



iPHONE PRESENTATION

BY SHAWN WOODS, ART DIRECTOR



Outline

- Introduction
- Market Research and References
- Building a Franchise vs Games
- Iterative Design Process
- Rapid Prototype Development - Flash
- Refined Design and Polish
- Product Rollout Phases - Free and Paid
- Social Networking Campaign
- Q & A

About Shawn

- 10 years in AAA, casual and online games.
- Currently the Creative Director of Fit Brains.
- Art Director of Wildfire Game Labs.
- 5 years at Relic Entertainment



Wildfire Game Labs, Inc.

- Partner with Shelby Hubick.
 - Senior Programmer; EA, Relic, Sitemasher.
- Side company to venture into iPhone Dev.

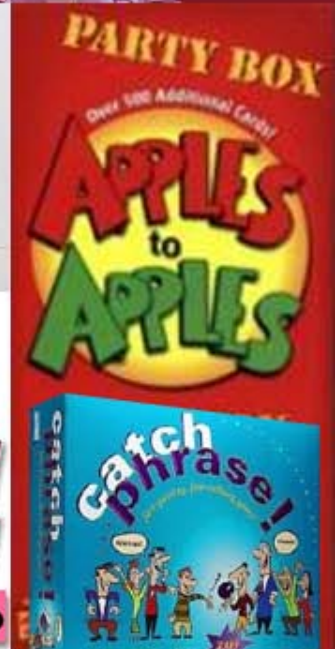
Mission Statement

**“To create viral social games with
addictive playability.”**

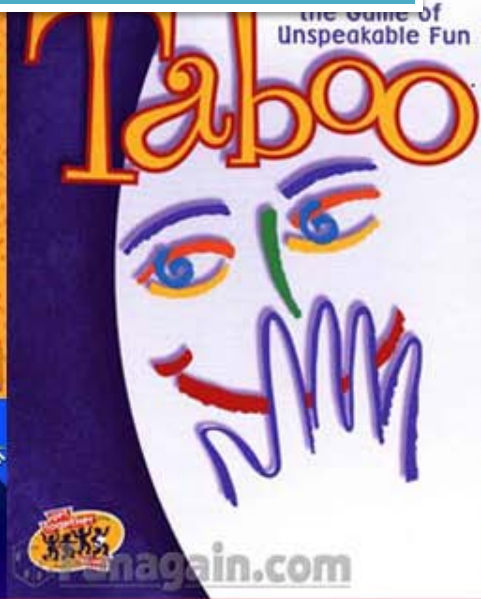
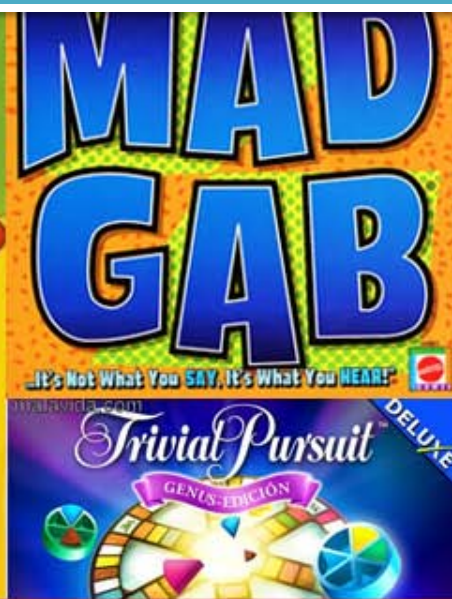
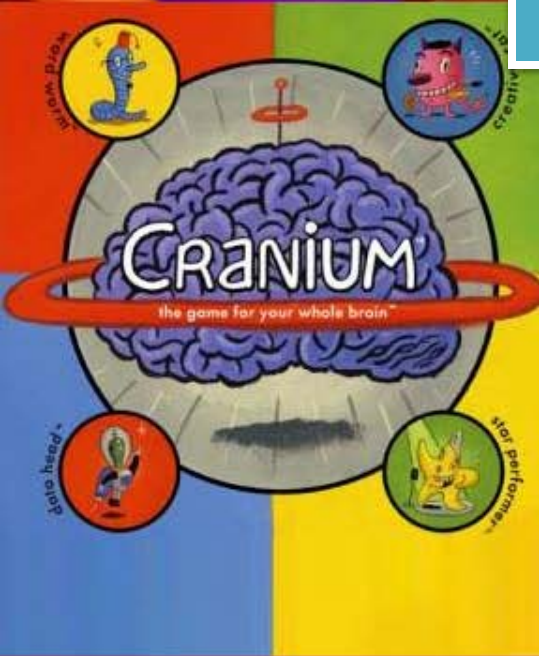
Mission Statement

“To create viral social games with addictive playability.”

- Defines the criteria for what we wanted to make.
- Started with the big idea of Strategy Games.
- Changed focus to Party Games.
 - New market on the iPhone, play with friends & family.
 - Less competition – About 150 apps out of 100,000.
 - Single & Multiplayer Gameplay.

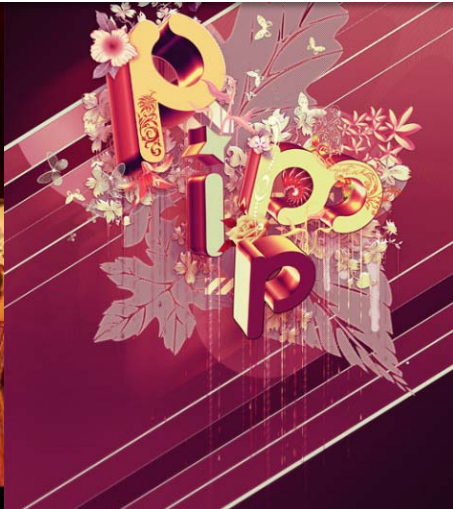


Market Research





References



Building Franchises VS Games

- Design a game that is expandable.
- Support it by additional cards.
- Genres; Pop Culture, Hollywood, Sports...
- Game Types; Taboo, Catch Phrase, Buzzword...
- Beautiful visual graphics, top 10% of games.
- Easy to play with your kids and Grandma.

- iPhone Game
- Social Sites: Facebook, Twitter
- Game Microsite
- Google Ads

Brand



GOT IT! **Time's UP!** **VS**

Get your team to guess the Magic Word!

AMBULANCE

Do NOT

Trivia Question:
The mom, Mona, from Who's the Boss recently played a mom on which other television show?

Answers:

- A** Everybody Love Raymond
- B** King of Queens
- C** Two and a Half Men
- D** The War at Home

X

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What is Magic Word Party Game?

- A party game you play with Friends and Family.
- A trivia game you play by yourself.
- Must have “word” and “party” in the title.

“What’s the Magic Word!?”

Early Mockups



- Lack of contrast
- Hard to read
- Cluttered



Iterative Design Process

- Focus on User Centered Design
 - Anyone can play!
- Early Designs
- Sketch > Mockup > Final
- Color Research
- Fonts
 - Hiero Font Editor (bitmap fonts)
 - Standard iPhone fonts for most

Sketches



Main Menu: Iterative Design



Team Setup: Iterative Design



Rapid Prototype Development

- Using Flash for proof of concept, quick animation demos, and flow.
- PhoneGap for early working demos.
 - Decided not to use it due to performance issues we could not overcome at the time.
- Cocos2D for final development.



Refined Design and Polish

- Use Apple template for standard sizes and placement to stay familiar with apps and lingo.
- 32-bit PNG files – no sprite animations.
- Animations are coded.
- Learning to develop for the iPhone over time.
- Exporting final assets.
- Sharing folders.



Second version of game screens



iPhone_GUI_3.psd
teehanlax.com

Organic Main Menu



Lite/Free App Using AdMob
(No Leaderboards)

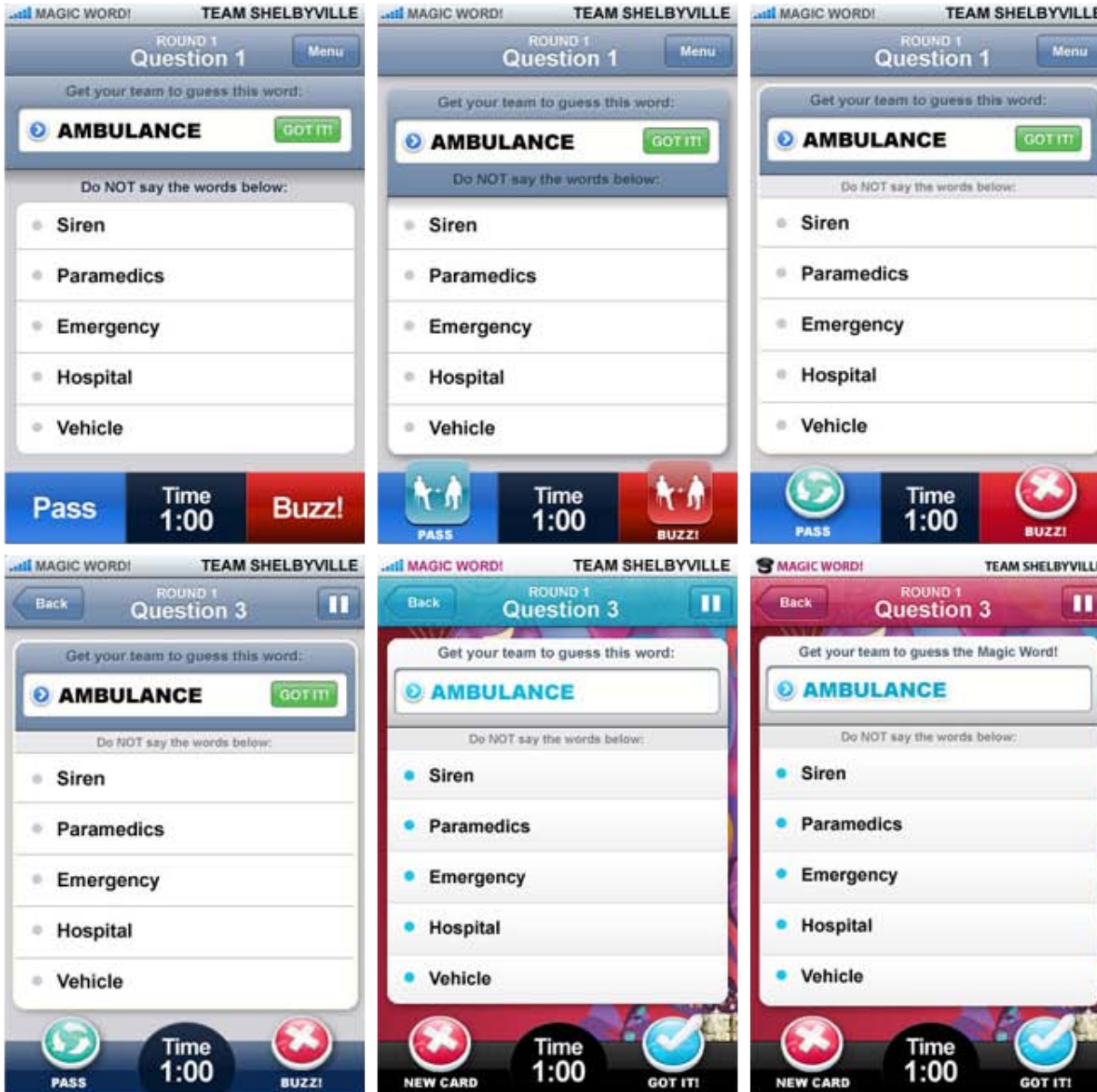
Paid App, Not Logged into Facebook
Open Feint Leaderboards

Paid App, Logged into Facebook
Open Feint Leaderboards

Paid App, Facebook Friends List
Open Feint Leaderboards

Paid App, Resume Game
Open Feint Leaderboards

- Main Menu changes depending if the app is free (supported by AdMob), logged into Facebook, Friends, or Resuming a Game.



Evolution of the Game Screen

- Scrollable
- Floating "card"
- Pass/Buzz Buttons
- Titlebar Colors
- Footer Bar Color

Workflow

- Relied heavily on **Dropbox** to share files remotely and always be in sync.

www.dropbox.com

Increase space when you refer a friend!

- File structure for organization.
- Naming conventions familiar to web design.
- Excel document for questions.
- Google Docs and Gmail conversations to share information.
- No source control.



Styleguides

Helvetica #a91b65 → **MAGIC WORD!**
 12pt

Helvetica #030708 - 12pt
Helvetica #FFFFFF - 12pt
Helvetica #FFFFFF
 20pt

Arial Bold #030708 → **Resume Game**
 18pt
 Mouseover - White

Arial Black #030708
Party Game!
 22pt
 Mouseover - White

Arial Bold #FFFFFF → **Get the full version now!**
 18pt
 Mouseover - White

Arial Bold #FFFFFF → **Profile** **Leaders** **Tell a Friend** **Settings** **About**
 12pt

Arial Bold #FFFFFF → **Back** **Round 2 Score**
 12pt

ALL TEXT FIELDS!
Drop Shadow Parameters
 -90 degrees (up)
 No Blur
 Black Color
 25-35% Opacity

Arial Black #0764a9
 13pt
Arial Black #0764a9
 48pt

Arial Black #b40048
 13pt
Arial Black #b40048
 48pt

Arial Bold #0db7ea → **AMBULANCE**
 18pt

- Font styleguides.
- Image references for placement and text.
 - Same size as final exported art so changing the filename swaps the graphic.

Product Rollout

Free Game (AdMob)

- **Limited** words/questions
- Connect to Facebook
- Post to Twitter

Paid App (\$2.99 with 66% OFF)

- Over 1000 words
- Connect to Facebook
- Post to Twitter

Update

- OpenFeint Leaderboards
- More Words
- Referral System

Key Features

- Connect to Facebook – Story Feeds
- Post to Twitter
- Email-a-Friend
- Single Player Trivia
- Multiplayer Party Game
- Customize Game Length & Win Conditions
- Multiple Game Types



Difficulties of Development

- Both have full time jobs
 - Finding consistent, uninterrupted time to work on the game was difficult
- Connect with Facebook
 - Constantly changing platform makes it hard to keep up to date
- Inexperience in iPhone Development
 - Processes, techniques, pipelines, engine

Future

- Franchises
 - Party Games
 - Road Trip Games
 - AAA Quality Strategy Games

Questions?

- www.wildfiregamelabs.com
- www.magicwordpartygame.com
- www.twitter.com/magicwordgame
- Facebook – Search for Magic Word Party Game
- Email: shawn@shawnwoods.com