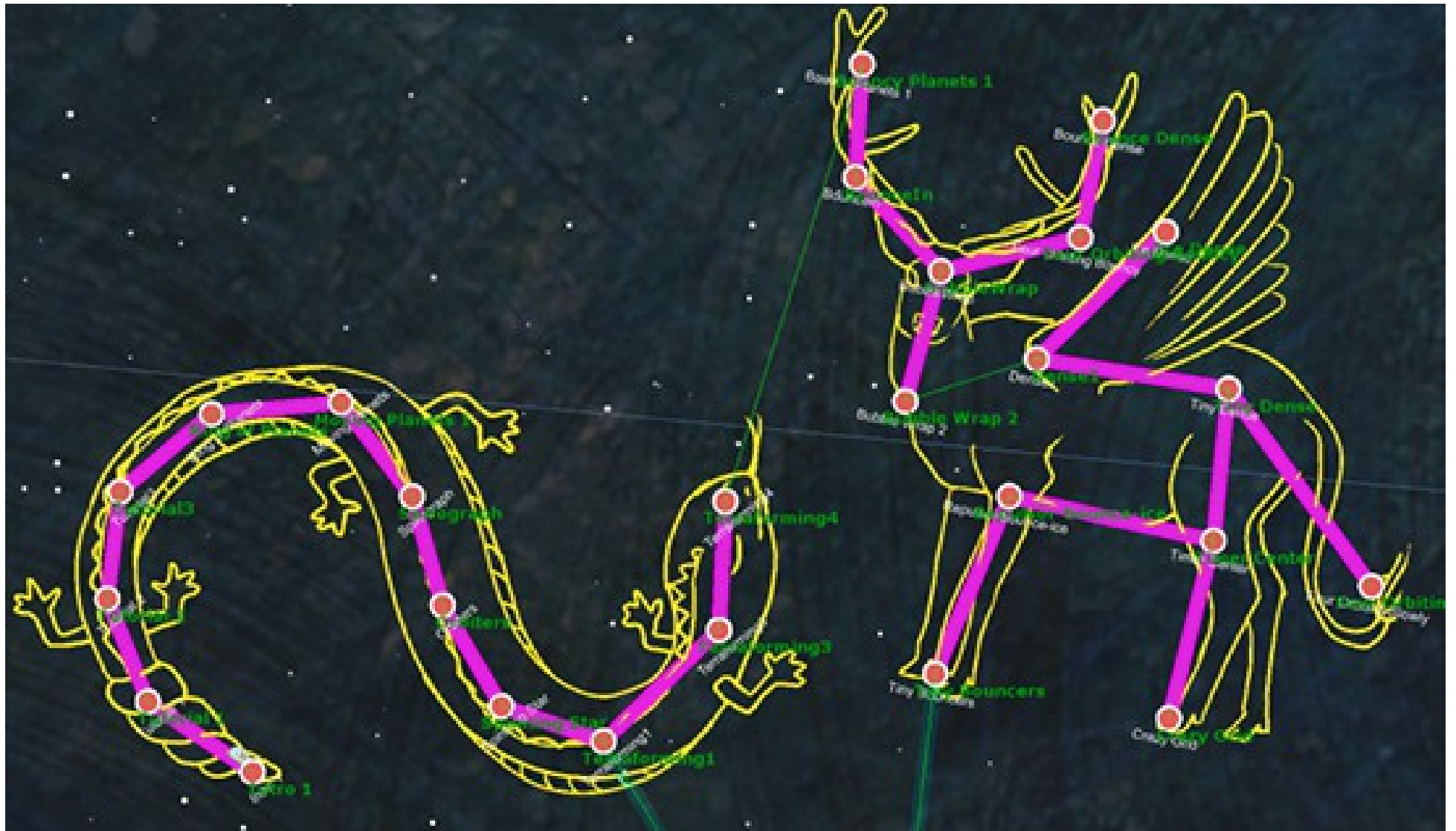


# More on art/animation

- [Youtube.com/livelyivy](https://www.youtube.com/livelyivy)
  - “Gravity Ghost Funtime Devshow” ~20 episodes



# Level Order

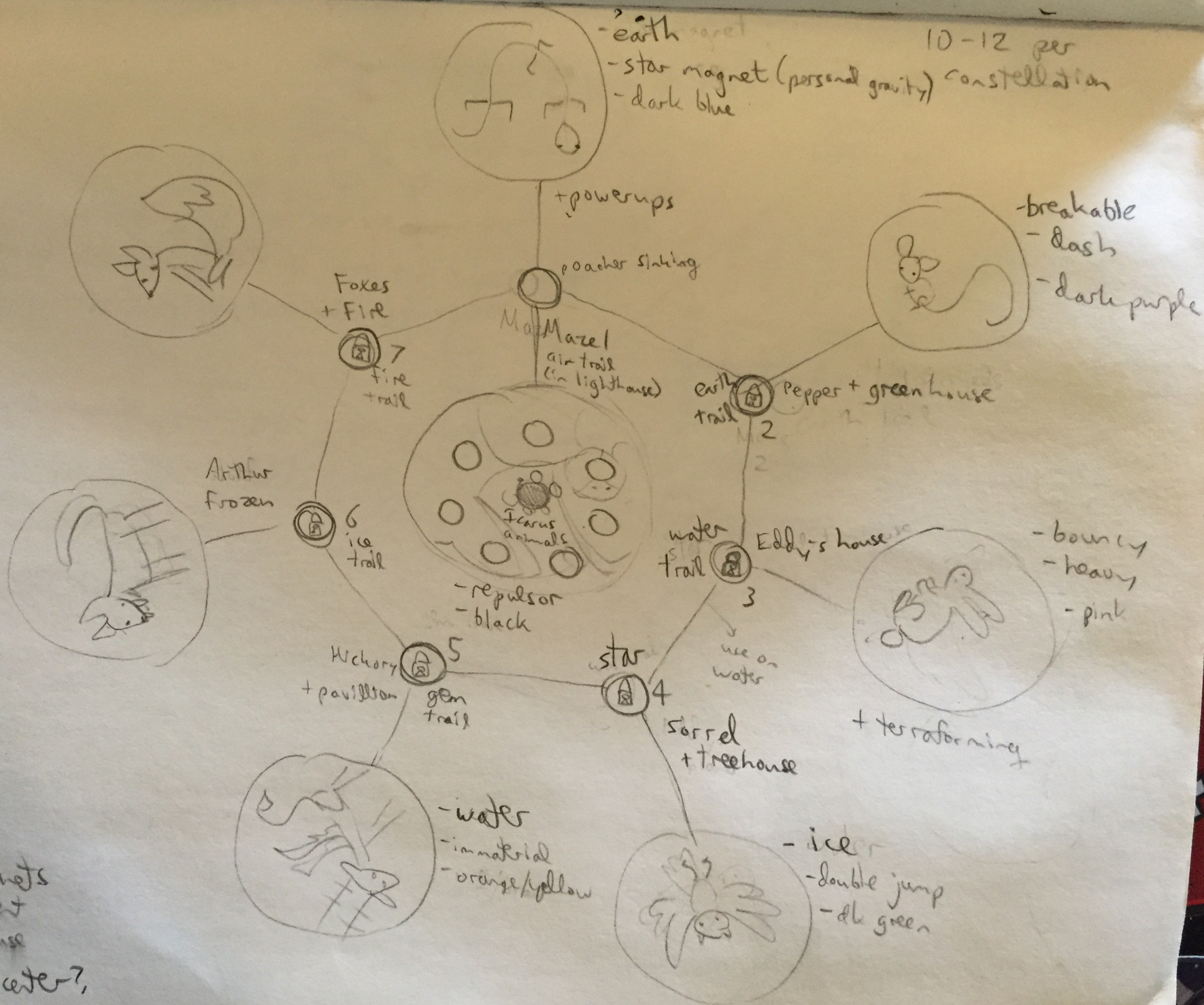




- dense
- no trail
- dk indigo

- timer
- glide
- purple/red

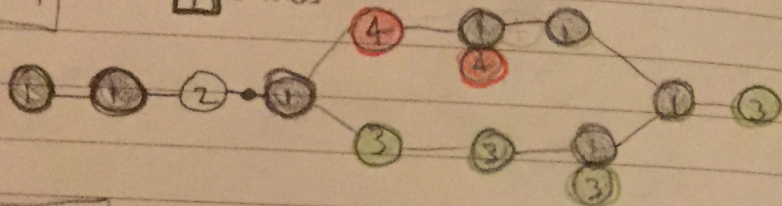
- All story planets  
are a different  
kind of house  
- start in water?





- 

9 Skulls

[illegible]

apter 3

- ① *Ficus*

[illegible]

ans: 11

triangle/pans

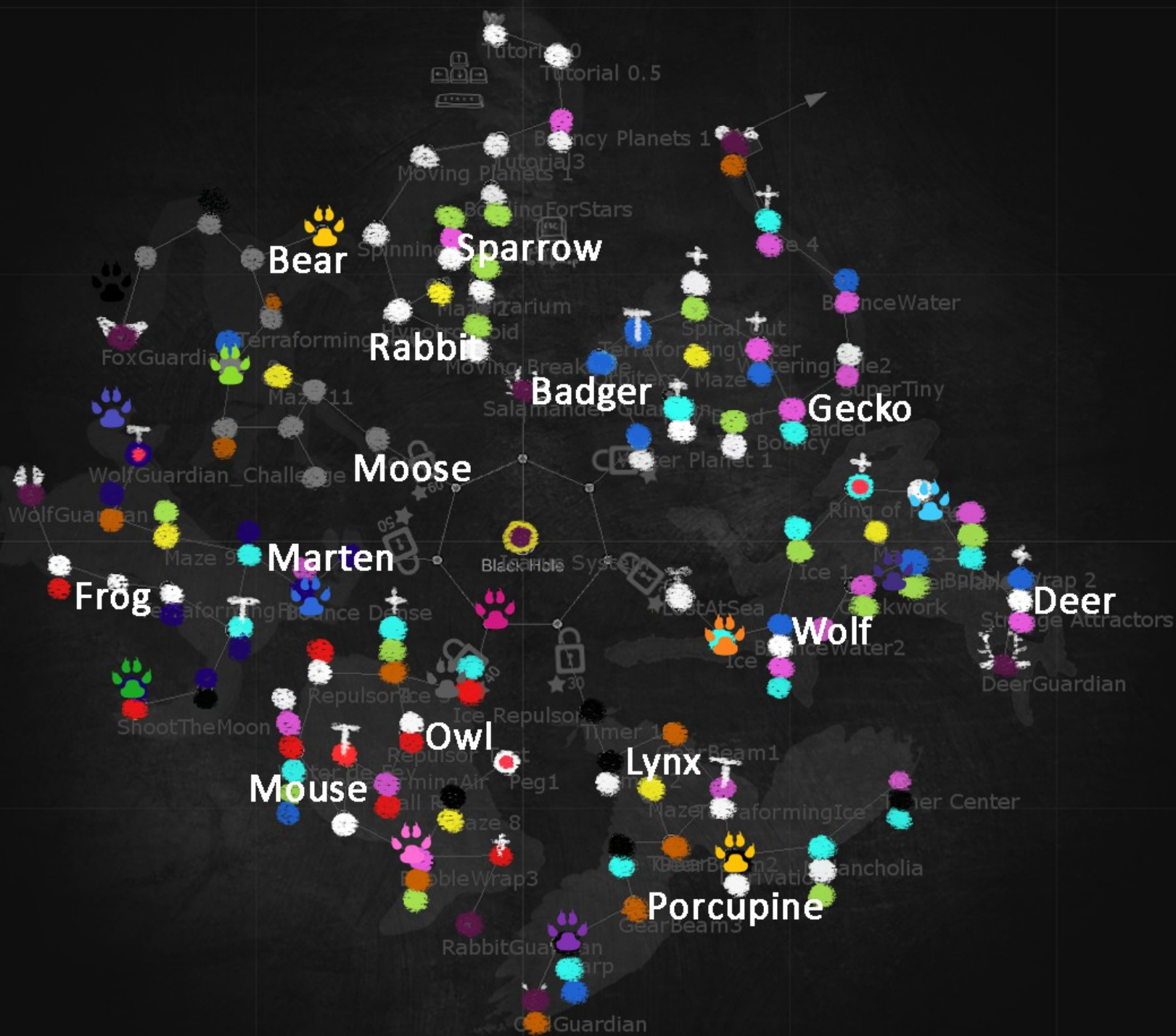














# Marketing

- “Copywriting for Geeks:” a \$100 online course by Marc-Andre Cournoyer

★ Consult copy writing for geeks

Logo font

- proof it w/ Marc-André cute shit

funny/smart  
tagline  
(product  
positioning)

GRAVITY GHOST

IS AN INDIE GAME! NOW AVAILABLE FOR PREORDER

Buy Games  
Logo

- give gift,  
get reciprocity  
norm...  
ask people to  
spread the word

free Song!  
Terrifying  
TRAILER

zen, peaceful, no threats

soundtrack by Ben  
2 copies - one to give away

Copywriting  
no hurry,  
no time,  
no \$,  
no invest...

Preorder

- address  
common  
objections

[E][F][P]

ID story the...  
bring someone  
back to games. I guarantee  
it'll bring you back to that time

P2 handcrafted, serene  
aesthetic...

P3: PC, Mac, Linux, 2014

the game for \$9.99  
25% off OMG

Humor  
\$ widget

my video  
with longer  
story time



Trusted

Final  
\$15

Cute,  
playful  
screenshot

social proof

"wow" "shrikes!" "yikes!"

Presskit

Blog

Meet the team

refunds available thru Humpp store



silhouettes of  
other indie  
games?

risk reversal

more cute shit

free  
preorder +  
soundtrack

Other Devs,  
+ Kotaku &  
Dostindoid

- tweet #gravityghost for a chance to win
- Brag about sales - It's social proof.
- Get people to spread the word on the day of the launch



# GRAVITY GHOST

Save the galaxy while saving a few bucks:  
Preorder **Gravity Ghost** for **33% off!**



Gravity Ghost Trailer



0:00 / 1:41

YouTube

as seen on:

joustiq

KOTAKU



INDIE STATIK

Forbes

Los Angeles Times



TechHive

PREORDER NOW!



**Gravity Ghost** ~~\$14.99~~ **\$9.99**

Ivy Games LLC Preorder Gravity Ghost today! Cross-platform and DRM-free.

# Marketing

- Opened for preorders in August 2013



# Marketing

- Opened for preorders in August 2013
- Funded the rest of the game

# The Road to Launch

- Weekly meeting to set priorities



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- PivotalTracker for tasks (& bugs)

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- Hired QA, recruited testers from Twitter



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- Mail merge (Mail Chimp) to email press
- Rami's DoPressKit()
- Gameplay & story trailer



# Critical Reception

- People like it!

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- People like it!
- 97% Positive on Steam



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- We already recouped our investment, yaaay



Thank you!  
@Livelyivy

