

5 TIPS FOR MAKING (AND SURVIVING) YOUR FIRST 3D MOBILE GAME

BE DIFFERENT

Unlock the 3rd dimension. Create a 3D mobile experience that will get noticed among 2D games and take advantage of the power of today's mobile devices.

500 apps debut on Apple's App Store daily

Games are the store's **#1 category**,

accounting for **22%** of roughly **1.5 million apps** available



Key strengths of a 3D pipeline for mobile games:



It's flexible and easy to make changes (changing hand-drawn 2D images is extremely time-consuming!)



Each 3D component can easily be created and reused



Layering creates complex figures whose parts can quickly be iterated



Adding (or changing) textures is an easier way to change assets



2D effects can be used to enhance 3D environments

SET REALISTIC GOALS

Give it time! Expect to work nights, weekends and vacations

Rough day behind the computer? Remember, you have a cool job! Video Game Designer ranks as No. 2 on CNNMoney/PayScale's Top 100 careers.

According to the list, here are typical quality of life ratings:

A

Personal satisfaction

A

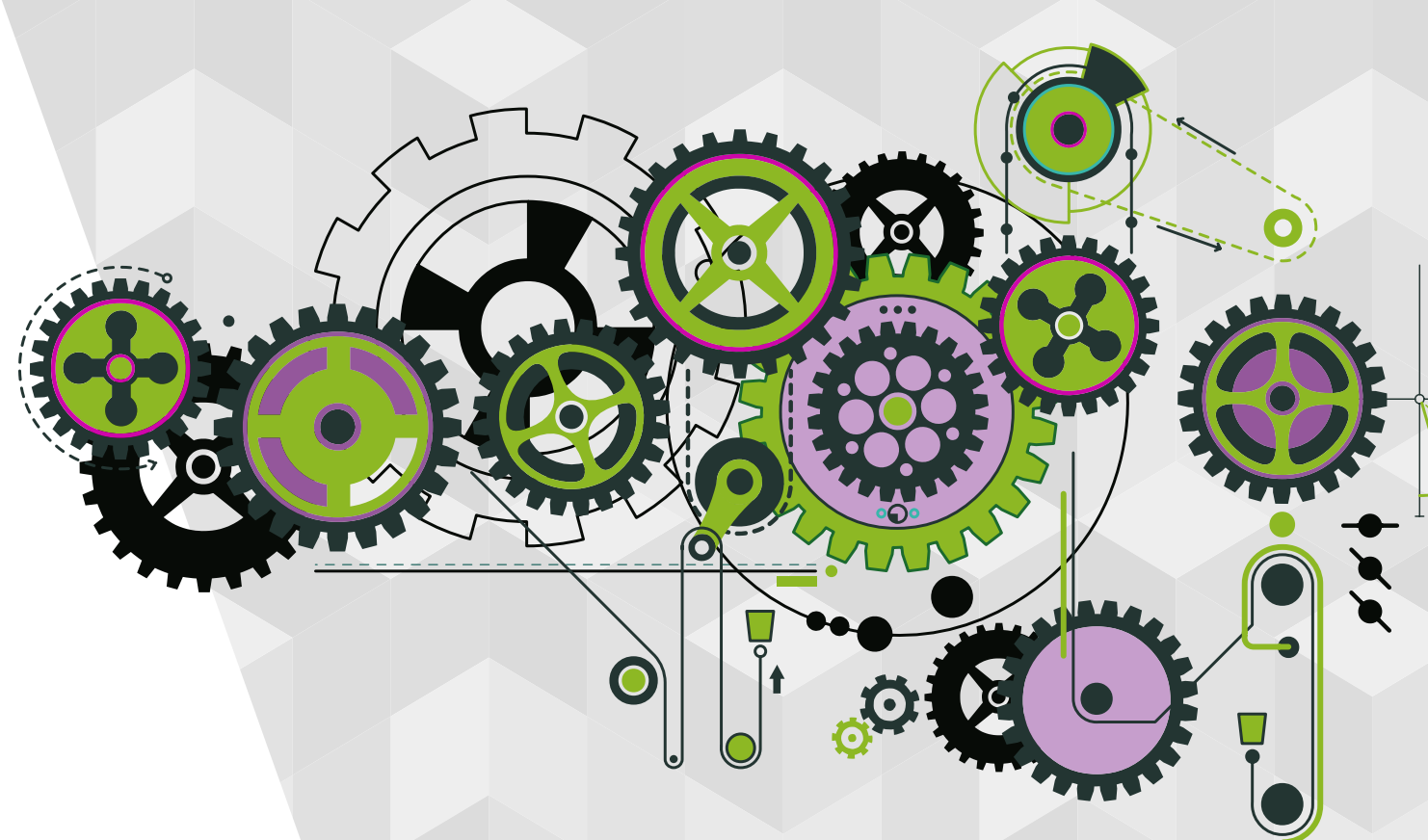
Low stress

B

Benefit to society

DON'T REINVENT THE WHEEL

Use out-of-the-box tech



You're making a game, not a game engine.

Game engines and professional 3D software can make your life easier.

Creating, maintaining, and testing custom-coded software can be a nightmare! This will eat up time, patience and budget - assuming you have a budget!

Choose high-quality tools that will allow you to iterate fast and ramp up quickly.

Spending the time to organize your pipeline early on can dramatically increase efficiency later.

ASK FOR HELP!

Community, Community, Community

Give fans a sneak peek of your work early and often to build an engaged community of followers and influencers. Get to know other indie devs in the field who've been through this before.



Exhibit your game at as many industry events as possible.



Reach out to friends, family, and local businesses for support or potential partnership.



Search for available video game development grants (government or school). And don't forget to look into crowdfunding options too!

LOOK AHEAD TO OPPORTUNITIES

Fans will pay for a job well done

The games industry is still growing quickly, especially mobile games! According to Digi-Capital:



Across mobile devices in 2015, games account for **32% of app usage**



By 2018, mobile games are forecast to reach **\$45 billion** in revenue. That's **up from \$29 billion in 2015**



The average amount of time people spend playing mobile games today has grown 57 percent since 2012 (The NPD Group).