Make Your Own Mobile Game in 60 Minutes

(and have the knowledge to start your own mobile game company)

Download Corona SDK

Download Corona SDK and Install
http://www.anscamobile.com/

Download Java SE 7 and Install (If needed)
http://www.oracle.com/technetwork/java/javase/downloads/index.html

Download Notepad++
http://notepad-plus-plus.org/

The Game Developer Dream...

Download Corona SDK, Reminder

Cannot continue talk without it
Download Corona SDK and Install
http://www.anscamobile.com/

Download Java SE 7 and Install (If needed)
http://www.oracle.com/technetwork/java/javase/downloads/index.html

Download Notepad++
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The Game Developer Dream...
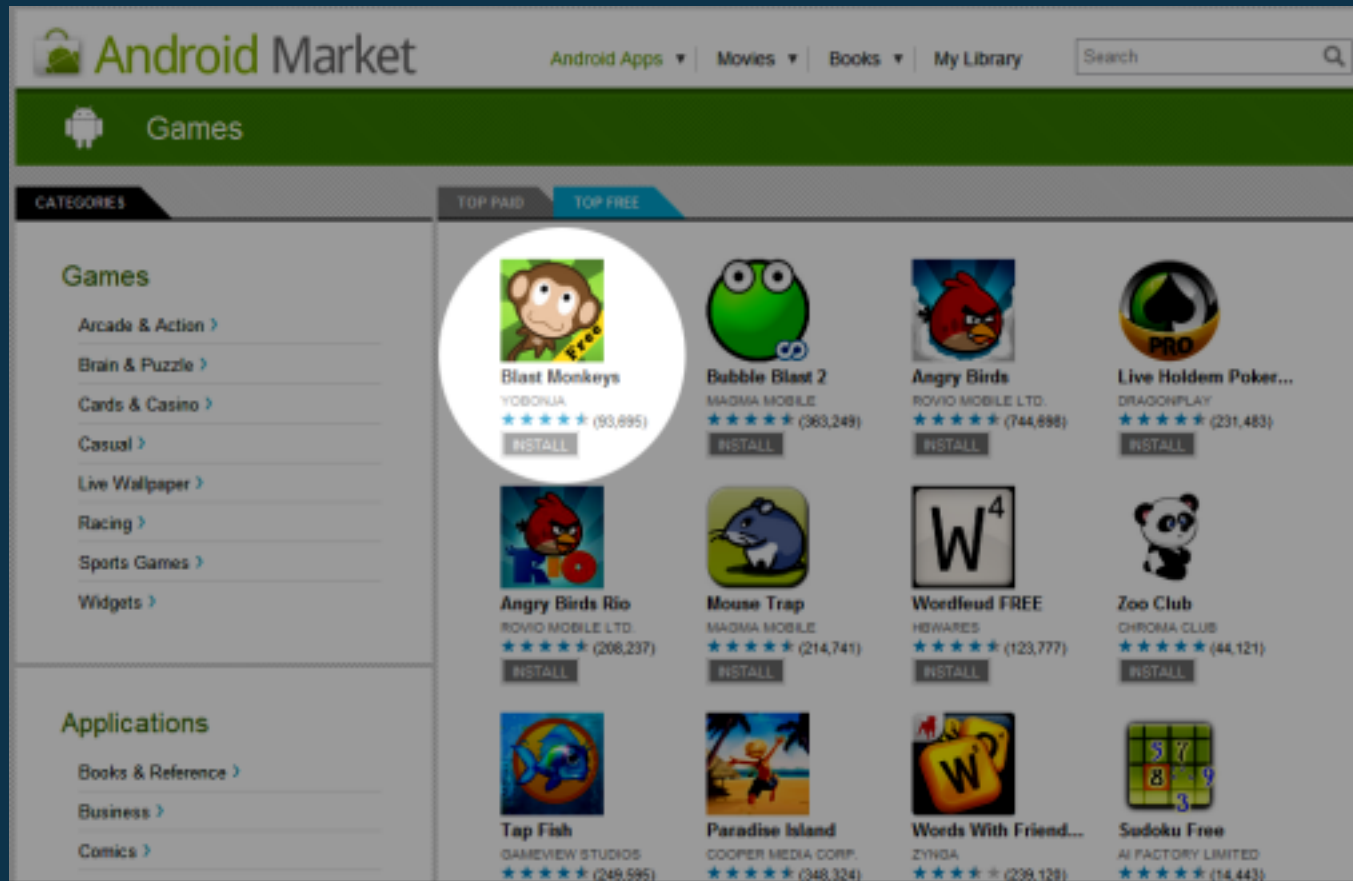
Blast Monkeys Demo
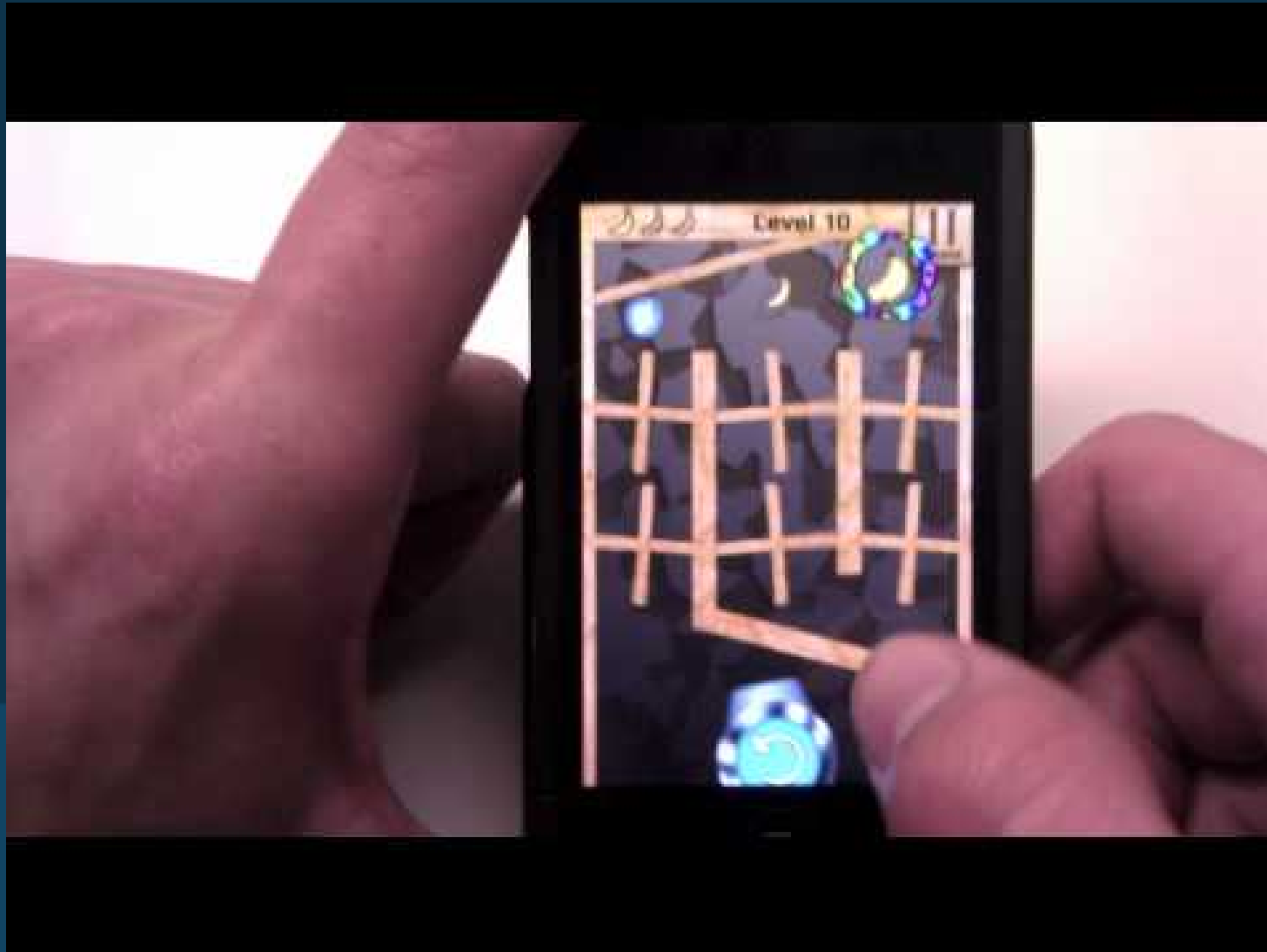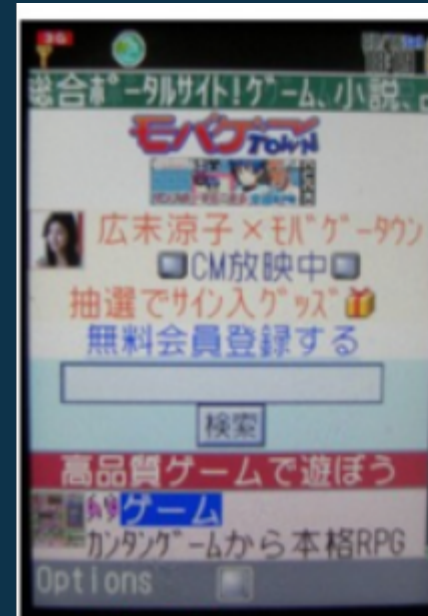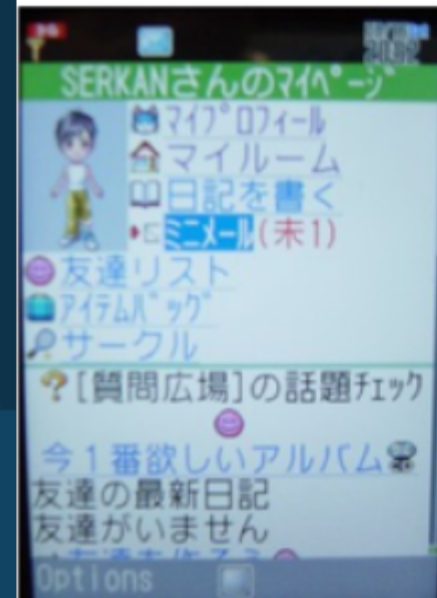
Zoo Club Demo

Why Make A Mobile Game...

* Migration from Web to Mobile

* Japan Mobile Usage
  * Gree
  * Mixi
  * DeNA (Mobage Town)

* NgMoCo acquired for
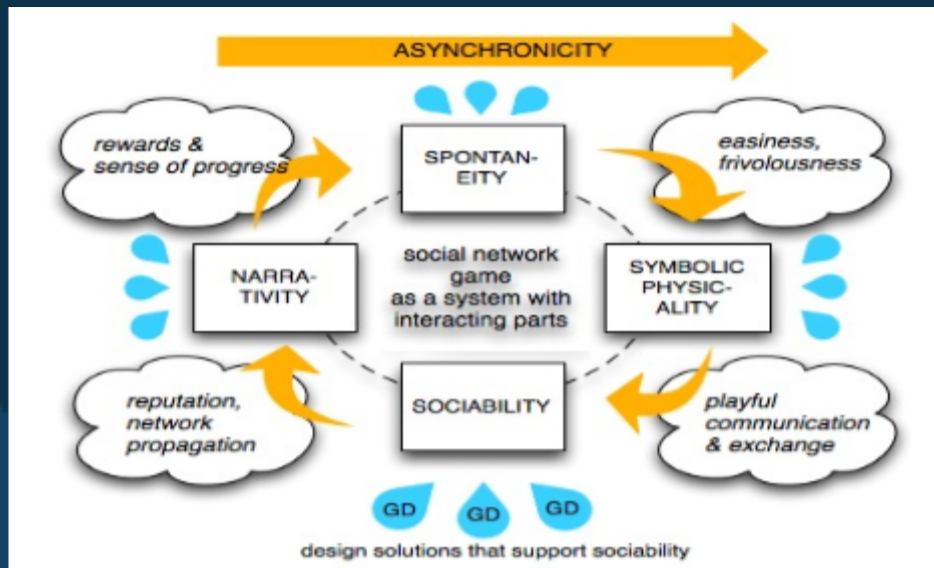 $400 million

Starting page

Game screen

Profile page

Avatar in virtual room

Why You Are The Perfect Person To Make A Mobile Game...

* Resume/Internship Enhancer

* Skills Are Not Taught In Traditional Classes

* Even If Your Game Doesn't Succeed, You Win

Why You Are Perfect To Make A Mobile Game...

* Iterative Development; Continuous Development

* People Care More About Responsiveness than Quality
* Get Feedback to See If Idea Is Good In The First Place

* Can Increase Quality Over Time

Why You Are Perfect To Make A Mobile Game...

* Community/Social Feedback...People Matter More Than Graphics

* Players will Play Your Game Because Of Other People In The Game

* Too Many People On The Team Is Counterproductive

Mobile Game Design Mechanics...

* Accelerometer
  * Tilt To Live
  * Cube Runner

Mobile Game Design Mechanics...

* Touch
  * Tap Tap Revenge

Mobile Game Design Mechanics...

* Vibration
  * Driving Game

Form Your Team...

* Get into teams of 2 or 3 people

* Name Your Team

* Choose Roles For Your Team (Artist, Programmer, Tester, etc)

Corona SDK Makes It Possible
By Ansca Mobile

* Easy to learn

* Quick Testing via Simulator

* Develop across platforms: iOS and Android

* Cut development time

* Allows more focus on gameplay

* In the past seven months Corona-powered apps have been downloaded over twenty million times. The number one game on the Android Market was Blast Monkeys, a Corona created game!

Lets Make Your First Game

Download Corona SDK and Install
http://www.anscamobile.com/
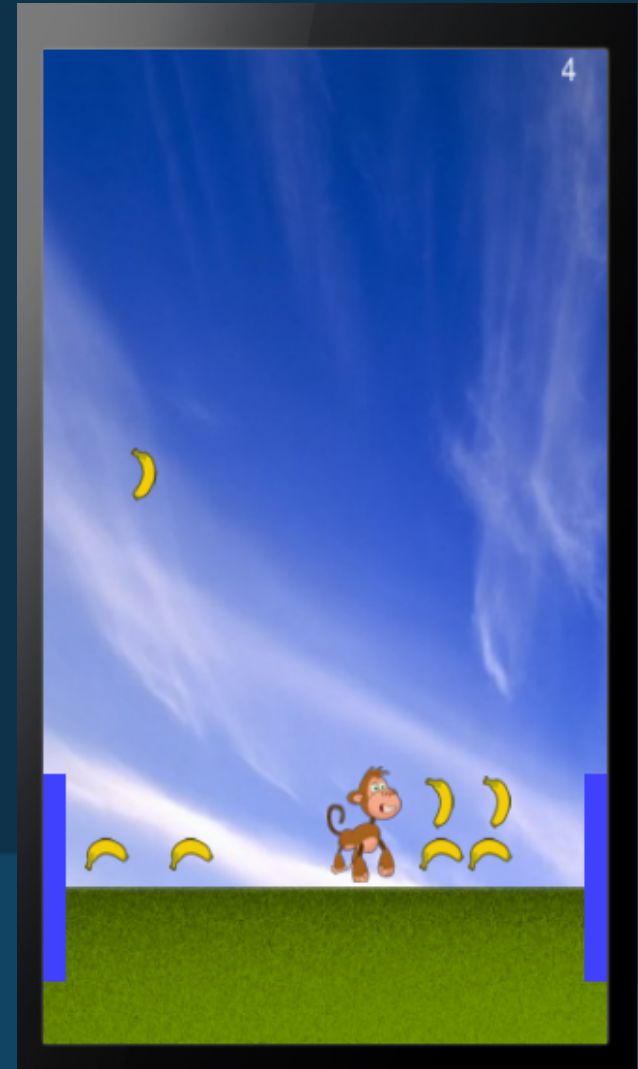
Download Sample Code
http://www.chromacoders.org/first-game.zip

Corona Game Edition - Physics in 5 Lines
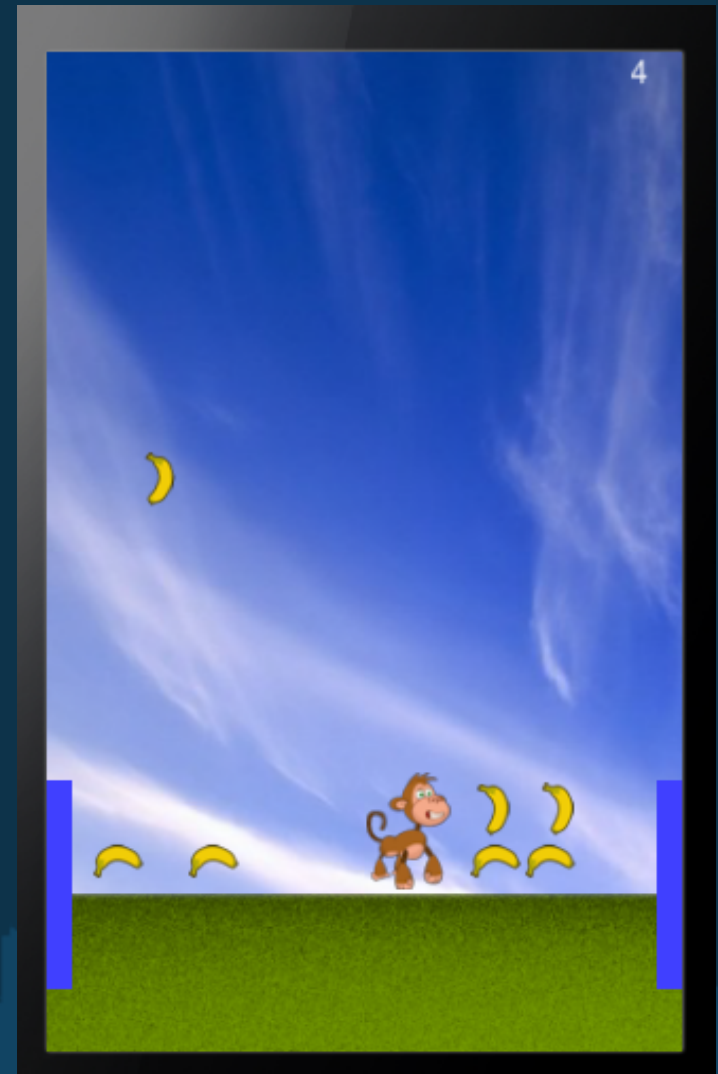http://www.youtube.com/watch?v=WMZ7R92gIQ4&feature=related

Learning Corona
http://www.learningcorona.com/

Lets Get Started…Mobile Game Lab

* Open Up Corona

* Open up First-Game Folder

* Demo Walkthrough

* Step 1, Physics Code

* Step 2, Touch Code

* Step 3, Vibration Code

* Step 4, Accelerometer Code

Lets See Your game on Your Phone

Build: File -> Build -> Continue Trial ->
com.StudioName.GameName -> Build

Email the .apk file to your G-mail account. Open the e-mail in your Android 2.2 (or above) phone. Install the .apk file. Congratulations! You have just made your first mobile game!

Note on Installing third party applications on your Phone:
Verizon Phones
Applications -> Settings -> Applications -> Check the "Unknown Sources/Allow install of non-Market applications"
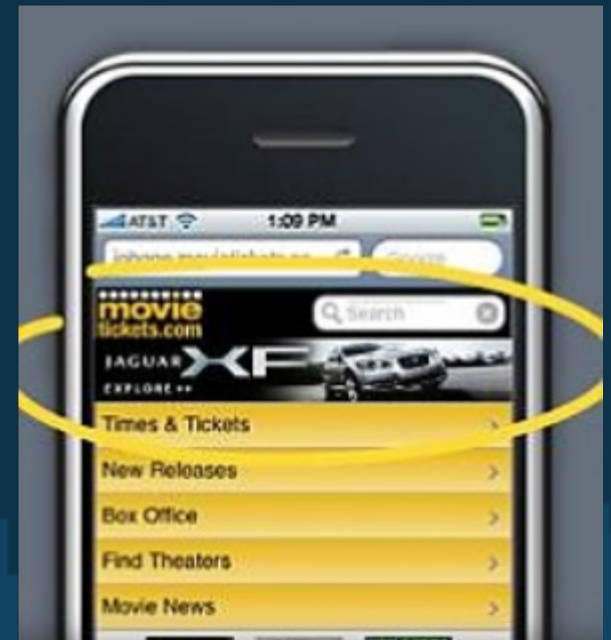
How Your Game Will Get Noticed...

* Cross-Promotion With Other Simple Apps

* Advertising

* App Store

* Review sites like Touch Arcade

* Post dev screenshots to forums

* GetJar,
  2nd Biggest App Store In The World

* Story Around App, Like Angry Birds

How Your Game Will Make Money...

* Advertising
   *adMob
   *iAds
   * Location-based Ads/Business Coupons
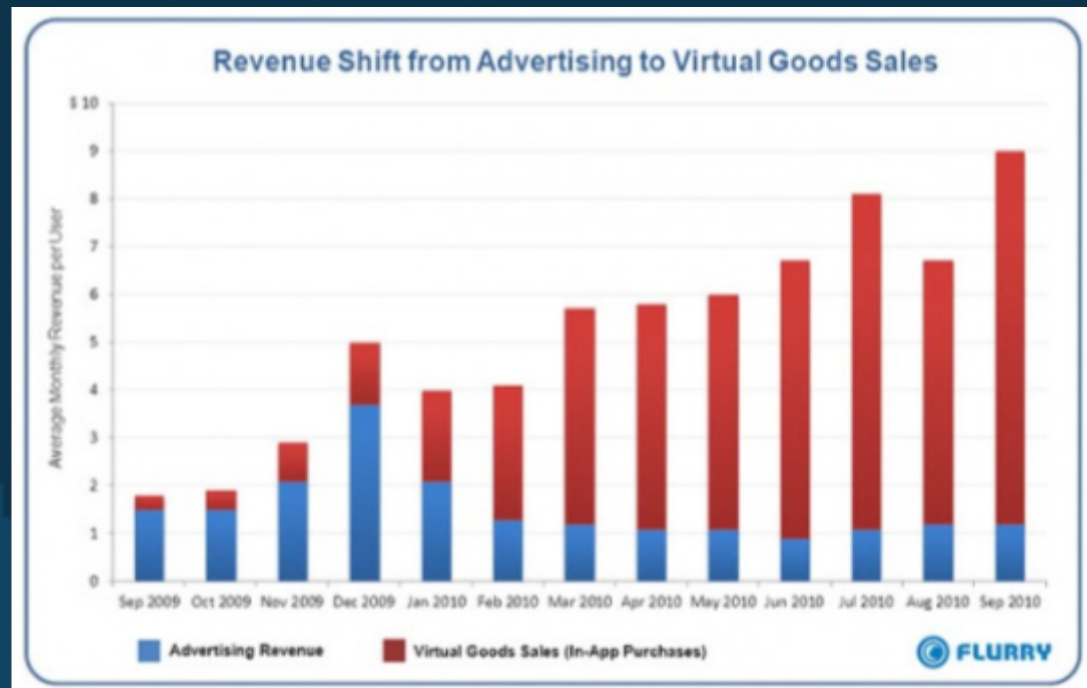   * Millenial Media/Greystripe

How Your Game Will Make Money...

* Pay for App
    * 99 cents
    * Constant Updates
    * Games as a service

How Your Game Will Make Money...

* Free to Play (NgMoCo example)
    * 2008, $484,000 and $2.46 million loss
    * 2009, $3.16 million and $10.89 million loss
    * 2010, $30 million dollar run rate (released many MMOs)
    * http://techcrunch.com/2010/10/13/ngmoco-dena-deal/

Virtual Currency

Revenue Shift from Advertising to Virtual Goods Sales

Advertising Revenue ■ Virtual Goods Sales (In-App Purchases) ■ ● FLURRY

Congratulations

You have completed Level 1

The Next Steps for Your Game Level 2

Leveling Bonus...
* Free interviews with successful mobile game developers
http://www.chromacoders.org/blog

* Free copy of slides
* http://www.chromacoders.org/makegame.pdf

* Download the $80 mobile game design book for free:
"Mobile Game Design"

* Free Sounds For Your Game(freesound.org)

* Free artwork For Your Game (chromacoders.org, conceptart.org)

* Zoo Club (by Chroma Club) will promote one student game

Next Quest...
* Get a Game on the Market in 1 week