



Soe Myat Min

a.k.a

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# Basic Information

- More than 8 years experience in Game Development
- Graduated from UCSY (CG/ERP Major)
- Currently in Tokyo, Japan

# Game Design

## Today Agenda

**01**

**Position and Responsibility**

**02**

**Money**

**03**

**Game Art Principle**

**04**

**What's Next?**



Game  
Industry

# Position and Responsibility

For Game and Game Development

# Positions

- ❖ Game Developer (Programmer)
- ❖ Artists (2D 3D)
- ❖ Sound Designers (Outsource, DAWs player, In house recording)
- ❖ Game Designers (Project Management Team)

# Game Developer (Programmer)

❖ Programmer + Game Engine Knowledge = Game Developer

# Artists (2D 3D)

- ❖ Scenes, Background Illustration (Theme Creator)
- ❖ Character development, Animator
- ❖ Game UI Icons
- ❖ 3D (Concept -> Modelling -> UV unwrap Texturing -> Bone Weight Animation) Modular Pack

# Average Salary

- ❖ Developer/ Artist (Myanmar Kyats)
- ❖ Junior => 200k - 500k
- ❖ Mid Level=> 400k - 800k
- ❖ Senior=> 600k - 1,500k
- ❖ Team Lead=> 1,000k - 2,000k

# Artists tools

- ❖ Adobe (Photoshop, Illustrator)
- ❖ Blender
- ❖ 3Ds Max, Maya
- ❖ Substances
- ❖ Zbrush
- ❖ [www.mixamo.com](http://www.mixamo.com)

# Game Developer tools (Game Engine)

- ❖ Unity 3D
- ❖ Unreal
- ❖ Cocos Creator
- ❖ Godot, King, RPG Maker, Game Maker, Love 2D
- ❖ Some HTML5 Engine

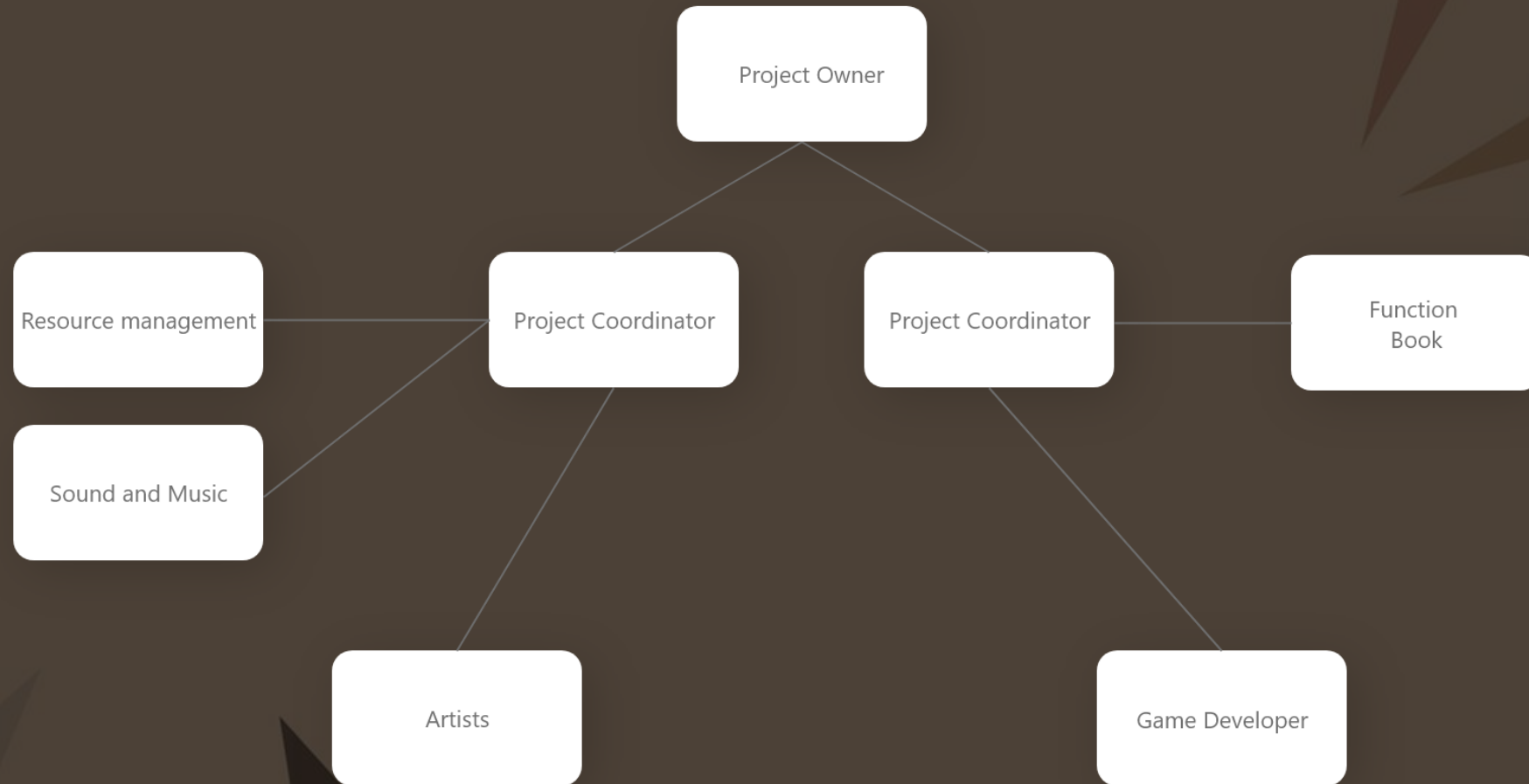
# Sound Designer tools (DAWs)

## ❖ **Digital Audio Workstations**

- ❖ Image-Line FL Studio
- ❖ Apple Logic Pro
- ❖ Ableton Live
- ❖ Steinberg Cubase, PreSonus Studio One, Cockos Reaper 6

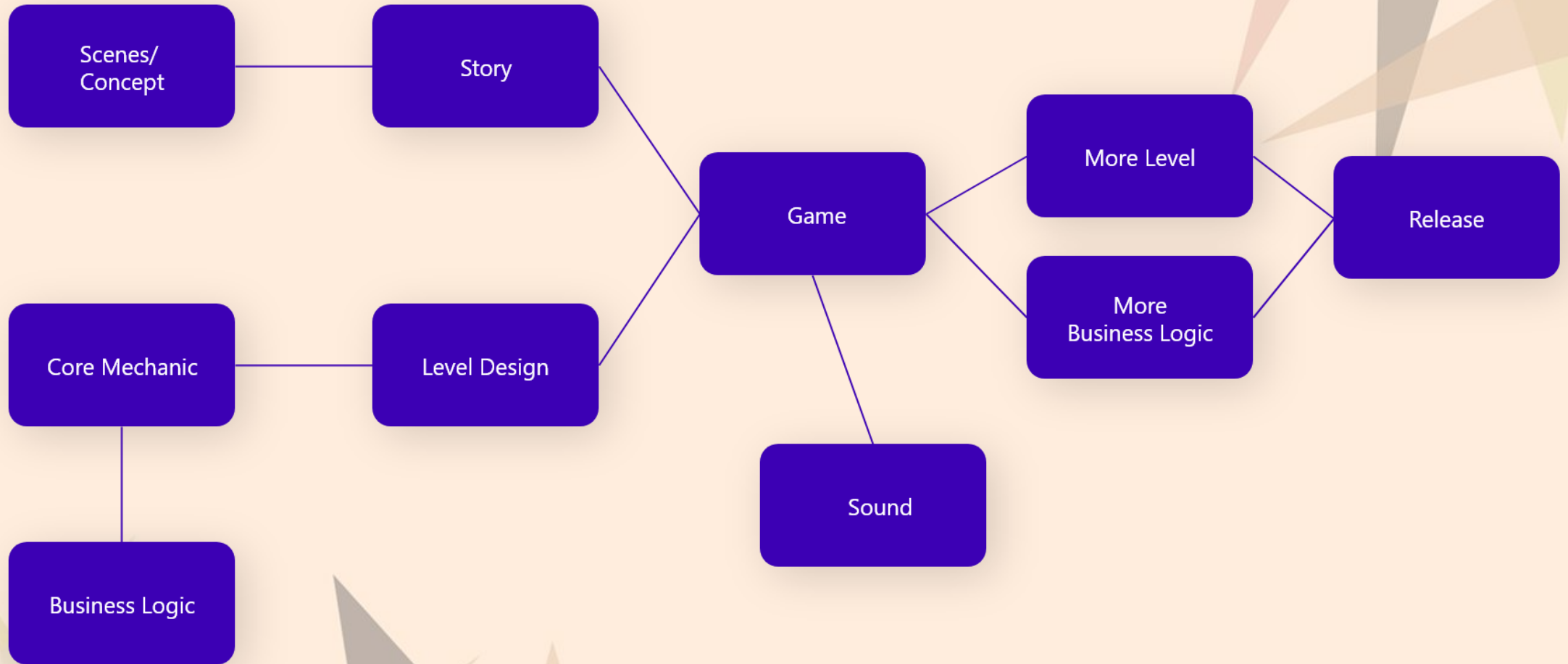
# Project Management Team

- ❖ Scope -> Init MVP, Developer Preview, User Preview, Alpha, Beta
- ❖ Time -> Timeline, Gantt Chart, Task Breakdown,
- ❖ Money -> 2-5 times



# Basic Development Pipeline

- ❖ Core Mechanic
- ❖ Story Line
- ❖ Business Logic (Advertising, NGO)





Game  
Industry

# Money

For Game and Game Development

# Game Related Business

- ❖ Streaming & Casting
- ❖ Tutorials (You tuber)
- ❖ Game coach
- ❖ Journalist
- ❖ Betting
- ❖ Tournaments planner

# Streaming & Casting, Tutorials (Youtuber)

- ❖ Obtaining star (which is also exchangeable money)
- ❖ Streamer get private Ads
- ❖ Most streamer are also celebrity
- ❖ StreamingbyShinelayz, Monica – M, many more

# Game Coach and Gamers

- ❖ <https://liquipedia.net/dota2/OG>
- ❖ [https://liquipedia.net/dota2/Team\\_Liquid](https://liquipedia.net/dota2/Team_Liquid)
- ❖ <https://liquipedia.net/dota2/Heen>
  
- ❖ <https://gamerzclass.com/games/dota-2/>
- ❖ <https://metafy.gg/mobile-legends-bang-bang>

# Account selling and Item Reselling

- ❖ Create account, play and collecting free item form and game and sell the account.
- ❖ Trade with NFT

# Tournaments Event



TI 9 (2019)



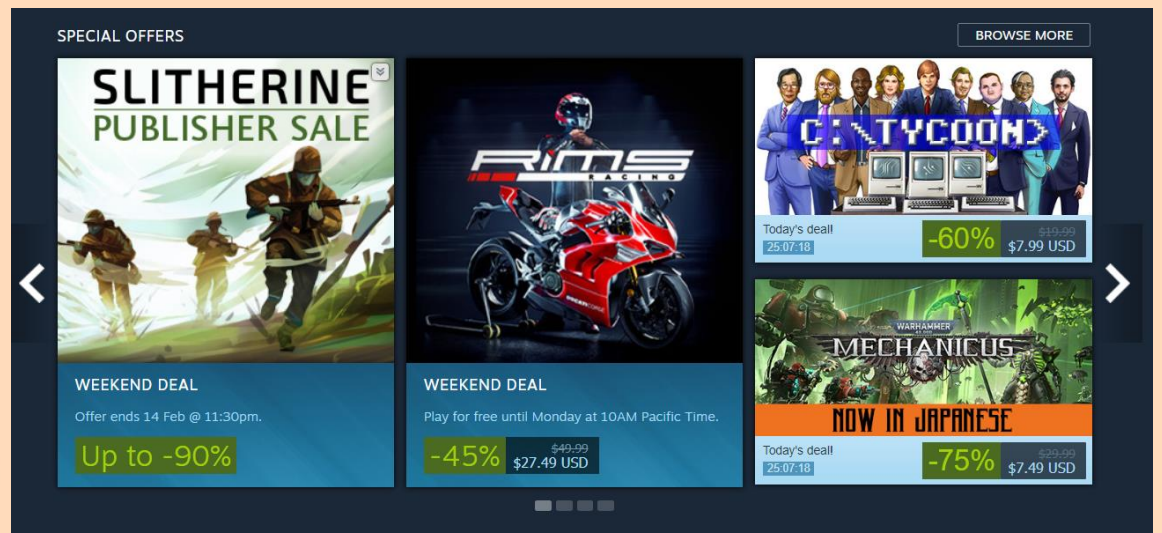
TI 10 (2021)

# Game in-app selling

- ❖ Physical Sell
- ❖ Digital Sell
- ❖ Assets Sell (including DLC and Expansion Pack)
- ❖ Pay to win (gem sell)
- ❖ Subscription
- ❖ Advertisement

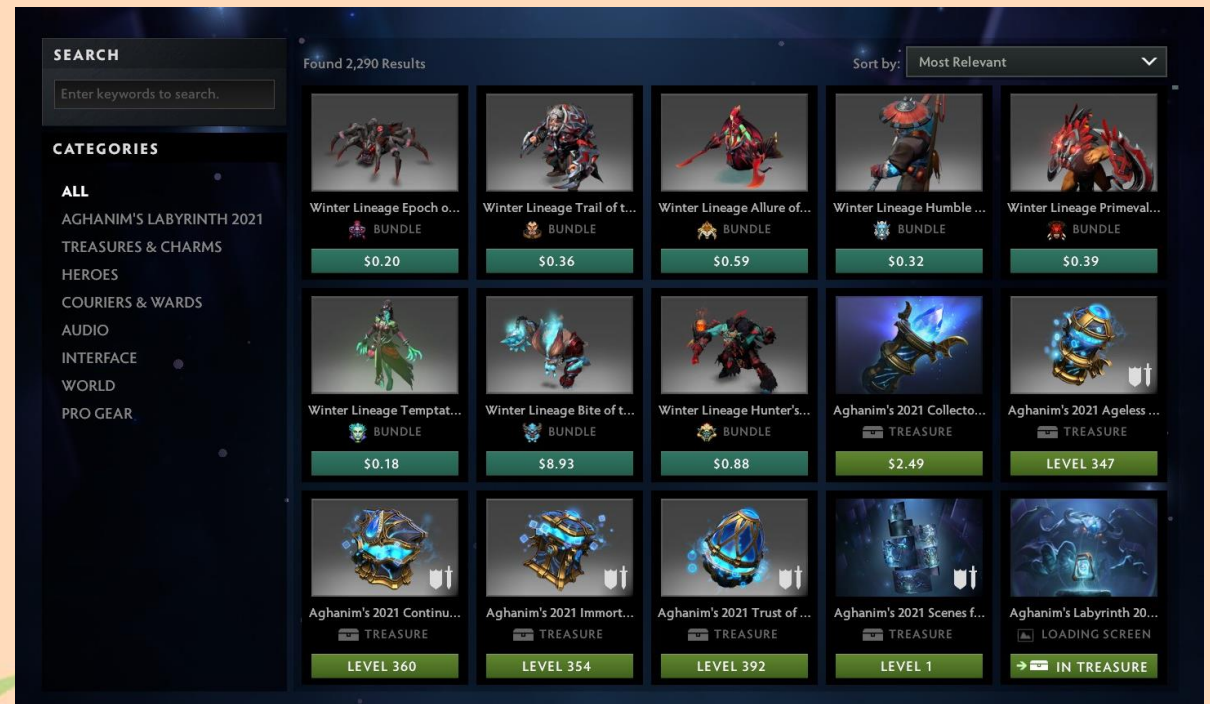
# Physical Sell/ Digital Sell

- ❖ Cartridge – Game Card
- ❖ Download to play (Steam, Epic Store, Battle net)



# Assets Sell

- ❖ An Item that game Visual, Audio, HUD or other.
- ❖ They usually do not effect on game play in competitive games.
- ❖ DLC and Expansion Pack make game longer, sometime v2.



# Pay to win

- ❖ Gems or another currency make the game easier.



# Subscription

❖ Only allow to play after Subscribe or Subscribe make the game Easier

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Buy this season's Gold Pass and you can unlock the above rewards.

Pass sales end in 28d 4h

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# Advertisement

- ❖ Banner and Tarpaulin
- ❖ Force to watch (Skip able & Non skip able)
- ❖ Reward Ads
- ❖ (Sponsor Ads) - Embedded Ads since the game development stage



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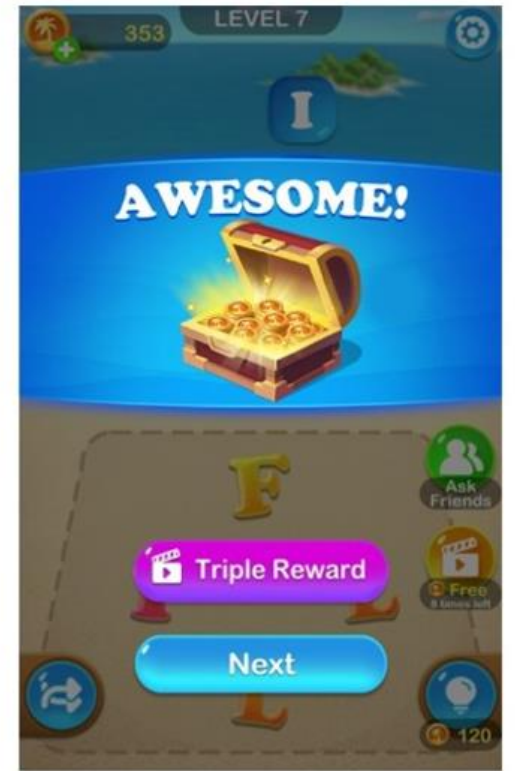


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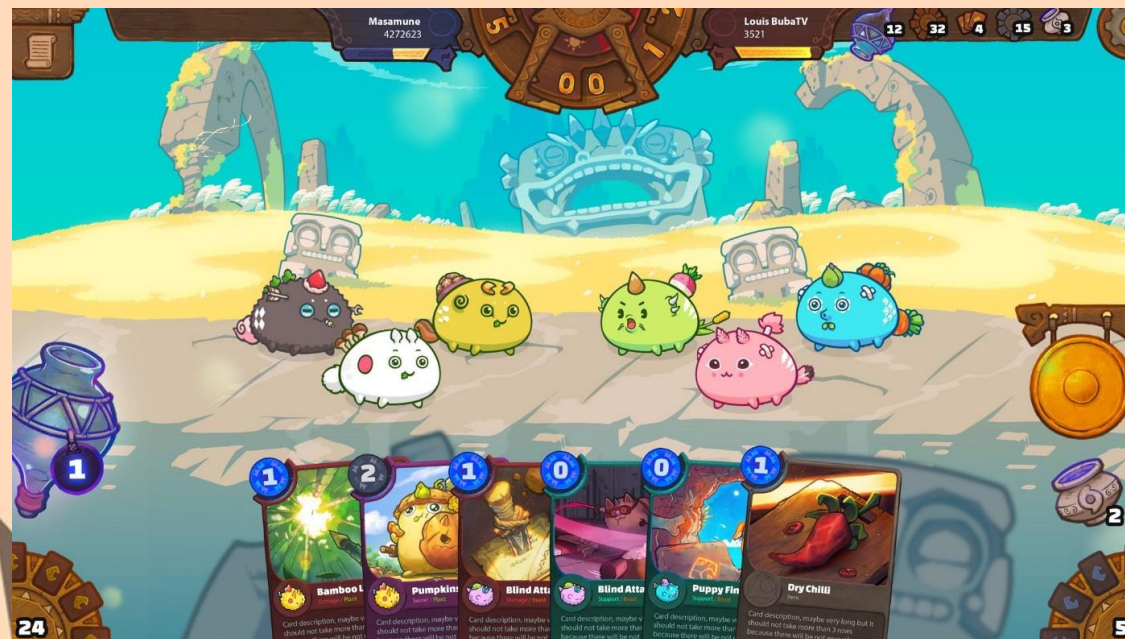
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# Another Game dev Eco

## ❖ Non-fungible token

A non-fungible token is a non-interchangeable unit of data stored on a blockchain, a form of digital ledger, that can be sold and traded.

# Axie Infinity



❖ <https://www.facebook.com/watch/?v=459347495686121>

# Related Game Development Business

- ❖ Coupon (Win to get Coupon to use in real-life)
- ❖ Gambling Games (Bet owner, Trader)
- ❖ Trading Platform Games

# Game Advertising

- ❖ Cross game Ads
- ❖ Refer Code Trade with Physical Item Ads

# In Game Marketing Techniques

- ❖ Events
- ❖ Bundle - Promotions
- ❖ Limited Edition
- ❖ Pass Subscription



Game  
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# Game Design/Art

For Game and Game Development

# Game design document

- ❖ Functional requirement definition.
- ❖ Blueprint from which your game is to be built.

REF

<https://www.nuclino.com/articles/game-design-document-template>

# Core Mechanic

Game Design

# Level Design

Game Design

# Game Scenes

Game Art

# Game Story

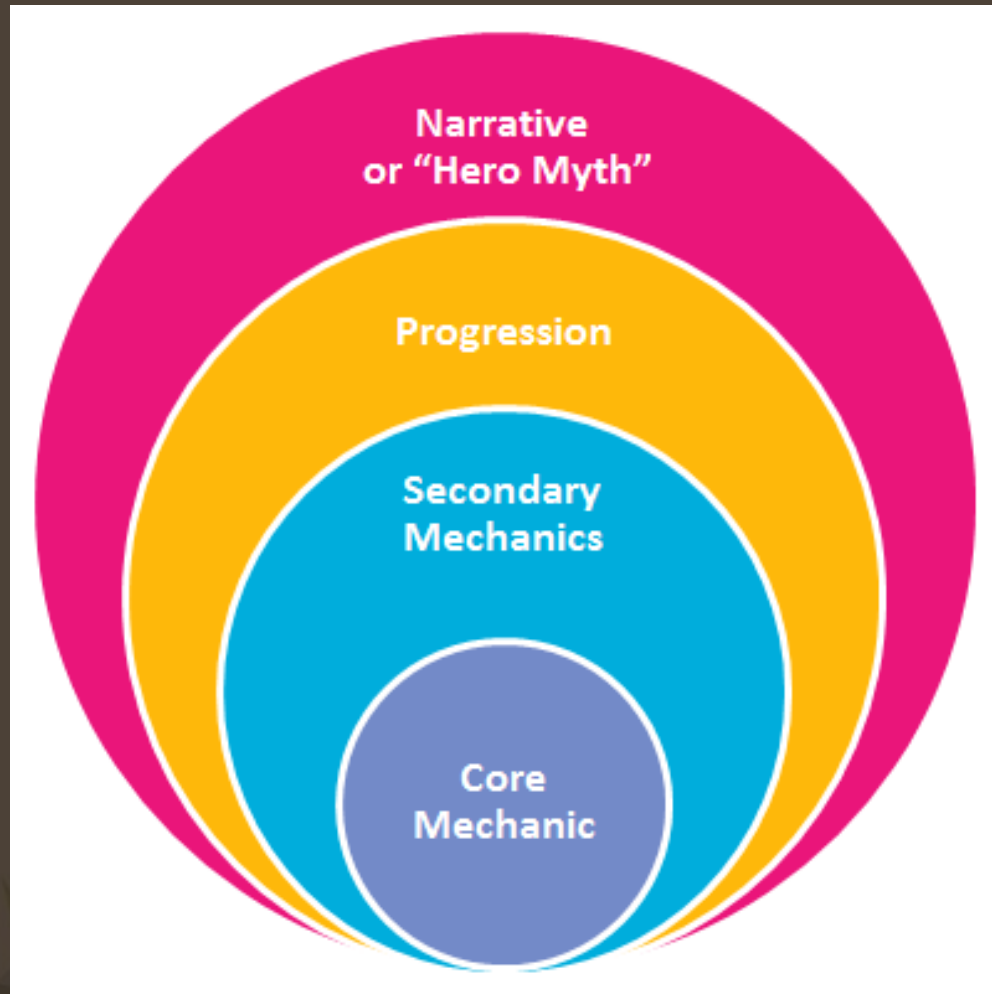
Game Art

# Core Mechanic

- ❖ A core mechanic is the essential play activity players perform again and again in a game.

REF

<https://f13entertainment.com/game-design-series-i-core-mechanic/#:~:text=the%20game%20elements,-.The%20core%20mechanic%20in%20a%20game%20will%20usually%20be%20the,interactions%20that%20happen%20less%20frequently.>



- ❖ Idle, Run, Fight, Jump
- ❖ Item Pickup, Change Sword
- ❖ View Map, Get more Spirit Orb
- ❖ Talking NPC, Collecting Treasure



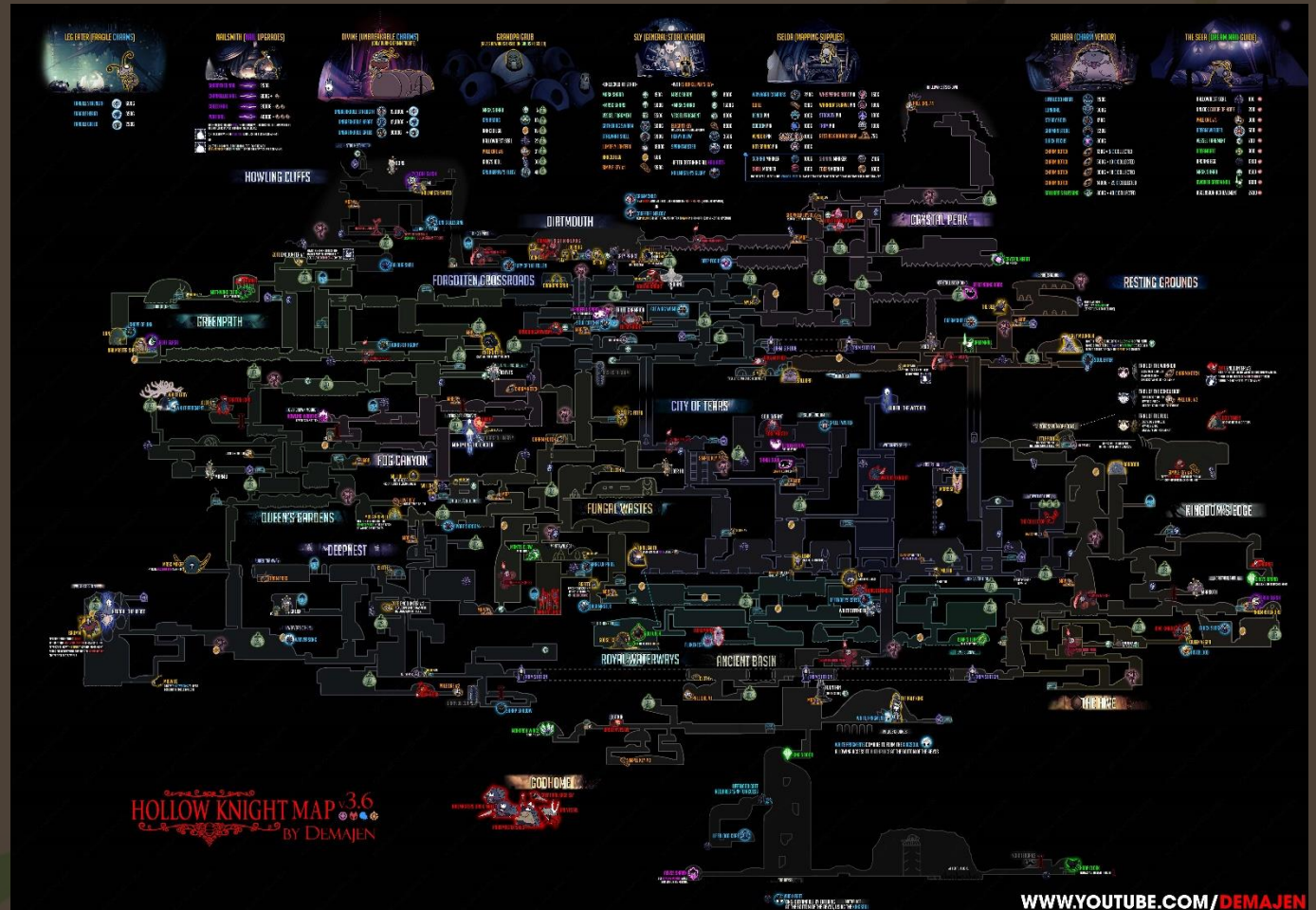
# Level Design

- ❖ Level design is the phase of game development that deals with creating the stages of the game.

REF

<https://www.masterclass.com/articles/how-to-become-a-video-game-level-designer#:~:text=Level%20design%20is%20the%20phase,create%20a%20positive%20user%20experience.>

- ❖ A placement of element (i.e. enemies, pickups)
- ❖ Create difficulties.
- ❖ Create rewards.



# Game Scenes

- ❖ A cut scene or event scene (sometimes in-game cinematic or in-game movie) is a sequence in a video game that is not interactive, interrupting the gameplay.

REF


<https://en.wikipedia.org/wiki/Cutscene>



**This photo is the 1994 Pulitzer Prize winner taken by Kevin Carter during the Sudan famine. The photo depicts a child struggling towards a United Nations food camp a mile away. The Vulture is waiting for the child to die, no one knows what happened to the child. Kevin Carter committed suicide 3 months later due to depression**



Let's watch the intro.



<https://www.youtube.com/watch?v=QvbOLROZQ4o>

# Story

- ❖ The game story includes both the back story and the story that unfolds during the course of playing a game.

REF

<https://www.igi-global.com/dictionary/game-story/61571>

# Story

- ❖ Original Stories and Those with Lots of Imagination
- ❖ Plot
- ❖ Characterization
- ❖ Setting
- ❖ Theme & Style
- ❖ Surprise and the Unexpected

REF

Norton, Donna E. and Sandra E. Norton. *Through the Eyes of a Child: An Introduction to Children's Literature*. 6th ed. Upper Saddle River, NJ: Merrill Prentice Hall, 2003.



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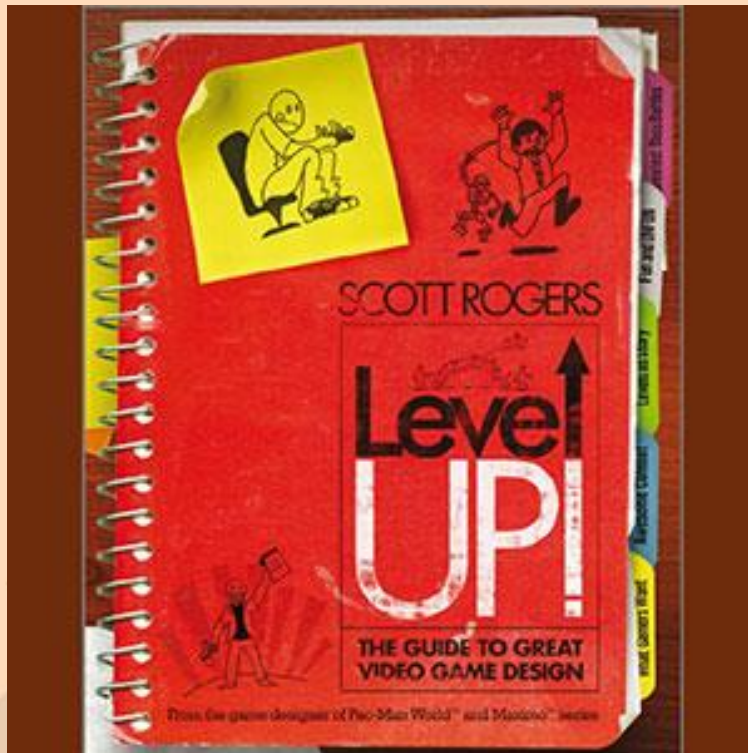
# What's Next?

For Game and Game Development

# Book Recommendation

## Level Up

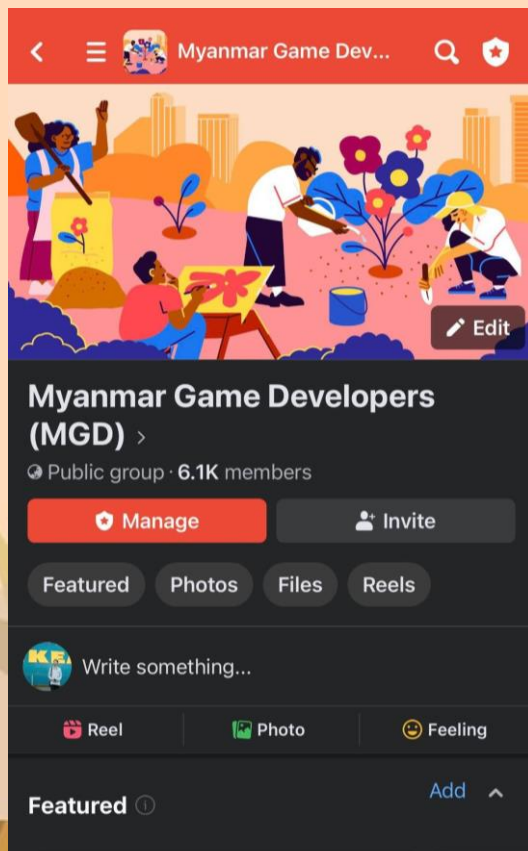
❖ The Guide to Great Video Game Design.



REF

<http://gamedev.soemyatmin.it/books.html>

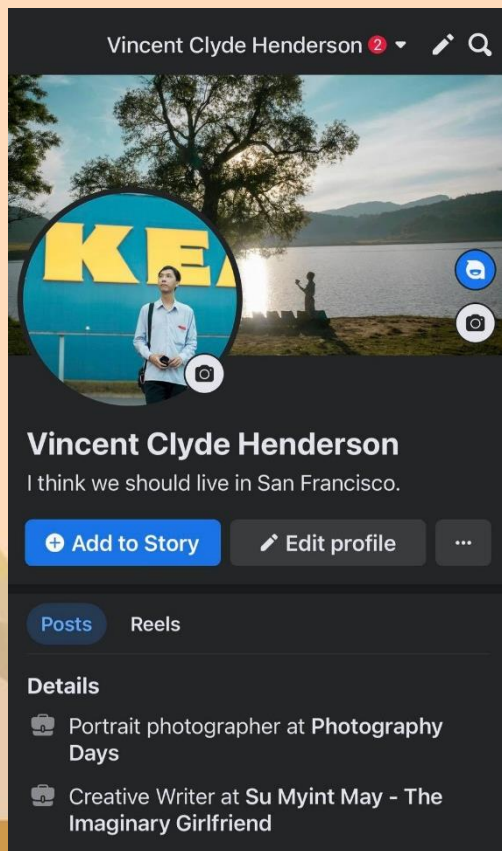
# Join a community



<http://bit.ly/myanmargamedev>

<https://www.facebook.com/groups/660155517347643>

# Also connect me



<https://bit.ly/soemyatminFb>

<https://www.facebook.com/vincentclyde.it/>

# Also connect me

❖ Focus on your goal, One step at a time.

# Starter


❖ Focus on your goal, One step at a time.

# Beginner

❖ Done is better than perfect.

# Intermediate

❖ Invest a little more on learning.



Thank you!  
Any Question

[soemyatmin.it](http://soemyatmin.it)