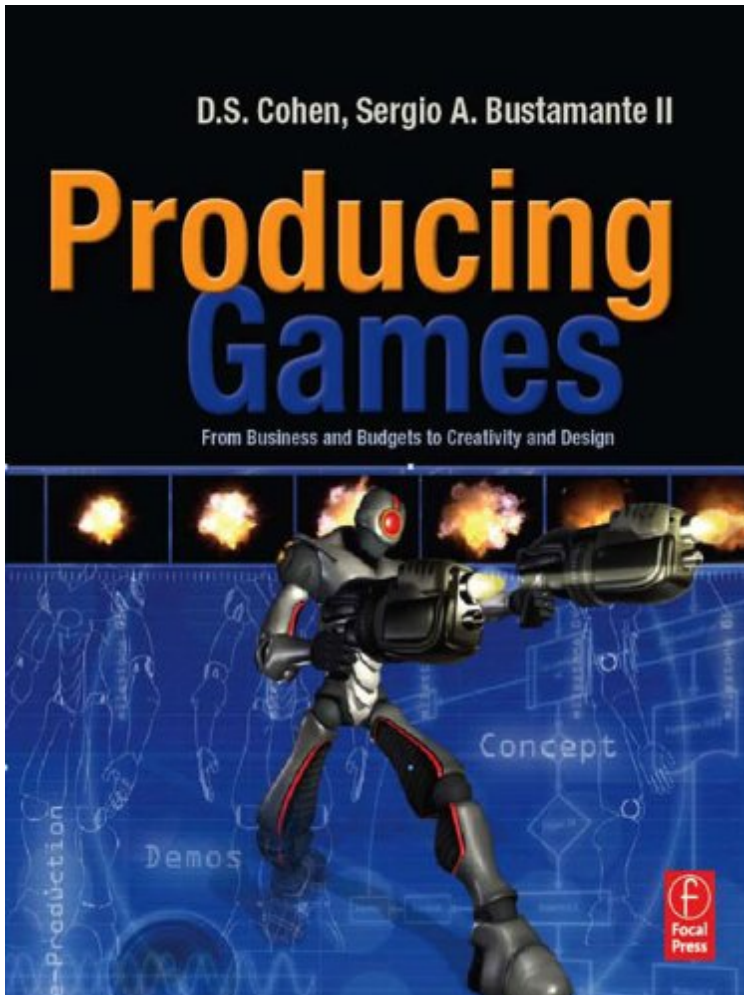


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Producing Games: From Business and Budgets to Creativity and Design



Par D S. Cohen, Sergio A. Bustamante
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Description :

Prsentation de l'diteurComputer games are big business - tens of billions of dollars are spent annually by the worldwide video games market. The cost of producing video games has ballooned to beyond \$20 million dollars in many cases, and team sizes are quickly growing past 100 team members. At the center of this storm is the producer - one person who transforms the money, the hours spent by the team, and the latest technology into a work of art that millions of people will call fun. This book will dig deeply into the role of the producer and expose secrets of game production that stand the test of time: how to build a great team, how to plan a major game development project, and how to pull the development team toward the vision of a great game.Prsentation de l'diteurComputer games are big business - tens of billions of dollars are spent annually by the worldwide video games market. The cost of producing video games has ballooned to beyond \$20 million dollars in many cases, and team sizes are quickly growing past 100 team members. At the center

of this storm is the producer - one person who transforms the money, the hours spent by the team, and the latest technology into a work of art that millions of people will call fun. This book will dig deeply into the role of the producer and expose secrets of game production that stand the test of time: how to build a great team, how to plan a major game development project, and how to pull the development team toward the vision of a great game. Biographie de l'auteur D.S has worked with some of the industry giants in everything from production and design, to marketing and PR, and he has been credited in more than 50 games. He runs the Classic Video Game section of About.com. Sergio A. Bustamante II is currently producing, developing, and designing games for Brash Entertainment. Brash is a new publisher focused in on developing great games based on film IP. Currently, he is working on three unannounced titles, with some AAA developers, that will hit the store shelves in 2009 - 2010. Prior to Brash Entertainment, he was at EA-Tiburon for two years working on Superman Returns and working in their external developers group. Before that, he was at Treyarch for almost 5 years as an Audio Director and Producer involved in hit titles like Spider-Man: The Movie Game, Spider-Man 2, NHL 2K2, NHL 2K3, and Draconus: Cult of the Wyrms. Sergio is a veteran of the industry and has been involved in it for 14 years.