

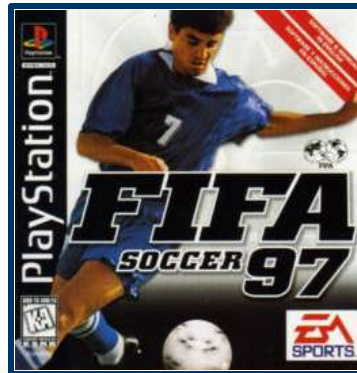
Using External Talent Creatively

Marc Aubanel
Electronic Arts
2004

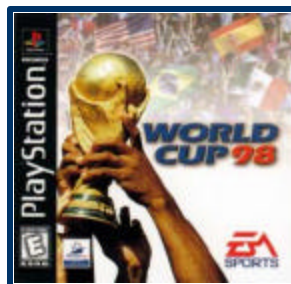
Case 1

**How am I going to get all of
that work done?**

Big Development Challenge



**WE WERE
WORKING ON
FIFA '97 AND
ALONG CAME...**



...World Cup



Game Developers Conference

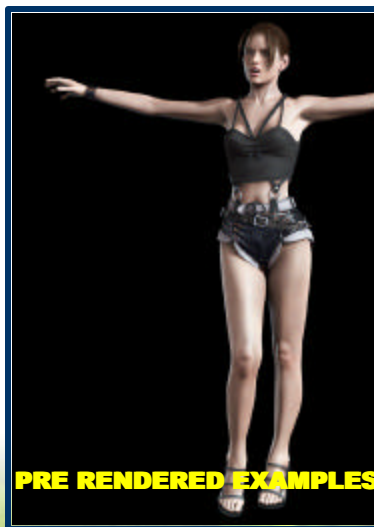
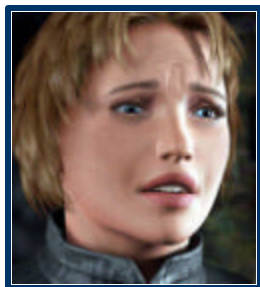
EVOLVE

Complex Long Distance Co-Development

- Over 120 people in three Locations:
 - Seattle
 - Vancouver
 - UK

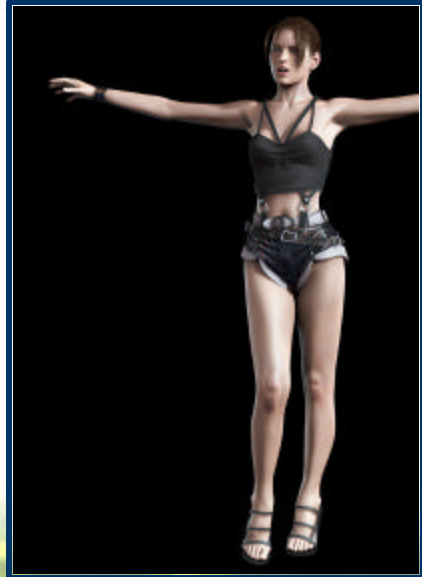
Case 2

**Create compelling & lifelike
female character**



**Identify
Talent**

Images by Steven Stahlberg



**DECIDED TO
GO PRE
RENDERED**

Image by Steven Stahlberg



TESTED AN OLD MODEL



**MATCHED THE
PHOTO**



**IMPROVED THE
FACE & LOOK**



AND FINALLY

Case 3

**Let's Perfect the Vision
Before We Implement**



HERE IS SOME CONCEPT ART...



SOME MORE...



SOME MORE...



EVEN MORE...



AND THEN IN GAME...



AND THEN IN GAME...



AND THEN IN GAME...

Case 4

**How do we sound like a
movie Soundtrack?**



Case 5

Asset Creation

Asset Creation



STADIUMS

Case 6

True Co-Development





**IT DOESN'T HAVE TO BE
EXPENSIVE...**

Rules of Thumb

- This industry is not better at everything!
- Do it cheaper & faster
- Network & learn
- Asset & Code co-development cleans up pipelines & tools
- Find hungry talent