Game Design Secrets

Wagner James Au

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Game Design Secrets

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Game Design Secrets Wagner James Au
Design great Facebook, iOS, and Web games and learn from the experts what makes a game a hit!

This invaluable resource shows how to put into action the proven design and marketing techniques from the industry's best game designers, who all started on a small scale. The book walks novice and experienced game designers through the step-by-step process of conceptualizing, designing, launching, and managing a winning game on platforms including Facebook, iOS, and the Web. The book is filled with examples that highlight key design features, explain how to market your game, and illustrate how to turn your design into a money-making venture.

- Provides an overview of the most popular game platforms and shows how to design games for each
- Contains the basic principles of game design that will help promote growth and potential to generate revenue
- Includes interviews with top independent game developers who reveal their success secrets
- Offers an analysis of future trends that can open (or close) opportunities for game designers

Game Design Secrets provides aspiring game designers a process for planning, designing, marketing, and ultimately making money from new games.

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