



# 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)

● ○ ● ○ ● ○ ● ○

**¿Qué es un  
Postmortem?**

● ○ ● ○ ● ○ ● ○



# ¿Qué veremos?

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





# Dinámica

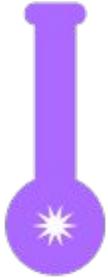


Experiencia



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

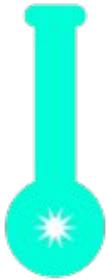
vote

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: "Headbanging", "Bike Riding", and "Facial Hair", each with a corresponding icon. To the right of these interests is a 3x3 grid of dots, with the top-left dot missing. Further right 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

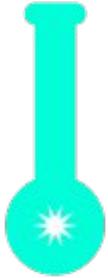


A profile card for Josué Hernández. It features a circular portrait of a man with a beard and glasses. To the right of the portrait is a dark purple rounded rectangle containing the name "JOSUÉ HERNANDEZ" in white, followed by a wavy line and the tagline "The Cheerful Draft Queen". Below the portrait, there are three interests: "Dog Petting", "Smash Bros Brawler", and "Meat Eating", each with a corresponding icon. To the right of these interests is a 3x3 grid of dots, with the top-left dot missing. Further right are social media icons for email and Twitter, with the contact information "josue.hernandez@mechastudios.com" and "@Josuegrotesco".

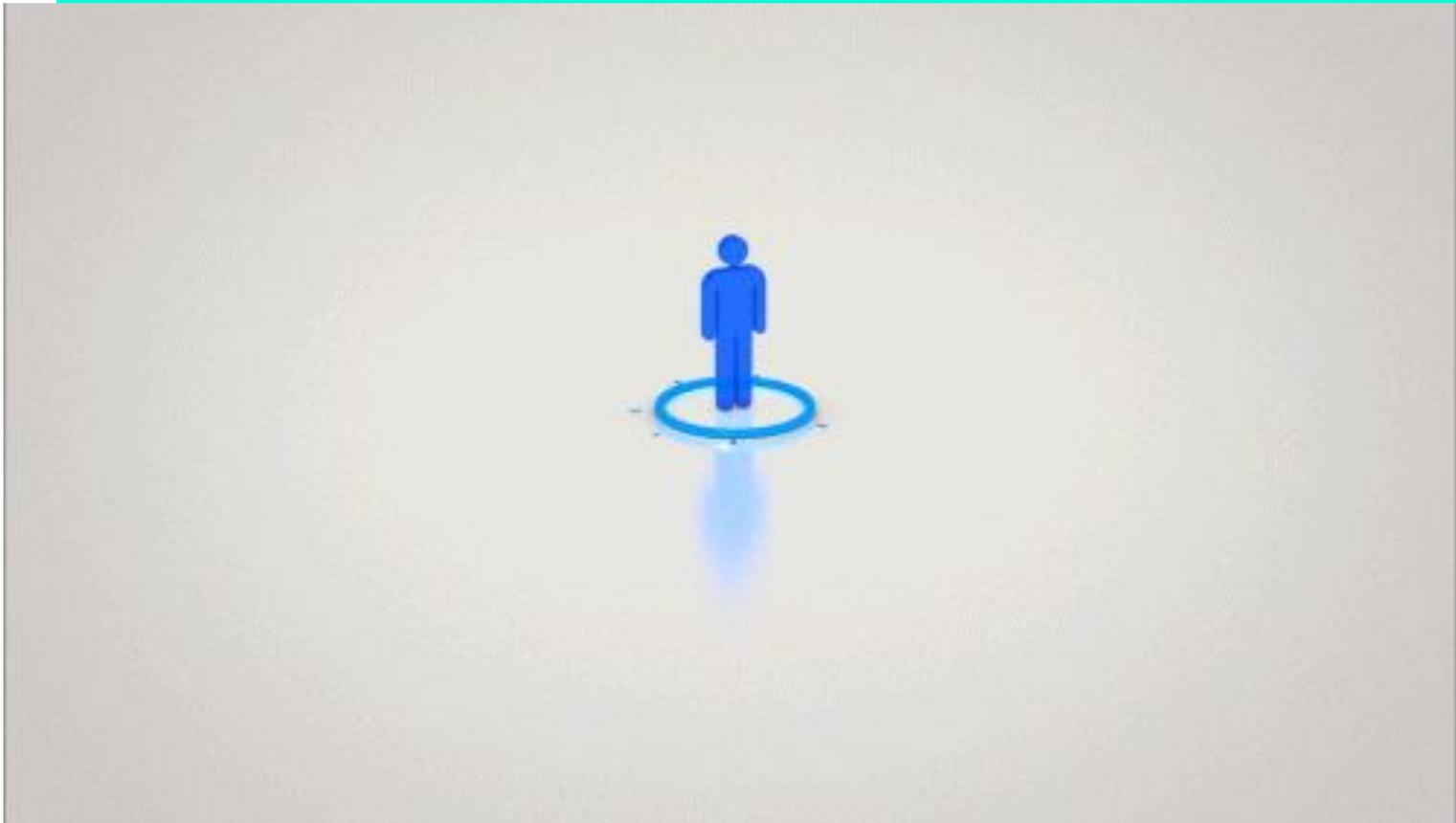
**JOSUÉ HERNANDEZ**  
The Cheerful Draft Queen

Dog Petting  
Smash Bros Brawler  
Meat Eating

✉ josue.hernandez@mechastudios.com  
🐦 @Josuegrotesco

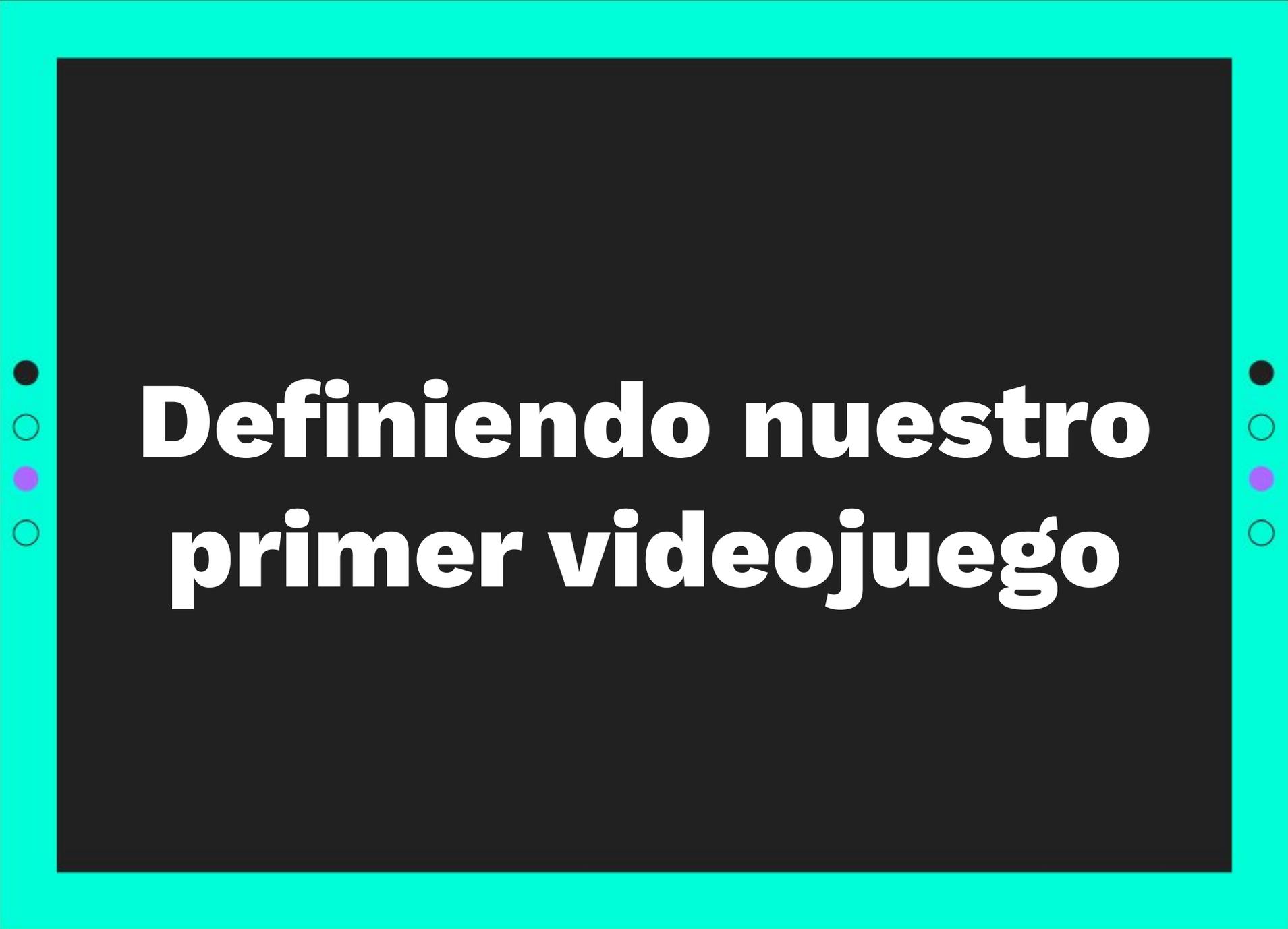


# Empresa

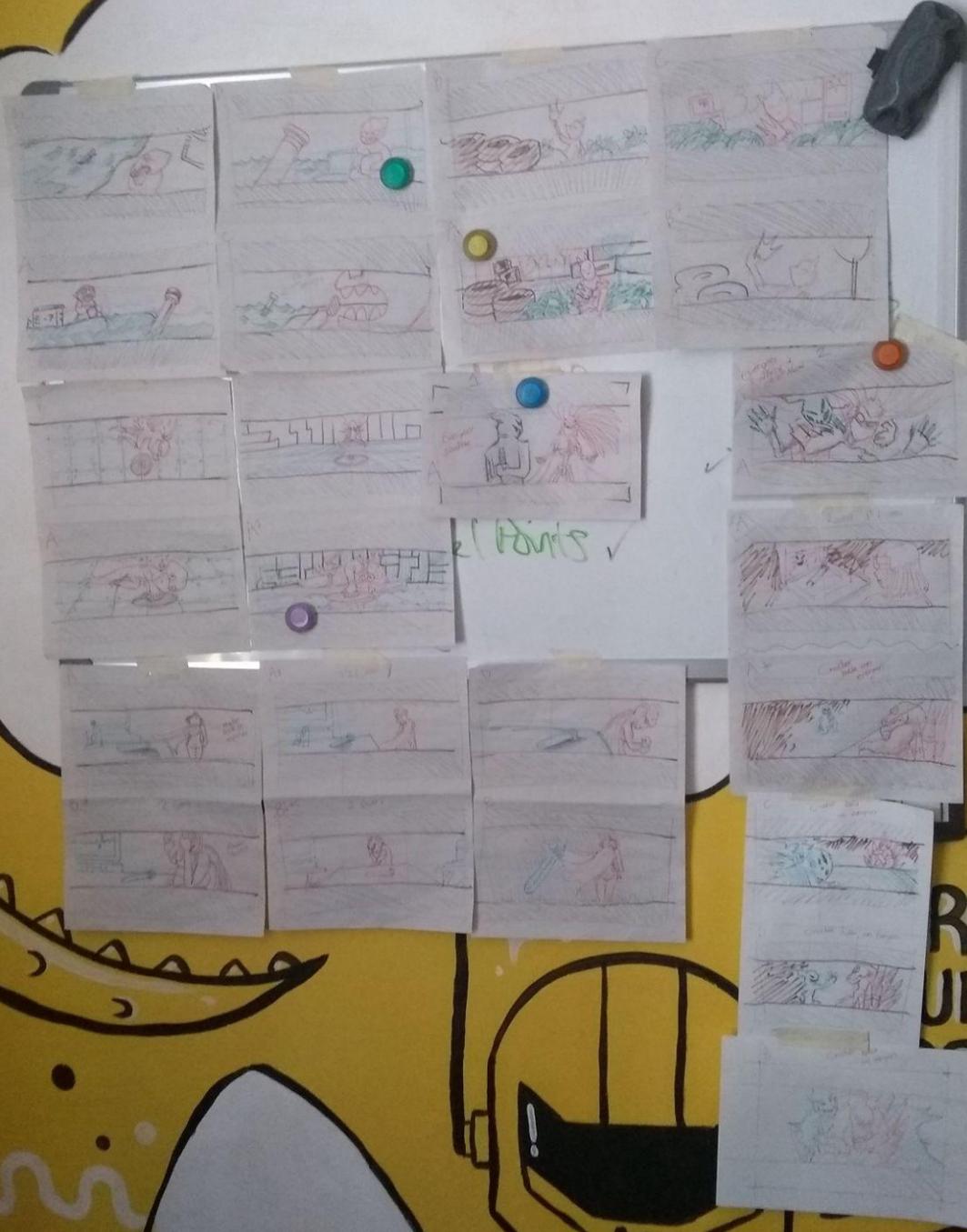




# **Retrospectiva**

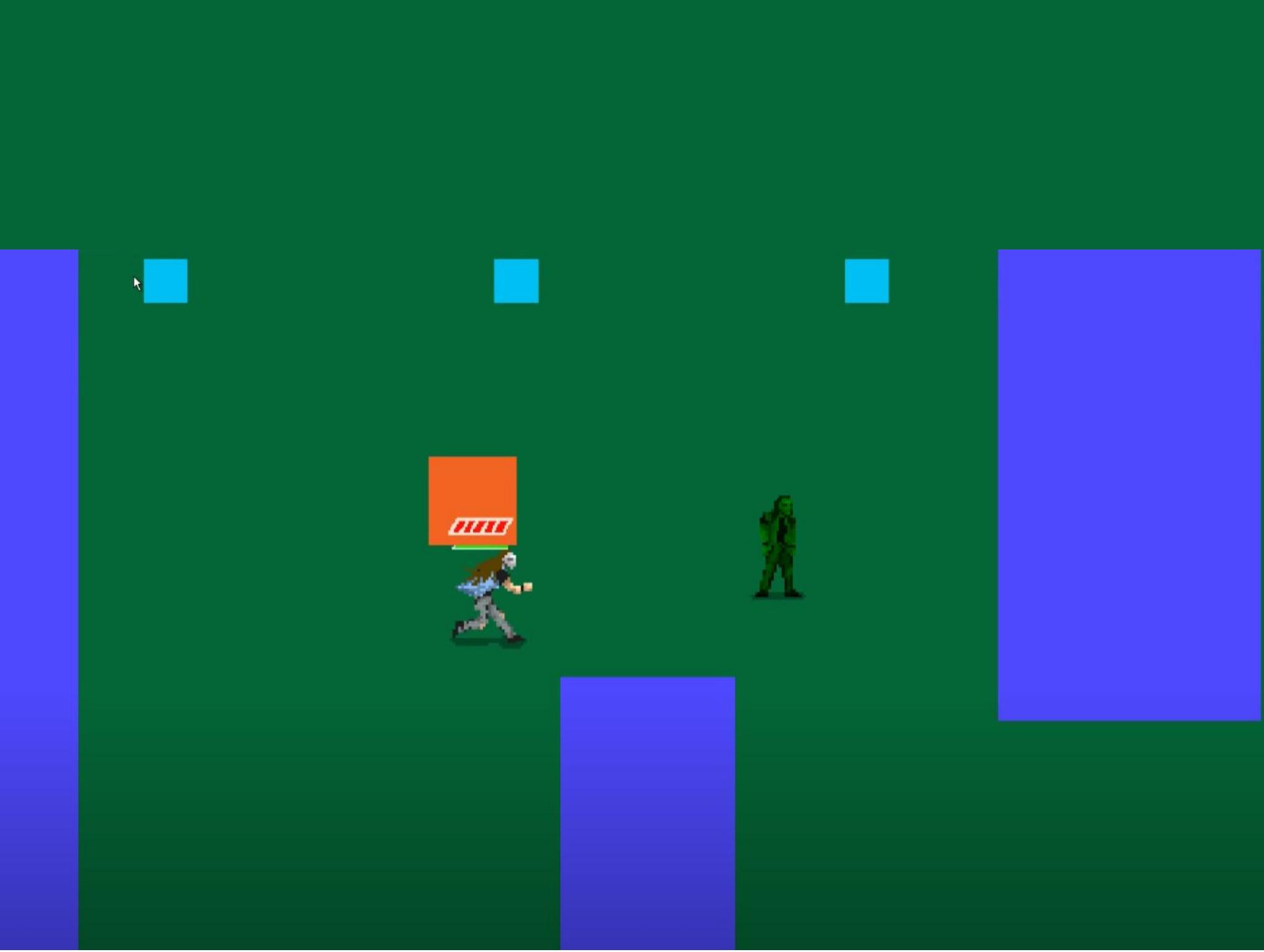


# **Definiendo nuestro primer videojuego**



el punto ✓

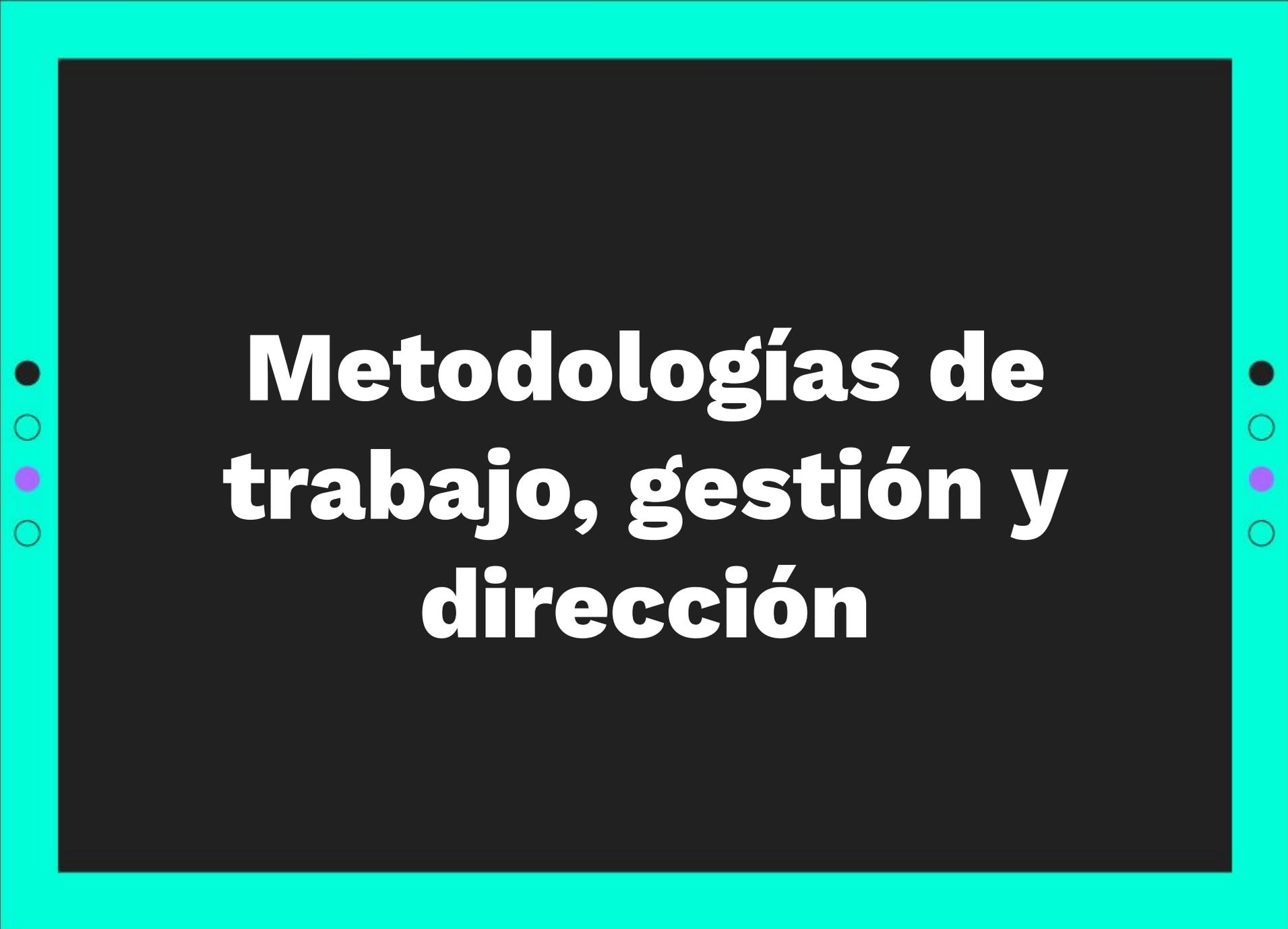
GRACIAS,  
VUELVE  
PRONTO



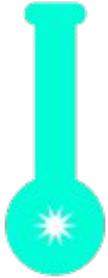




# **Retrospectiva**

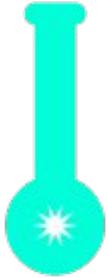


# **Metodologías de trabajo, gestión y dirección**



# Project management





# Recursividad





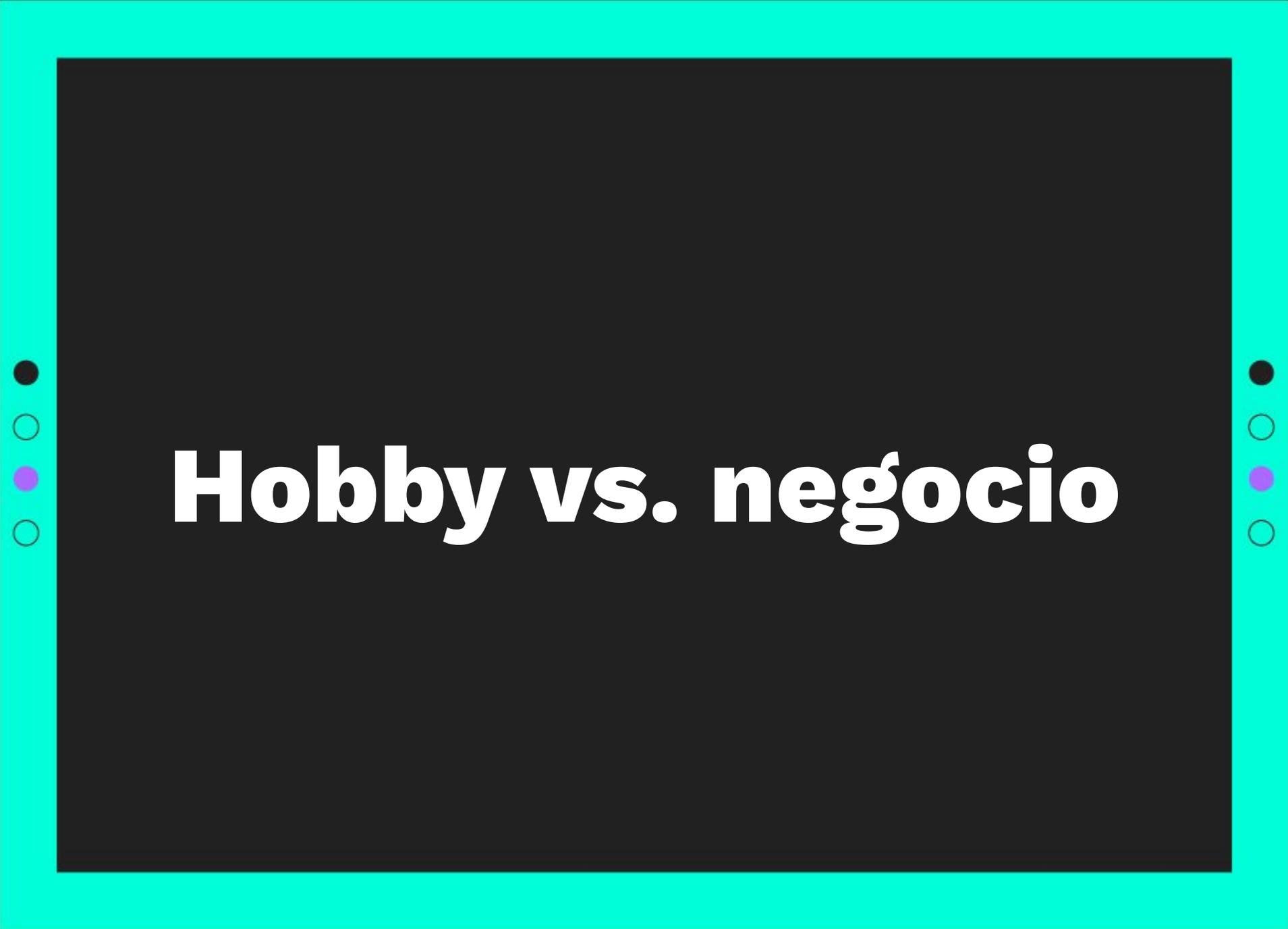
# Herramientas

 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**

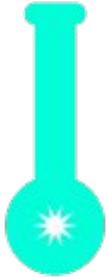
**¿Cómo financiar  
nuestro primer  
videojuego?**



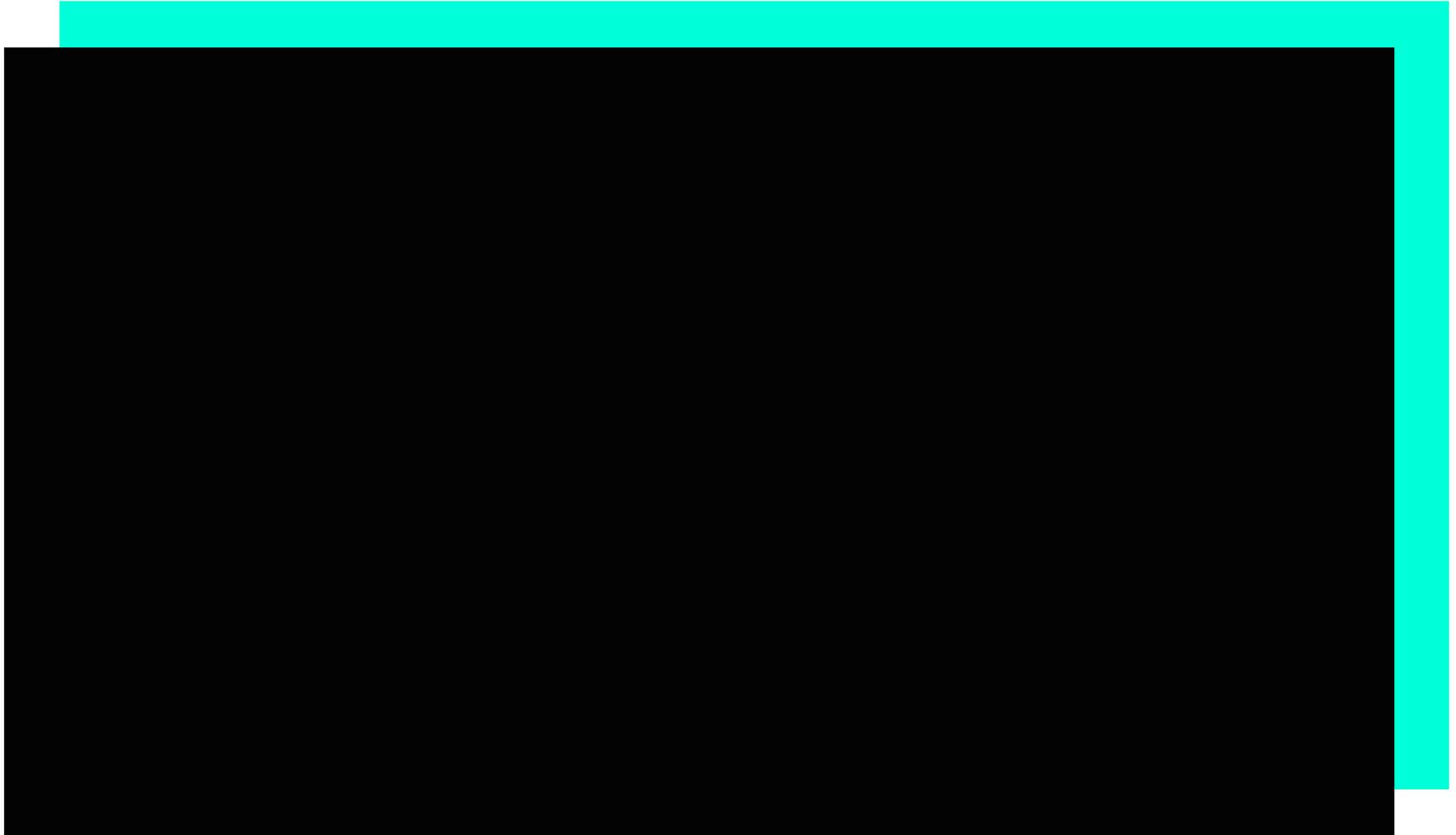


# ¿Cómo sacar un estimado?

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

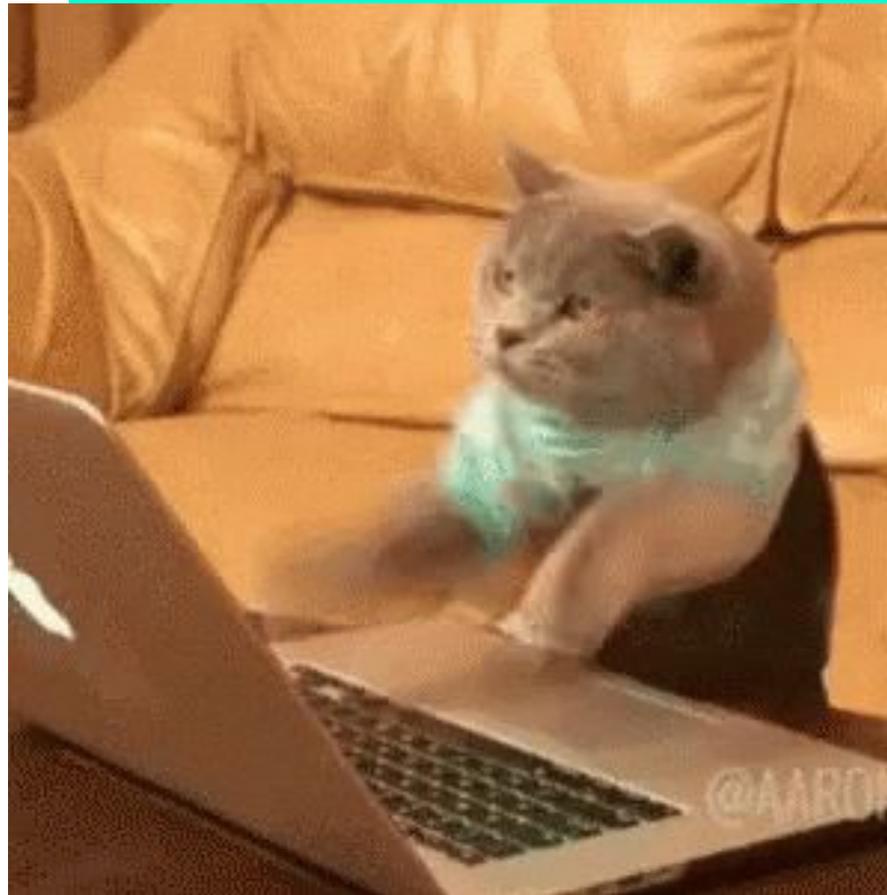


# Crowdfunding





# 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!

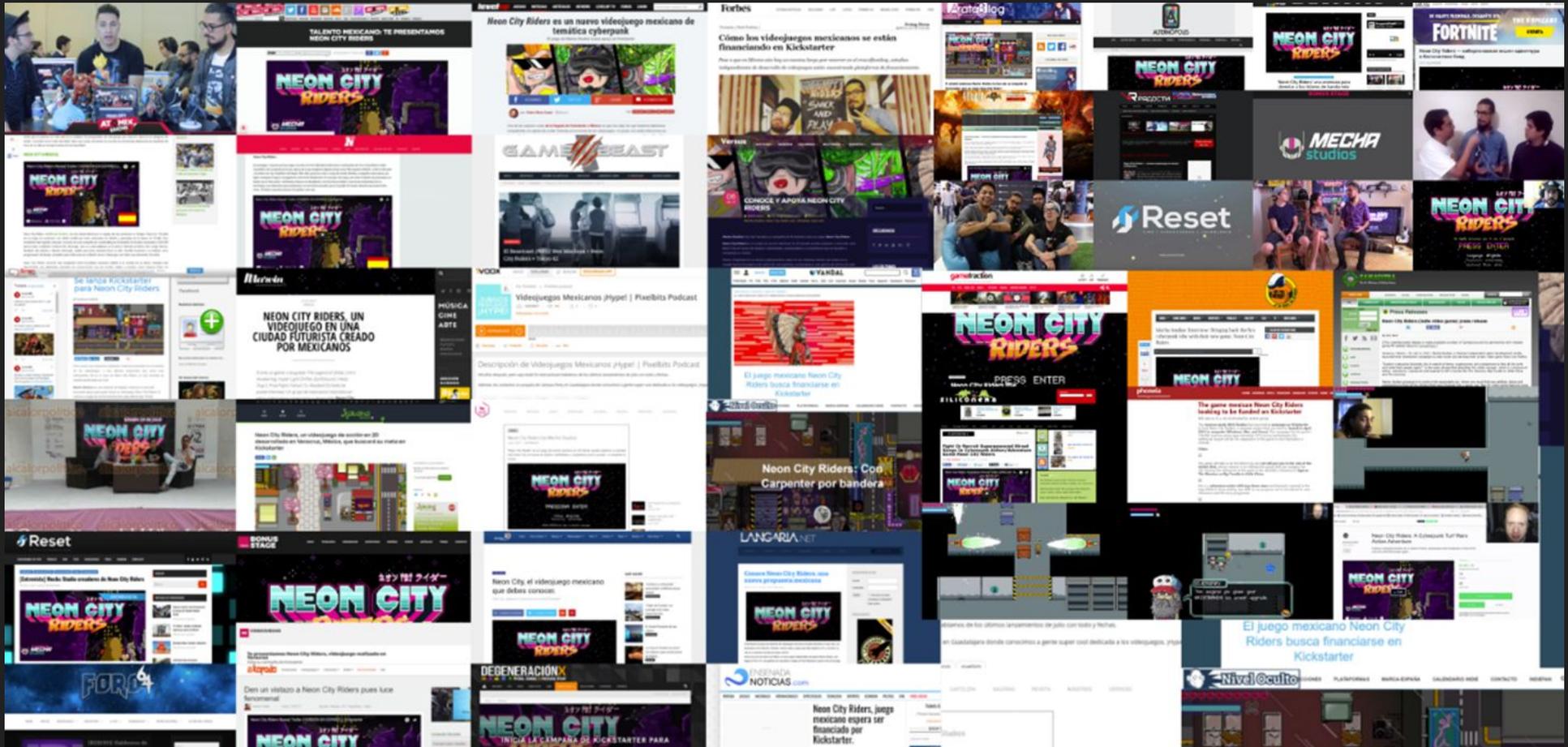
Follow the riders!

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**



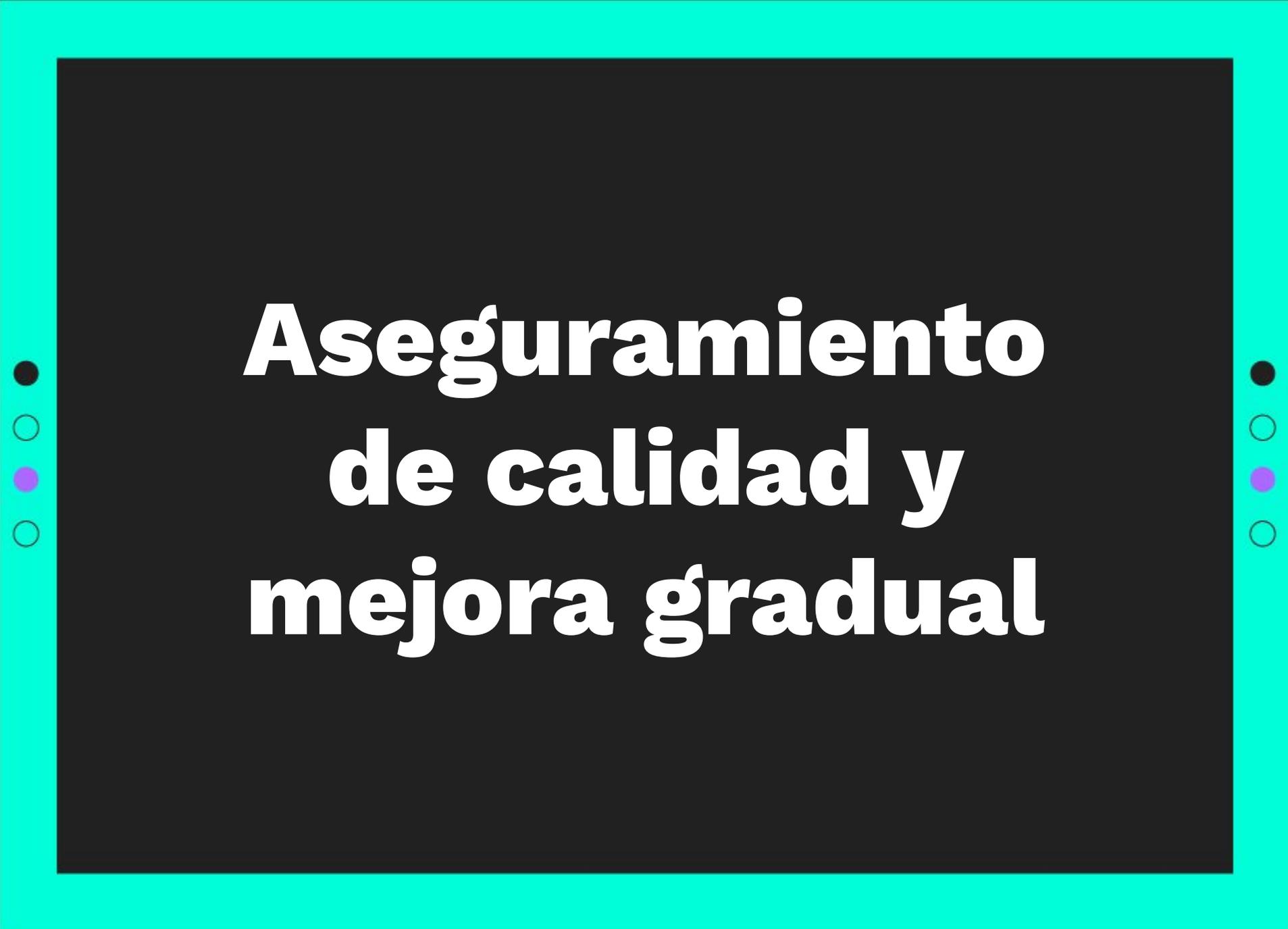
# **Las recompensas**



**¿Ganancias?**

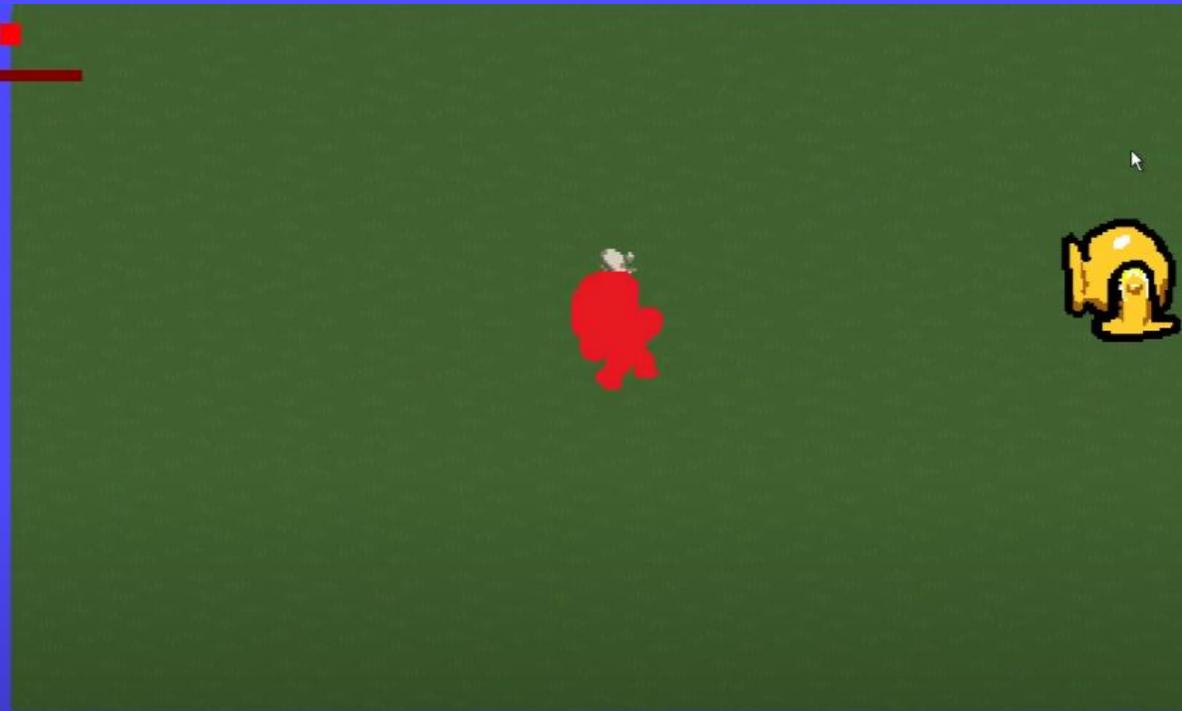
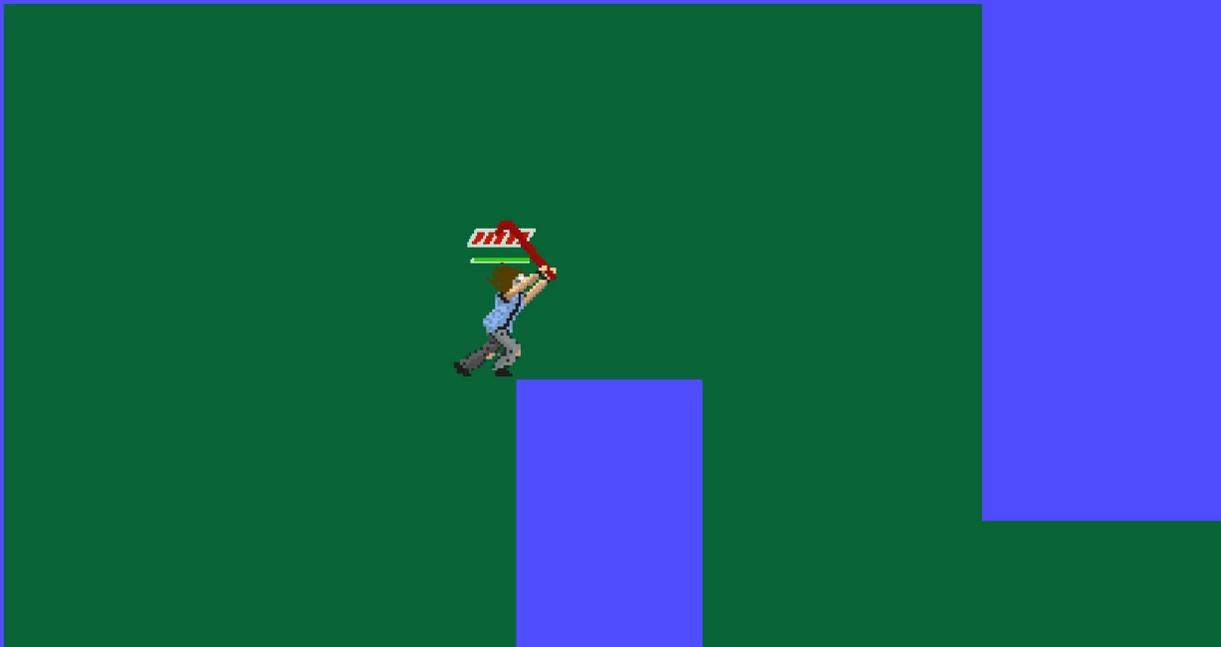


# **Roles ocultos**



**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**





ネオン街ライダー  
**NEON CITY**  
**RIDERS**



# NEON CITY VIDEOS

BROMIO

focus

wawemedia

INSUBGENCY

TOWER OF BABIES

PLAY THE DEMO ON

THANK YOU FOR BEING HERE

SALE!

MUTANT SC

Don't line left: 10.00.00

Evergray



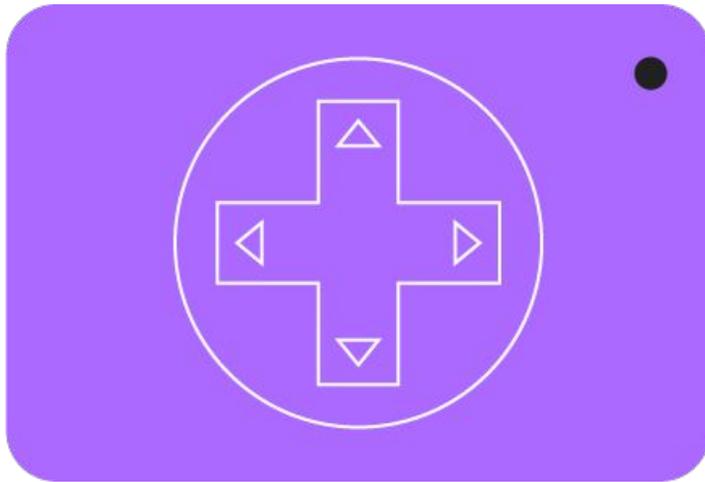


# **Retrospectiva**

**¿Necesito un  
publisher?**



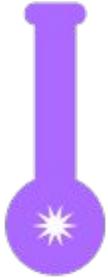
# Proceso completo



**Desarrollo**

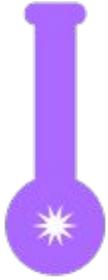


**Publicación**



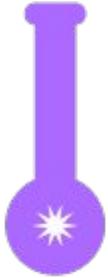
# Características

- 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.



```

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



10% Off

MSX 224.10

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



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

