

游戏国际化与合作

10月12日(周一)

9:00-18:00

5F/长江厅

9:00-10:00

主题演讲: 波斯王子: 从游戏到电影的 20 年历程

演讲嘉宾: [Jordan Mechner](#), [游戏设计师、程序员和编剧家](#)

演讲摘要:

从一个视频游戏创造者转变为一个编剧家的 Jordan Mechner 将谈论《波斯王子》从苹果第二代计算机到次世代家用机到电影大屏幕的 20 年心路历程, 以及他自己如何将游戏设计、美术及说故事方面的个人想法与在当今迅速演变的跨媒体娱乐行业创立和保持一个强大品牌的需求相协调。

10:05-11:05

演讲题目: 经历社交游戏变革

演讲嘉宾: [Mack Grown](#), [Playfish 中国区总经理和 Playfish Ltd. 副总裁](#)

演讲摘要:

不管是在西方还是在中国, 社交游戏都已经成为了游戏业内最热门的一块领域。这次的演讲将回顾社交游戏的变革以及其市场发展至今的演变过程, 并且将深入分析在这个市场中游戏公司所面临的主要挑战, 尤其是中国社交游戏开发公司走向国际市场所将面临的困难。

11:10-12:10

演讲题目: 选择适合你的游戏引擎

演讲嘉宾: [Mark DeLoura](#), [电玩游戏技术顾问](#)

演讲摘要:

为你的游戏选择最佳游戏引擎是你需要做出最重要的技术性决定之一。但在面对市场上众多的游戏引擎中, 如何才能让你快速做出正确决定为你的游戏选配最合适的游戏引擎呢?在本演讲里我们会通过分析游戏引擎技术、制作流程、预算方案以探讨游戏引擎中间软件市场。我们还会讨论游戏引擎技术的发展及其与你未来游戏开发的相关性。

13:30-14:30**演讲题目:** 出版游戏进入西方市场的秘诀**演讲嘉宾:** [Susan Yoon Choe](#), [Outspark](#) 董事长和创始人[Owen G. Mahoney](#), 美国艺电有限公司高级副总裁**演讲摘要:**

现在您的游戏已经在全球游戏市场自测。您会选择和哪一个发行商合作呢? 应该怎样寻找一个能使您的游戏在西方获得成功的具有潜力的合作伙伴呢? 在太平洋另一端的的游戏市场又是怎样的情形呢?

Outspark, 一个领先的西方游戏发行商, 会帮助您走向掌控市场的第一步。这支由来自美国艺电有限公司、韩国 NHN 游戏公司、雅虎、韩国 NC SOFT 游戏公司、以及韩国网禅组成的领先的精英队伍将与您分享如何每年成功收入数百万美元的秘密。

14:35-15:35**演讲题目:** 跨越 PC、Console 各平台, 看华人独立开发商如何走进全球市场**演讲嘉宾:** [许金龙](#), [乐升科技](#) 董事长兼执行长**演讲摘要:**

身为一个华人独立开发商, 在过去九年中, 乐升在中国与国际上都有着不错的表现。其开发的游戏产品, 包括《功夫熊猫》、《星战佣兵》PSP, 以及甫获中国第二届网页游戏高峰论坛最佳 RPG 游戏奖项的《乐土》等在市场上均有着颇高的评价。这场演讲将与大家分享新进游戏厂商如何在百家争鸣的中国网游市场中出线的经验, 与如何获得国际大厂 Activision 和 Bandai Namco 认同的诀窍。许金龙先生更以自身公司发展为案例, 为各位分享华人独立开发商在研发上与文化差异上所将面临的冲击与挑战, 以及如何订定国际市场策略, 能成功且有效率的走向国际市场。

15:55-16:55**演讲题目:** 视频游戏知识产权——你现在必须了解的事情**演讲嘉宾:** [Ross Dannenberg](#), [Banner & Witcoff, Ltd.](#) 合伙人**演讲摘要:**

我们需要投入相当多的时间和金钱来开发和宣传一款视频游戏。因此, 你并不希望其他人能够窃取你的成果并且未经你的授权而盗用。现在就来学学你应该采取哪些措施来保护你的游戏, 包括保护你的商标、源代码、美术资源, 以及可作为专利的发明。立刻学习一些你马上就能采用的基本手段来避免的你宝贵的知识产权遭受损失。



17:00-18:00

演讲题目: 内涵、美学、和用户创作的内容

演讲嘉宾: [Chris Hecker](#), [Maxis](#) 前技术专家

演讲摘要:

如今, 当你告诉别人你正在开发一款支持“用户创作内容”的游戏时, 就有点像在 1997 年告诉别人你在开发一款 FPS 游戏, 或者在 2000 年告诉别人你在开发一款 MMO 游戏那样。然而, 在那些针对“用户创作内容”所进行的夸张宣传之外, 还有一些细微但是真实存在的强大的要素被掩盖了。我们将探讨这些要素以及其他一些艺术哲学的话题, 并且讨论一些与游戏中“用户创作内容”应用相关的非直觉心理学研究。此外, 我还将向大家展示大量有趣的《孢子》游戏生物。



10月13日(周二)

9:00-18:00

5F/长江厅

9:00-10:00

主题演讲: 宏伟的西进之旅

演讲嘉宾: [Min Kim, Nexon 美国副总裁](#)

演讲摘要:

曾在亚洲地区一度被不屑一顾的微交易,目前在北美游戏市场已经成为具有进化意义的商业模式催化剂。从社区游戏到 iPhone,微贸易都被开发者和消费者高度接受与采用。在此演讲中,你将会了解 Nexon 游戏公司如何成功进军西方游戏市场,及为何他们认为真正的商机是如此近在咫尺。

10:05-11:05

演讲题目: 迭代式关卡设计

演讲嘉宾: [朱靖宇, CCP 亚洲区首席关卡设计师](#)

演讲摘要:

该演讲将向您介绍关卡设计流程的各个步骤。从起始概念到完整的高质量关卡任务,演讲人将与您分享宝贵的经验,介绍所用到的各种工具,激发你作为一个游戏设计师的内在创造天赋。

11:10-12:10

演讲题目: 低龄儿童游戏开发研究报告精华

演讲嘉宾: [Carla Engelbrecht Fisher, 儿童应用技术开发者、作家、美国哥伦比亚大学教育学院在读博士生](#)

演讲摘要:

每当为孩子们开发游戏,特别是为那些学龄前儿童和小学生的时候,游戏设计师们往往都在闭门造车。远离了童年时期的亲身体验,这些设计师们通常会开发出一些自认为会受孩子们欢迎的游戏,而实际上他们从来没有机会采访或者看一看孩子们是如何玩他们的游戏的。

13:30-14:30

演讲题目: 提升国际化合作关系 ——从外包到出口

演讲嘉宾: [Aaron Pulkka, 动视发行 Activision 制作总监](#)

演讲摘要:

虽然以前在中国制作的游戏通常仅在中国市场发售,但是现在中国的游戏开发者已经成功地与海外发行商进行合作,提供美术制作或者按照客户的设计要求制作完整的游戏。如今随着在中国设计的游戏不断向海外输出,国际化游戏开发合作的机会正在扩展。这个分会场将探索国际发行商目前正在寻找的合作,迄今为止哪些合作进行的不错,哪些类型的游戏和商业模式获得了成功,以及随着中国游戏开发者与国际发行商之间的关系从外包衍变为出口,将面临哪些挑战。

14:35-15:35

演讲题目: 爱丽丝 2 (Alice 2) —— 在中国的游戏开发全球化案例分析**演讲嘉宾:** [American McGee](#), 麻辣马 Spicy Horse 创始人兼高级创意总监**演讲摘要:**

麻辣马游戏公司是目前中国地区最大的独立国外游戏开发商之一。他们目前的游戏项目《爱丽丝 2》(Alice 2) 是在中国地区开发的针对西方游戏市场的最大型独立游戏项目。此项目启用了 110 名本土及居住在上海的国外人才共同开发。在本演讲里, American McGee 先生会跟听众分享他在游戏开发流程上的见解、理念和开发经验, 及其如何造就了现在的新型游戏开发工作室。他同时会谈及在中国开发西方动作冒险类游戏存在的挑战和优势, 例如文化差异、游戏质量及为什么上海在当今成为如此适合游戏开发的优越地区。

15:55-16:55

演讲题目: 如何减少开发风险**演讲嘉宾:** [Troy Dunningway](#), [Globex Studios](#) 游戏开发副总裁**演讲摘要:**

游戏开发的难度逐年递增。一家游戏开发公司要想生存, 必须学会如何把风险最小化。这一点对于小公司来说至关重要, 因为它们往往没有足够的资本度过重大难关。学会控制公司的风险尤其是在经济萧条以及前途未卜的时期, 将是公司存亡的关键。掌握如何组建你的项目团队, 以及如何调度外包工作并和全球的其他团队进行合作, 这些都将成为在新的国际化开发环境下获得成功的关键环节。理解如何组织你的团队和项目使其更加灵活, 以及如何充分发挥各类型的人才, 将是使开发风险最小化的关键因素。

开发过程中的项目风险形式多样, 也许是一件非常简单的事情, 却能够导致产品变糟, 或者最终造成项目被取消, 甚至可能让你的公司倒闭。能及早发现并在初期就能解决风险问题是非常重要的, 做到这一点需要各级部门都能充分理解并协调一致来解决各种问题。该讲座将向你展示如何根据项目类型去评估各项工作, 如何设计与实施项目, 如何建立你的美术工作流水线, 如何开发原创作品, 如何组织和管理团队, 如何选择合适的技术方案, 如何选择中间件产品, 如何评估项目, 如何测试, 以及如何本地化等许多内容。这次讲座的目标是向开发者们展示他们需要如何改善所在公司的方方面面, 从而做到把每天面临的风险最小化。讲座还将列举 10 条最佳方法, 来帮助开发者们回避项目或公司的风险。



17:00-18:00

演讲题目: 如何针对优秀中国原创题材做视觉开发——《盗墓笔记》案例分析

演讲嘉宾: [吴文辉](#), 盛大文学有限公司总裁, 起点中文网总经理

[张希](#), Concept Art House 创始人/CEO; Evertold 联合创始人

[Matthew Le Merle](#), Concept Art House 商业顾问; Evertold 董事会主席、总裁

[周凯](#), Concept Art House 创意总监

[李轩](#), Concept Art House 市场拓展总监

演讲摘要:

中国市场拥有很多杰出的原创题材, 涵盖书籍、电视、电影等诸多领域, 但现阶段市场中还没有形成一个高效的开发机制以便于将这些题材及时转化为针对电子娱乐市场特别是针对游戏市场的素材。本演讲将介绍 Concept Art House 是如何对题材《盗墓笔记》进行综合开发的。Concept Art House 的 CEO James Zhang 将会向听众仔细阐述他的团队如何将中国最畅销的文学题材转化为视觉作品, 并开发出完整的漫画作品和适用于游戏和电影开发的故事板。



Global Games Development

MONDAY, OCTOBER 12

9: 00-18: 00

5F/Yangtze River Hall

9:00-10:00

Keynote: Prince of Persia: 20 Years From Game to Film

Speaker: [Jordan Mechner, Game Designer, Programmer, and Screenwriter](#)

Brief Description:

Video game creator-turned-screenwriter Jordan Mechner discusses PRINCE OF PERSIA's 20-year journey from the Apple II to next-gen consoles to the big screen, and his own journey trying to reconcile personal ideals of game design, art and storytelling with the demands of creating and maintaining a strong brand in today's fast-evolving trans-media entertainment industry.

10:05-11:05

Session: Social Games - Lessons From The Revolution

Speaker: [Mack Growen, GM, Playfish China, and VP, Playfish Ltd.](#)

Brief Description:

Social gaming has become the hottest sector in gaming, in the west as well as in China. This presentation takes a look at the social games revolution and the development of the market to date, and provides insight into the main challenges game companies in this market are facing and specifically how they relate to Chinese social games companies going global.

11:10-12:10

Session: Choosing the Game Engine that is Right for You

Speaker: [Mark DeLoura, Videogame Technology Consultant](#)

Brief Description:

Selecting the best game engine for your game is the most important technology decision you'll make. But with so many options available, how can you quickly determine which will prove to be the right choice for your particular game? In this presentation we'll explore the game engine middleware market through an analysis of their technology, production pipeline, and budget choices. We'll also discuss the evolution of game engine technology and how it is relevant to the development of your next great game.

13:30-14:30**Session: Must Haves and Pitfalls in publishing games into Western Markets****Speaker:** [Susan Yoon Choe, Chairman and Founder, Outspark](#)[Owen G. Mahoney, Senior Vice President of Corporate Development, Electronic Arts](#)**Brief Description:**

Now your game is ready to test itself in the global games market! Which publisher do you work with? What should you look for in a potential partner to make your game a success in the West? What is happening in the gaming market across the Pacific? To help you make your first steps toward market domination, the leading Western game publisher, Outspark, lead by an experienced team from Electronic Arts, NHN/Hangame, Yahoo, NC Soft, Webzen will share with you the secrets that lead to multimillion \$\$ per year revenues from the leading gaming market in the world.

14:35-15:35**Session: The know-how for Chinese Independent Studio Penetrates into China and Global Market in PC Online and Console Platform****Speaker:** [Aaron Hsu, CEO and Chairman, XPEC Entertainment Inc.](#)**Brief Description:**

As an independent developer, XPEC has built a good reputation in both international and Chinese market as well as developed a lot of popular games, including *Kung Fu Panda*, *Bounty Hounds*, and *Canaan* which won the Best RPG Award in 2009 China Web-Game Summit II. In this speech, Mr. Hsu will share the experience on how to penetrate the crowded Chinese online game market, the secret on its successful international expansion, as well as how to earn the recognition by the world leading game publishers - Activision and Bandai Namco. He will also share with audience the R&D challenges faced by a Chinese independent developer. How the culture boundary was crossed over? What strategies were implemented in the international market? Let's look forward to his insights and experience.

15:55-16:55**Session: Video Game IP - What you need to know NOW****Speaker:** [Ross A. Dannenberg, Partner, Banner & Witcoff, Ltd.](#)**Brief Description:**

Video games require a substantial investment of time and money to develop and market. As a result, you would not want someone else to steal your idea and use it without your permission. Learn what you need to be doing now to protect your video game, including protecting your trademarked brands, your copyrighted source code and artwork, and your patentable inventions. Learn some simple steps that you can take now to prevent your valuable intellectual property from being lost forever.



17:00-18:00

Session: Meaning, Aesthetics, and User-Generated Content

Speaker: [Chris Hecker, formerly Technology Fellow at Maxis](#)

Brief Description:

These days, telling somebody you're working on a game supporting UGC is a bit like saying you were working on an FPS in 1997 or an MMO in 2000. Still, buried beneath the hype surrounding UGC is something real and powerful and subtle...We'll explore that and other arty philosophical topics, and discuss some nonintuitive psychology research that's relevant to the usage of UGC in games. Also, I'll show a lot of funny SPORE creatures.



TUESDAY, OCTOBER 13

9: 00-18: 00

5F/Yangtze River Hall

9:00-10:00

Keynote: A Fantastic Westward Journey

Speaker: [Min Kim, Vice President, Nexon America](#)

Brief Description:

Once relegated to the continent of Asia, microtransactions have recently become an evolutionary catalyst for the North American games market. From social games to the iPhone, microtransactions are in high adoption by developers and consumers alike. Discover how Nexon has successfully navigated its fantastic westward journey and why the true opportunity lies just beyond the horizon.

10:05-11:05

Session: Iterative Level Design

Speaker: [Jingyu Zhu, Lead Level Designer, CCP Games Asia](#)

Brief Description:

This presentation will take you on an incredible journey through all iterations of the level design process. From the starting concept and discovery to a completed production quality mission, the speaker will share valuable tips and tools of the trade that will inspire the inner creative genius in you.

11:10-12:10

Session: Little Hands, Foul Moods, and Runny Noses 2.0: The Research You Should Know When Making Games for Kids

Speaker: [Carla Engelbrecht Fisher, Children's Technology Developer/Author, Teachers College, Columbia University](#)

Brief Description:

When developing games for children, especially preschool and elementary aged children, game designers often work in a vacuum. Far removed from the experiences of childhood, they might create games that they believe are interesting for children, but never have the opportunity to interview or watch children play the games.

13:30-14:30

Session: Evolving International Partnerships – from Outsourcing to Exporting

Speaker: [Aaron Pulkka, Director of Production, Activision Publishing](#)

Brief Description:

Game developers in China have been successfully working with overseas publishers to create art assets or develop full games designed by their partners, while games created in China were traditionally only launched

within the Chinese market. Now the opportunities for global development cooperation are expanding with games designed in China being exported internationally.

This session explores what international publishers are looking for now, what kinds of partnerships have worked well so far, which types of games and business models are proving successful, and what challenges lie ahead as relationships between Chinese developers and international publishers evolve from outsourcing to exporting.

14:35-15:35

Session: Alice 2 - A Case Study of Global Development in China

Speaker: [American McGee, Founder and Senior Creative Director, Spicy Horse](#)

Brief Description:

The current project *Alice 2* of Spicy Horse, one of the largest independent foreign game developers in China, is the largest Western-targeted independent game project in China - relying on talent from over 110 local and expat staff in Shanghai. During this talk, American McGee will shed light on the processes, philosophies, and experiences that have shaped the inner workings of this new breed of Chinese development studio. He will also talk about the challenges and advantages to developing AAA Western games in China, such as culture, quality, and why Shanghai in particular is such a great place to be developing games today.

15:55-16:55

Session: Minimizing Risk in Production

Speaker: [Troy Dunningway, VP of Game Development, Globex Studios](#)

Brief Description:

Making games is getting harder and harder each year. For a game development company to survive, it must learn how to minimize its risks. This is especially true for smaller companies, that don't have the capital to survive major problems. Learning how to overcome risks in your company is key to surviving, especially in bad economies and uncertain times. Learning how to structure your team for projects, and how to utilize outsourcing and partner with teams across the world is critical to being successful in the new international development environment. Understanding how to structure your team and project to be more flexible and utilize a variety of talent will be key to minimizing risks in production.

Project risks in production can take many forms, and be as simple as something which could lead to a bad product, or could end up leading to a canceled project, or even your company going out of business. Being able to identify and solve risks early is incredibly important, and requires that all disciplines understand this and work together to solve any problems. This lecture will show you how you need to evaluate everything from the types of projects you are taking on, how your projects are being designed and created, your art pipelines, how you are developing original IP, how you are structuring your management and team, what technology choices you are making, what middleware you are using, how the project is being evaluated, how you are testing, how the project needs to be localized and much more.

The goal of this lecture will be to show developers how they need to improve many different aspects of their companies in order to be able to minimize the risks they face every day, and to present a top 10 list of ways to avoid risks in their projects and companies.

11 / 12

地址: 上海市中山西路930号云都虹桥大厦1103室 邮编: 200051

Address: Room 1103, Yundu Tower, No. 930 West Zhongshan Road, Shanghai, 200051 China

Tel.: (86-21) 6278 7488

Fax: (86-21) 6219 2209

Website: www.GDCchina.cn



17:00-18:00

Session: Preparing a Leading Chinese IP for Videogame Development - the Daomubiji (Tomb Robber's Journal)

Case Study

Speaker: [Wenhui Wu, President, Shanda Literature; General Manger, Qidian.com](#)

[James Zhang, CEO/Founder, Concept Art House; CoFounder, Evertold](#)

[Matthew Le Merle, Chairman & President Evertold](#)

[Ken Chou, Creative Director, Concept Art House](#)

[Xuan Li, Development Director, Concept Art House](#)

Brief Description:

China has many strong IP's in its books, films, TV series etc. However, no well established way to take these IP's and ready them for the videogame industry. This session will discuss how one such IP (Daomubiji) has been made ready for game development. In this session the author of Daomubiji, and the CEO of Concept Art House will talk about how they have worked together to translate one of China's most popular novels and turn it into Graphical form both to support a Graphic Novel series and create the storyboards to support videogame and film treatments.