



Curso de Planeación y Dirección de Videojuegos Indies

Jorge García



JORGE GARCÍA

The Roaring Picky Captain

VGM Wisdom



Physical Game Collection



Fat Digestion



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[@Pogo8bit](https://twitter.com/Pogo8bit)

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**¿Qué es un
Postmortem?**



¿Qué veremos?

- Concepción
- Definición
- Consolidación y financiamiento
- Desarrollo
- Publicación
- Seguimiento





Dinámica



Experiencia



Retrospectiva

**¿Por qué
crear juegos
independientes?**



Motivaciones

- Evitar tiempos muertos
- Salud
- Libertad, control y dirección
- Experiencia en gestión / programación



Acceso a la información

Search Results

[Advanced Search Tips](#)

[Ask Question](#)

Results for game maker studio

160 results

Relevance

Newest

More ▾

1

vote

3

answers

Q: Game Maker Studio, Importing games

Is it possible to import a **game maker game** into **game maker studio**? Because I want to edit the older version of the **game**, that I have saved as an application?! ... example: if I have a **game** that I created an application so I could share it with friends, how do I do it. the current **game** that I want to import has the file type .exe I've been changing it to .gmx , .gmz ...

[import](#)

[game-maker](#)

[gml](#)

asked May 23 '16 by Zanadew Carter

1

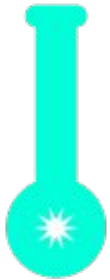
vote

1

answer

Q: Game Maker Studio 2 LOCAL multiplayer

Why **Game Maker Studio 2**? Because I want to make a **game** with my friend who doesn't have any programming skills. ... So, we need some **game editor** like **Game Maker Studio 2** despite the fact that I have programming experience. ...



Casos de éxito

Descubrir Empieza un proyecto

KICKSTARTER

Búsqueda 🔍 Iniciar sesión

Pato Box - A full action duck fighting experience



Adventure/fighting game inspired by the "punch-out" series, taking place in the building of a corrupt corporation.

[Purchase Now](#)

Creado por

Bromio

369 patrocinadores contribuyeron 210.700 MX\$ para que este proyecto se pudiera realizar.

Última actualización [18 de septiembre de 2020](#)



Retrospectiva

**¿Qué es lo mínimo que
necesito para empezar a
crear videojuegos?**



Equipo de cómputo

- Procesador i7
- 16 GB RAM
- 250 GB SSD
- 1 TB HDD
- 980 GTX 1GB





Engine

Game Maker Studio
1.0, posteriormente
2.0

Humble GameMaker Bundle

Bundle includes:

10SNX GameMaker Edition	Uncanny Valley	Solstice	GameMaker: Studio UWP Export
Freeway Mutant	Cook, Serve, Delicious	Home	Flop Rocket
Extreme Burger Defense	Shep Hard	Galactic Missile Defense	Source Code for Games
GameMaker: Studio Professional	Angry Chicken	GameMaker: Studio Android Export	
Ink	GameMaker: Studio HTML5 Export	GameMaker: Studio iOS Export	



Compañeros y roles

- Dirección
- Gestión
- Programación
- Gráficos
- Audio
- QA

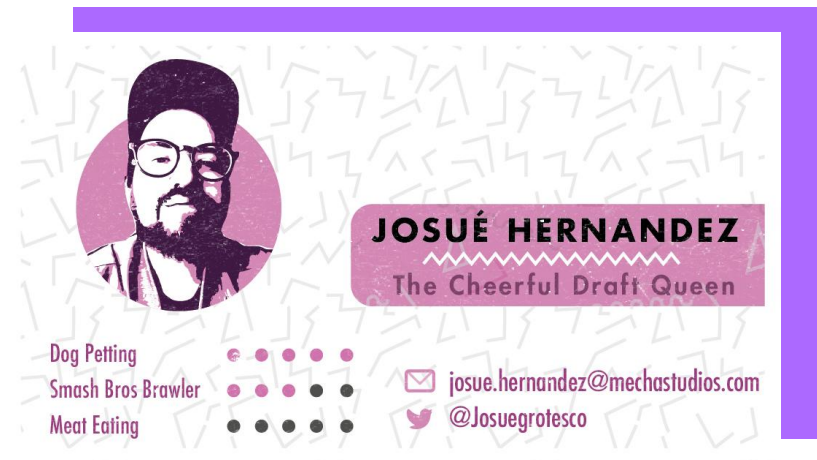


A profile card for Hector Sánchez. It features a circular portrait of a man with glasses and a headband. To the right of the portrait is a dark grey rounded rectangle containing the name "HECTOR SÁNCHEZ" in white, followed by a wavy line and the tagline "The Tattooed Master of None". Below the portrait, there are three interests listed: "Headbanging", "Bike Riding", and "Facial Hair", each followed by a row of colored dots. To the right of these dots are social media icons for email and Twitter, with the contact information "hector.sanchez@mechastudios.com" and "@Hectoresnaco".

HECTOR SÁNCHEZ
The Tattooed Master of None

Headbanging
Bike Riding
Facial Hair

✉ hector.sanchez@mechastudios.com
🐦 @Hectoresnaco



A profile card for Josué Hernández. It features a circular portrait of a man with a beard and glasses. To the right of the portrait is a dark purple rounded rectangle containing the name "JOSUÉ HERNANDEZ" in white, followed by a wavy line and the tagline "The Cheerful Draft Queen". Below the portrait, there are three interests listed: "Dog Petting", "Smash Bros Brawler", and "Meat Eating", each followed by a row of colored dots. To the right of these dots are social media icons for email and Twitter, with the contact information "josue.hernandez@mechastudios.com" and "@Josuegrotesco".

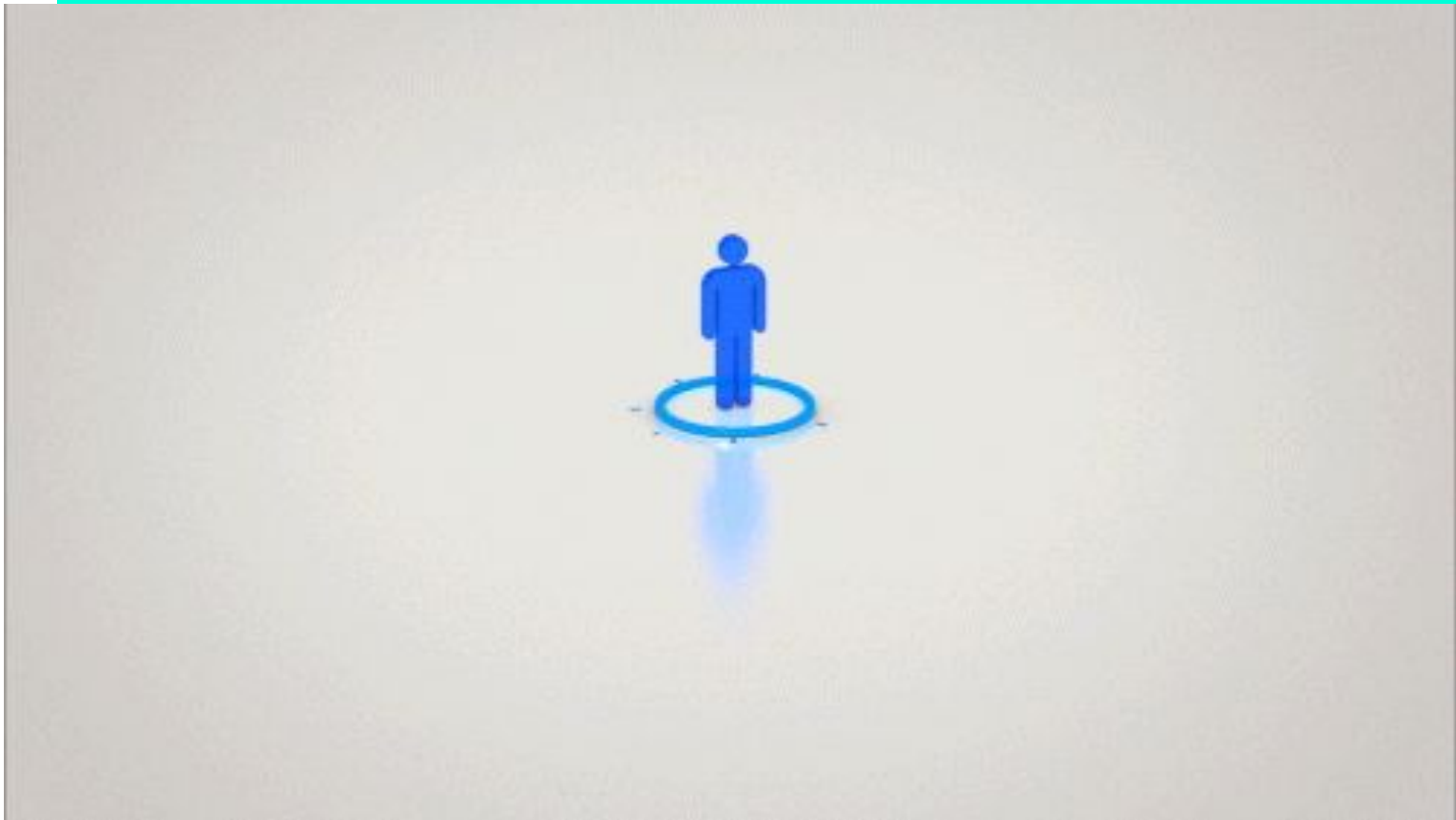
JOSUÉ HERNANDEZ
The Cheerful Draft Queen

Dog Petting
Smash Bros Brawler
Meat Eating

✉ josue.hernandez@mechastudios.com
🐦 @Josuegrotesco



Empresa

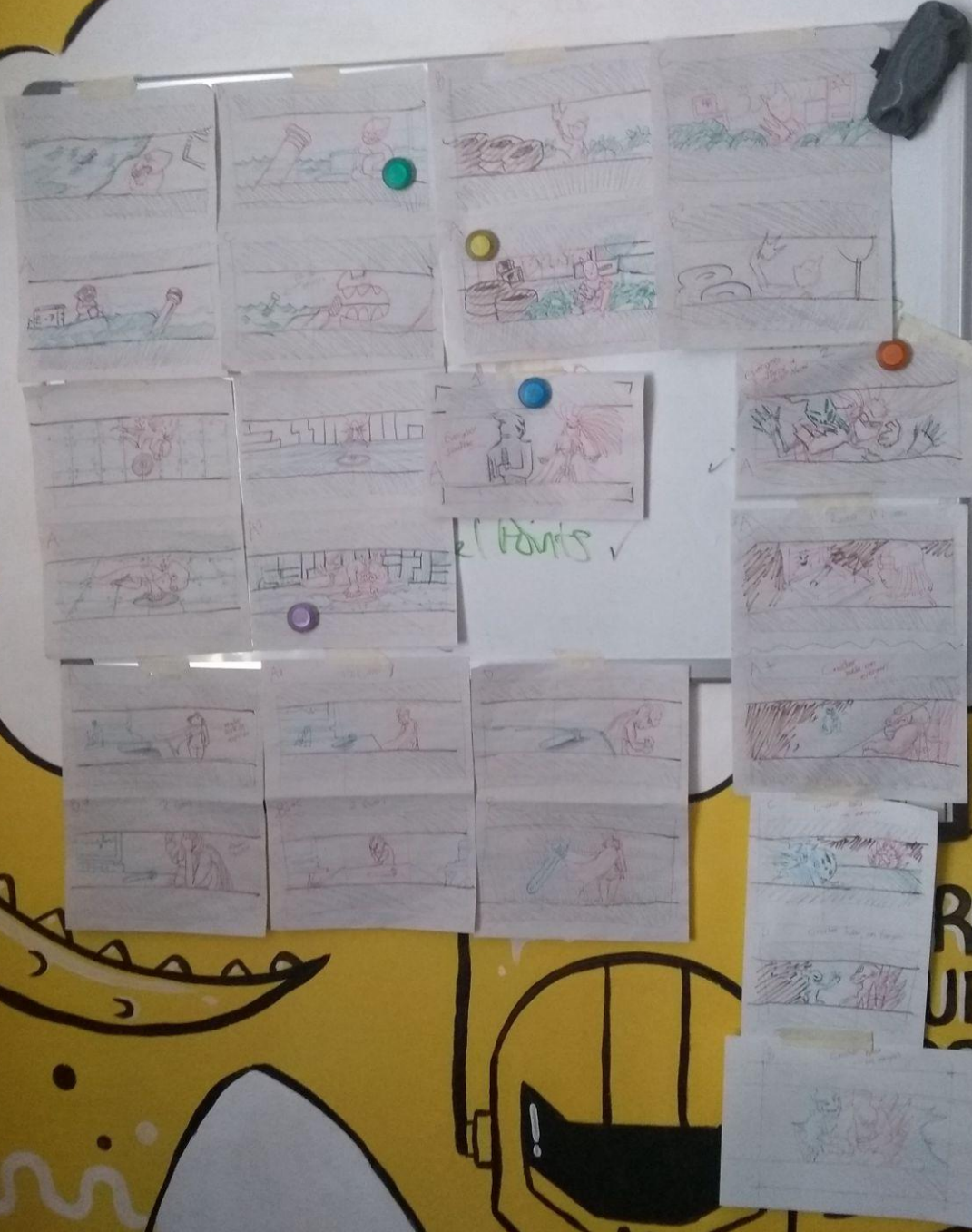




Retrospectiva

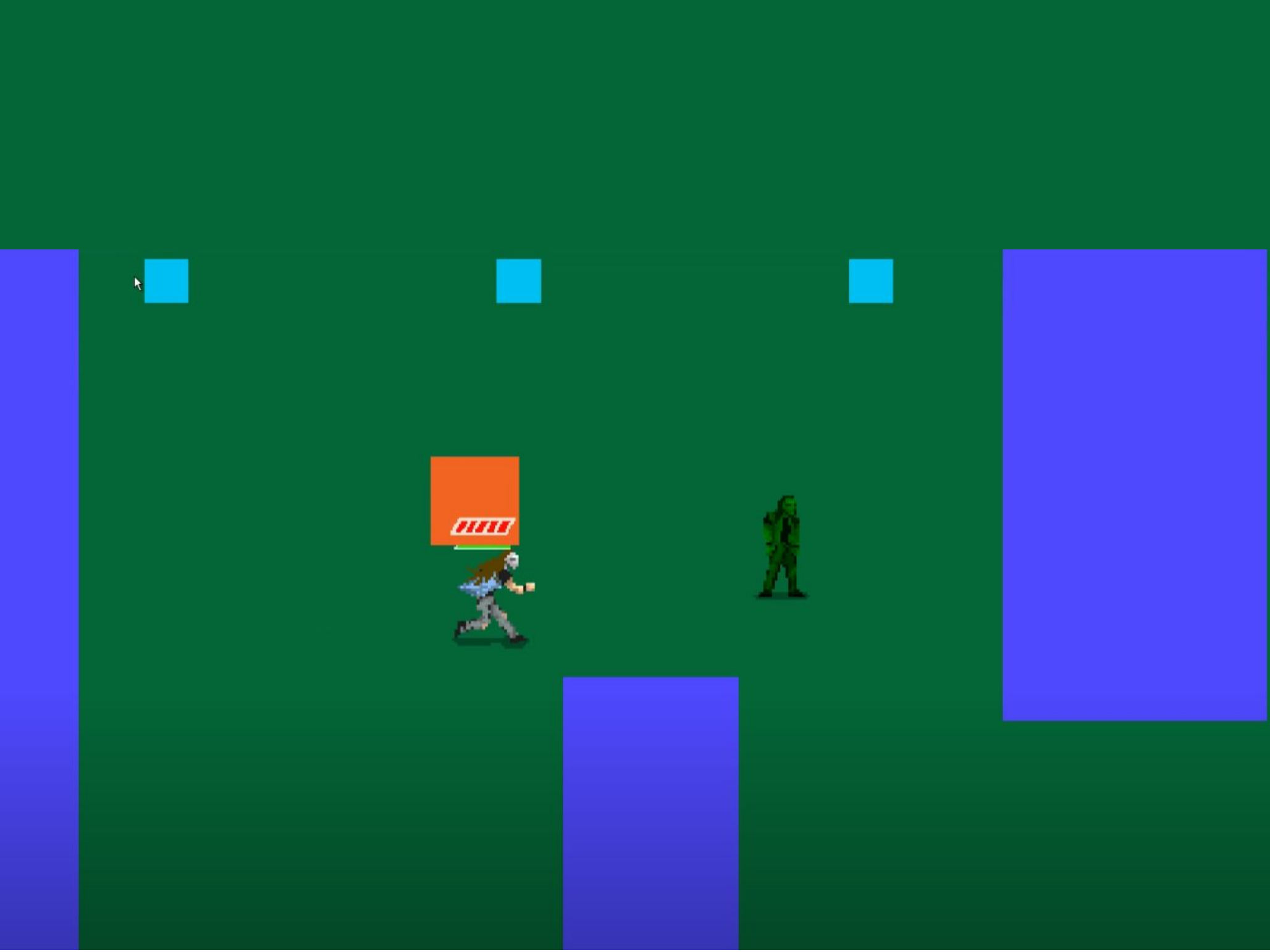


Definiendo nuestro primer videojuego



el punto ✓



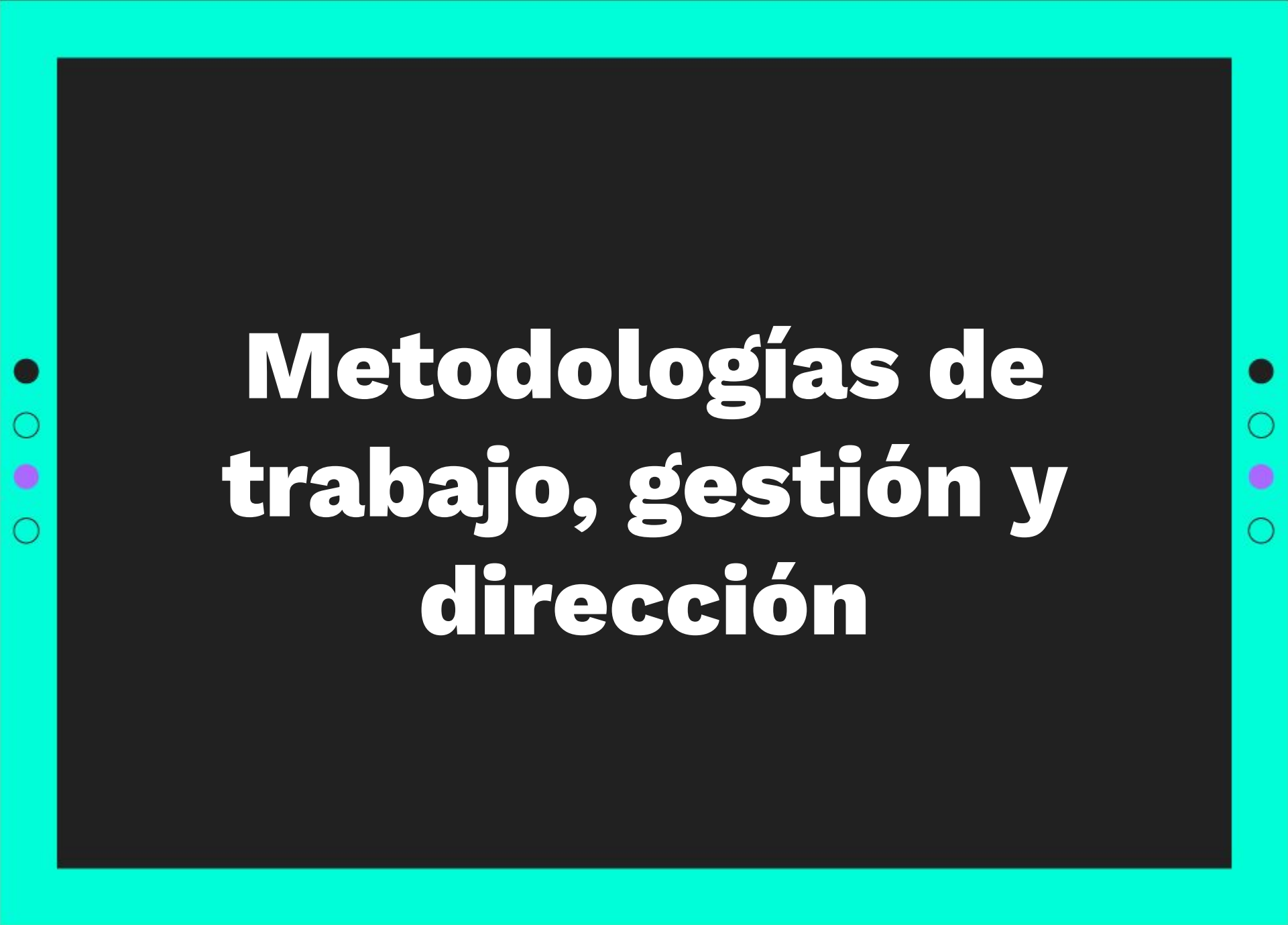
RACIAS,
UELVE
ONTO







Retrospectiva



Metodologías de trabajo, gestión y dirección



Project management





Recursividad





Herramientas

 Trello

 Suite
      



Retrospectiva



Hobby vs. negocio







Actividades no tan divertidas

- Contratos
- Protección de derechos
- Desglose de gastos
- Proyecciones
- Contabilidad



Retrospectiva



La importancia del Vertical Slice







Puntos importantes

- Mecánicas / Dinámicas
- Settings
- Personajes
- Género y gameplay
- Narrativa





Retrospectiva

**¿Cómo financiar
nuestro primer
videojuego?**





¿Cómo sacar un estimado?

- Aproximado de meses
- Gastos de sueldos
- Material necesario
- Gastos extra
- Referencias de otros proyectos similares



Crowdfunding





Crunch time







Neon City Riders: A Cyberpunk Turf Wars Action Adventure



Explore a decaying futuristic city in search of items, superpowers and companions to free all the turfs and unite their people again!

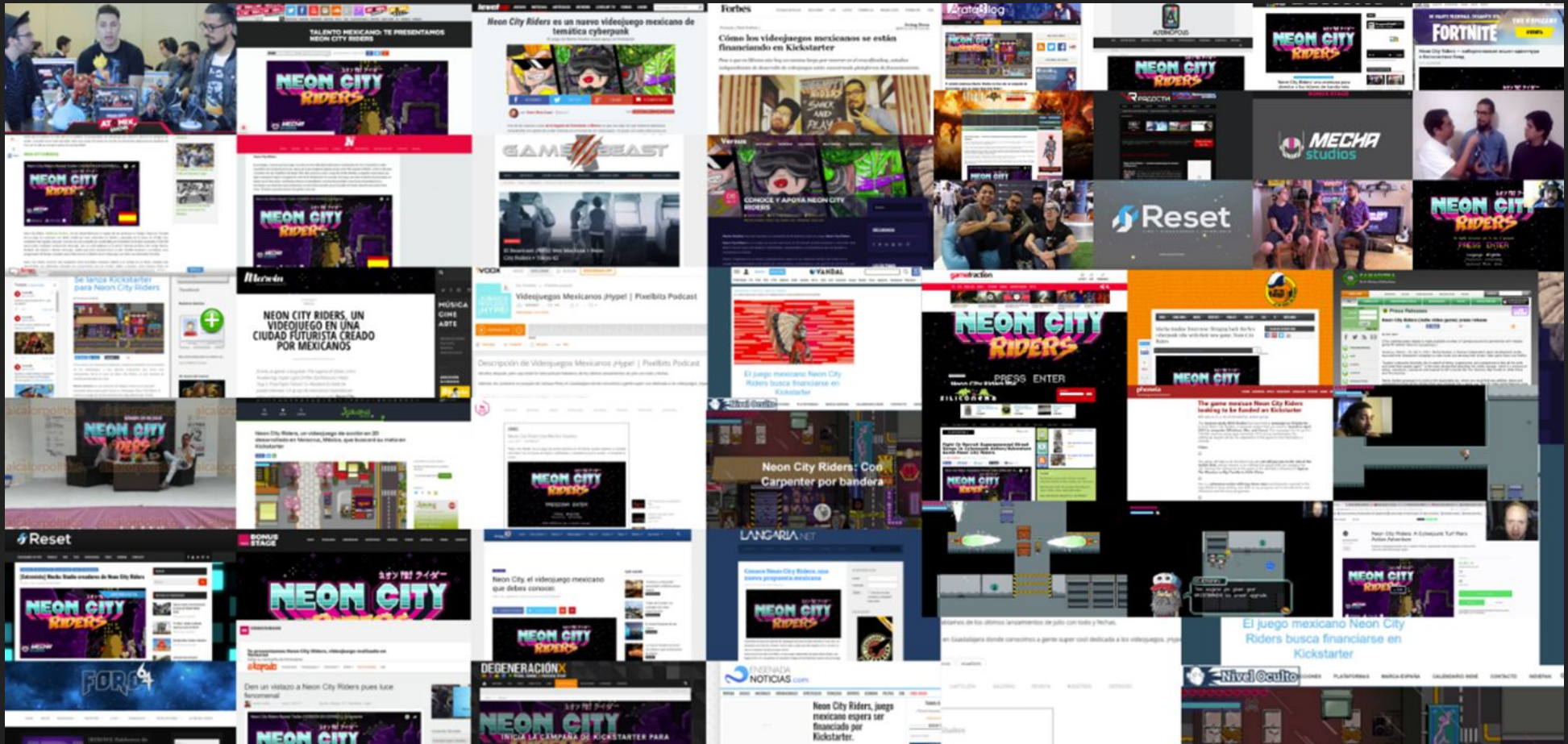
Follow the riders!

Creado por

Mecha Studios

369 patrocinadores contribuyeron 225.740 MX\$ para que este proyecto se pudiera realizar.





Retrospectiva:
¿Cómo financiar
nuestro primer
videojuego?



Otros métodos de financiamiento



**¿El estimado
era correcto?**



La realidad sobre crowdfunding



Las recompensas

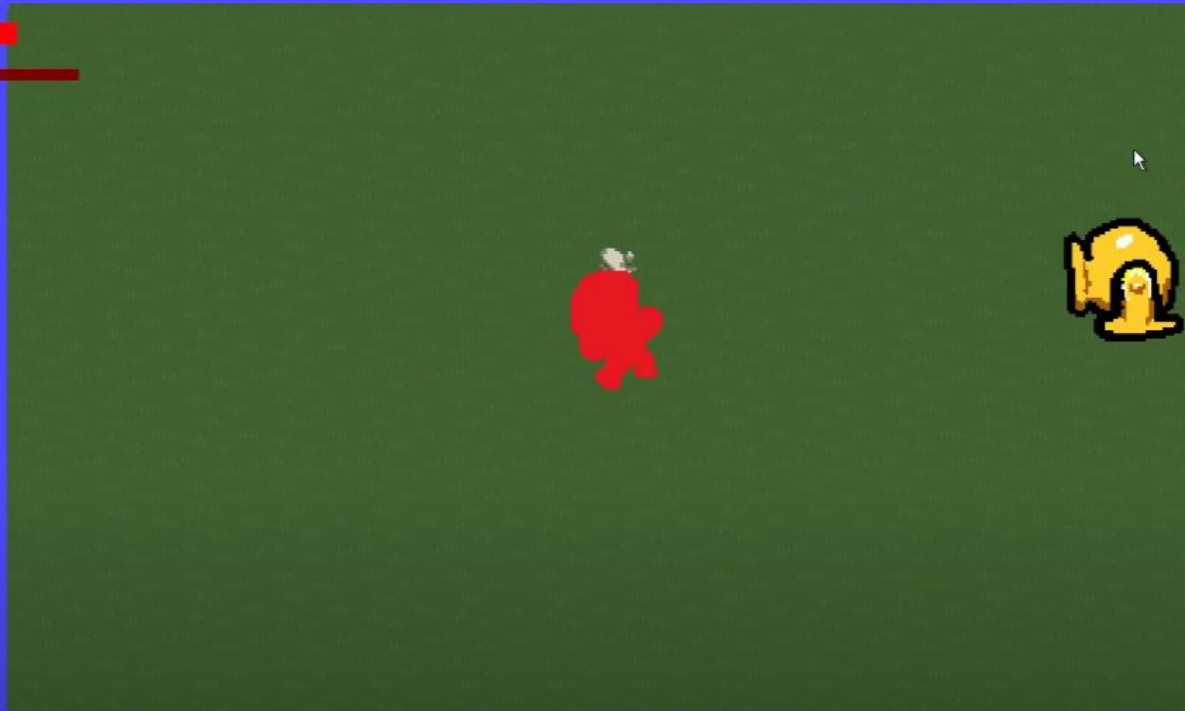
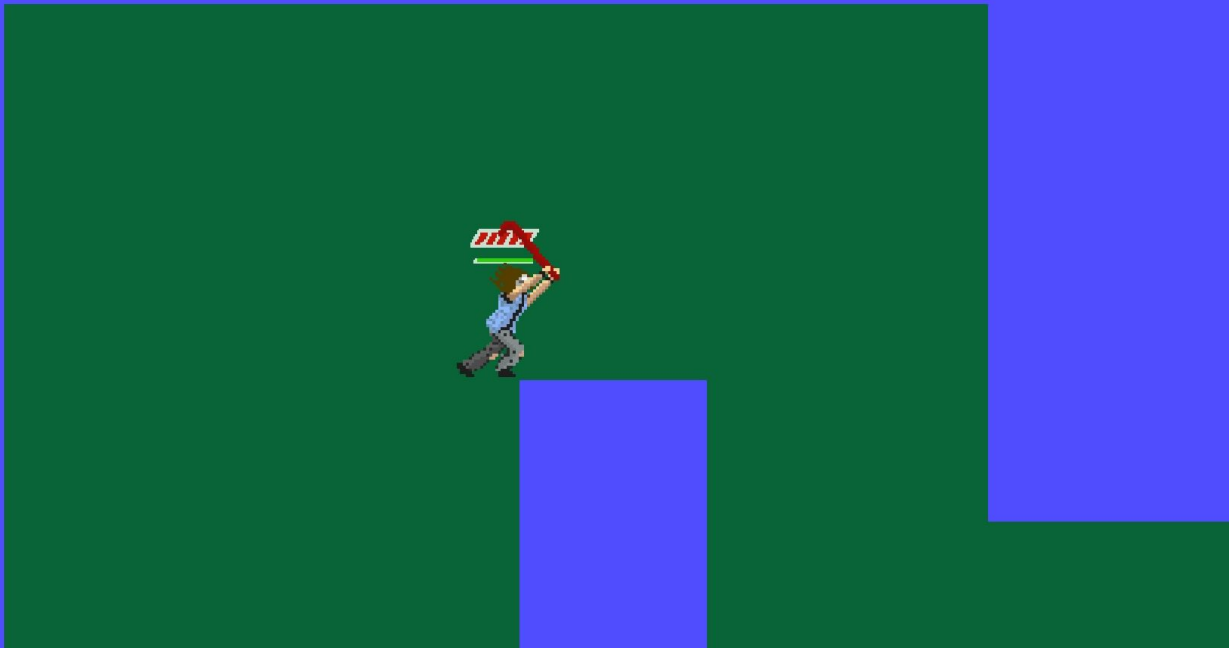


¿Ganancias?



Roles ocultos

Aseguramiento de calidad y mejora gradual





Área de Q.A.





NEON CITY
RIDERS

TESTING SESSIONS



Reinterpretación





ネオンシティライダー

NEON CITY RIDERS



Retrospectiva

**Nutriendo
habilidades y
mejorando al
equipo**





Herramientas

- Sistema de gestión
- Números de contabilidad
- Retroalimentación del producto



Trabajo en equipo

- Receptividad
- Empatía
- Compromiso
- Metas Alineadas





Mejorar el ambiente laboral





Retrospectiva



**Construyendo
una comunidad**





GAME BOY ADVANCE SP

ネオンシティライダー
NEON CITY
RIDERS

PRESS
START

ネオンシティライダー

NEON CITY
RIDERS



NEON CITY VIDEOS

BROMIO

MECHA STUDIOS

focus

wavemedia

INSUBGENCY

TOWER OF BABIES

SALE!
FREE!

MUTANT SCIENCE

Evergray
This new o

Don't miss out!
10.00.00

PLAY THE DEMO ON
Rich.io

THANK YOU
FOR BEING
HERE



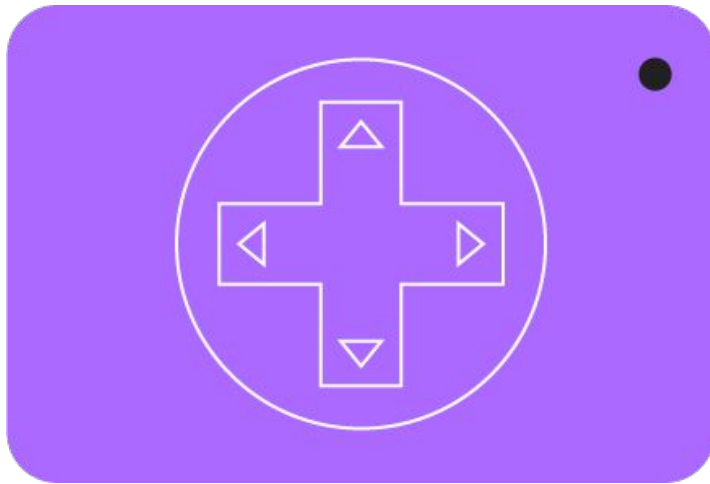


Retrospectiva

**¿Necesito un
publisher?**



Proceso completo



Desarrollo



Publicación



Características

- Llenado de documentación
- Estudio de mercado
- Dirección de Marketing
- Cálculos y estimados de revenue
- Búsqueda de deals



Características

- Localización
- Ser un puente entre dev y plataforma
- Apoyo con desarrollo
- Apoyo económico



Características

- Alcance y conexiones
- Experiencia y know-how
- Valiosa retroalimentación
- Compartición de ganancias



BROMIO



MECHA
studios

ネオン街ライダー

NEON CITY RIDERS

MARCH 12, 2020

Nintendo Switch is a trademark of Nintendo.



NINTENDO
SWITCH.

```

317
318 //PLATFORM DATA
319 switch(global.current_platform){
320     case "switch":
321         //gets and sets the accounts
322         var number_of_accounts = switch_accounts_get_accounts();
323         show_debug_message("-*-*-*-*-*-*-*");
324         show_debug_message("number of accounts");
325         show_debug_message(number_of_accounts);
326         for (var i = 0; i < number_of_accounts; ++i)
327         {
328             global.account_name[i] = switch_accounts_get_nickname(i);
329             global.account_opened[i] = switch_accounts_is_user_open(i);
330             show_debug_message("account-->" + string(i));
331             show_debug_message("account_name-->" + global.account_name[i]);
332             show_debug_message("is opened?-->");
333             show_debug_message(global.account_opened[i]);
334             show_debug_message("-*-*-*-*-*-*-*");
335             if(global.account_opened[i] == true){
336                 global.current_opened_account = i;
337                 show_debug_message("Current Opened Account");
338                 show_debug_message(global.current_opened_account);
339                 show_debug_message("-*-*-*-*-*-*-*");
340             }
341         }
342         //sets single player game to the controllers
343         scr_switch_controller_set();
344         instance_create_layer(x,y,"Instances",obj_rick_data);
345     break;
346     case "xboxone":
347         global.current_primary_pad = noone;
348         async_ID = noone;
349         global.current_opened_account = noone;
350         //in step code
351         //global.controller_id = 0;
352
353     break;
354     case "ps4":
355         instance_create_layer(x,y,"Instances",obj_rick_data);
356     break;
357     case "pc":
358         if steam_initialised(){
359             if steam_stats_ready() && steam_is_overlay_enabled(){
360                 global.achievements_api_service_ok = true;
361             }
362         }
363         instance_create_layer(x,y,"Instances",obj_rick_data);
364     break;
365     default:
366     break;
367 }

```



Retrospectiva



Desarrollando para consolas



Requerimientos

- Partnership
- Devkits
- Porting



Aspectos a tomar en cuenta

- Limitantes
- Público
- Costos y tiempos





Neon City Riders



224.10 NDS

224.10
NDS

Eligible for up to +57

Release Date: 3/12/2020

Proceed to Purchase

Explore a decaying futuristic city in search of items, superpowers and companions to free all the turfs of the

- 1 Main Page
- 2 Close
- 3 Buy
- 4 Cart



Retrospectiva

**¿Qué podemos
esperar de nuestro
lanzamiento?**



Evento de lanzamiento

- Promoción
- Celebración
- No dar el trabajo por concluido





Retrospectiva

**Ya lanzamos,
¿ahora qué?**



Seguimiento

- Streams
- Calificaciones
- Retroalimentación
- Estadísticas



ネオン街ライダー

NEON CITY RIDERS

SUPER-POWERED EDITION



MECHA
studios



ÁLBUM

Neon City Riders (Original Video Game Soundtrack)

Mecha Studios · 2020 · 20 canciones, 29 min 19 seg



TÍTULO

- | # | TÍTULO | ⌚ |
|----|--|------|
| 1 | Haunted Streets
Mecha Studios | 1:29 |
| 2 | The Inner Power
Mecha Studios | 2:29 |
| 3 | Another Day, Another Ramen
Mecha Studios | 1:03 |
| 4 | Turn Off the Dang Lights!
Mecha Studios | 2:29 |
| 5 | Moldy Tiles
Mecha Studios | 1:37 |
| 6 | Cold Haven
Mecha Studios | 0:56 |
| 7 | Abandoned Faith
Mecha Studios | 1:42 |
| 8 | The Dark Genoma
Mecha Studios | 1:20 |
| 9 | Mutant Groove
Mecha Studios | 1:31 |
| 10 | Neon Shadows
Mecha Studios | 1:07 |
| 11 | A Silicon Mind
Mecha Studios | 2:31 |
| 12 | Rust Over Memories (R.O.M.)
Mecha Studios | 0:53 |
| 13 | Cobalt Flames
Mecha Studios | 1:33 |
| 14 | Sub-Danger
Mecha Studios | 0:28 |
| 15 | The Thunder
Mecha Studios | 2:11 |
| 16 | High Hopes
Mecha Studios | 0:54 |
| 17 | Primordial Soup
Mecha Studios | 0:43 |
| 18 | Coded Will
Mecha Studios | 0:30 |



¡PAQUETE DE COLECCIONISTA!

¡ORDÉNALO AHORA!



Todos

Todo

Playeras

Botones

Bundles



Bundle:
The Super-powered Physical Bundle!
\$4800



Playera:
Time 2 Eat
\$280



Playera:
Power & Will
\$280



Playera:
The Audiobats
\$280



Playera:
Mutant Scale Brotherhood
\$280



Set de Botones:
The Many Faces of Justice
\$150



Set de Botones:
Gang Bosses
\$150



Set de Botones:
Gang Sub-Bosses
\$150



PS4

NEON CITY RIDERS

SUPER-POWERED EDITION

EXPERIENCE IN 1080P/60FPS

PS4

NEON CITY RIDERS

SUPER-POWERED EDITION

WHAT IS A CITY WITHOUT ITS PEOPLE?
A PILE OF LIFELESS BUILDINGS?
AND, WHAT IS A SOCIETY WITHOUT RULES?
CHAOS AND MAYHEM?
THERE ARE THOSE WHO CLAIM TO PROTECT THEIR MIND,
EVEN IF IT'S AGAINST THEIR WILL.
BUT ONCE YOU REALIZE THESE GUIDELINES ARE WRONG,
ONCE YOU RECOGNIZE THESE RULES ARE WORKING AGAINST SOCIETY,
YOU UNDERSTAND THAT OUR PEOPLE NEED TRUE LEADERSHIP AND JUSTICE.

ANI
_WH





Retrospectiva



¡Felicidades!

- Qué descubriste en tus reflexiones
- Aprueba el examen
- Deja un review de 5 estrellas

