

# Графика для Premium игр.

- Что такое Premium?
- Как контентом мотивировать игрока к покупкам?
- Анализ Premium-контента на примере Zening.
- Как делаем мы?
- Заключение.

# Zening

**Chris Pasley about Zening:**  
– A serious title, with really nice 3D renderings and really cool gameplay ideas



## Монстры, роботы, демоны, бронелифчики

### PIECE GALLERY

MAIN MENU

In multiplayer, over 30 characters and over 30 spells are available. Each of these presents new strategies for you to use on the battlefield. They can be earned by leveling up (winning multiplayer games) or by using kreds .

### UNITS



Level 0

**Ben**

Life 56

Spells 2

Attack 24 Attack Fatigue: -12



Attack Range Walk Range

Ben has horns and a giant axe. Need more be said?

You own this piece!

### SPELLS



**Drain**

Drains 12 Health from an Enemy in an Area and Heals Self - Area Of Effect 1 - Recovery 9 Turns

You will earn this spell at level 3, or you can buy it with kreds

PREV

NEXT

**BUY** 10 Kreds

## Монстры, роботы, демоны, бронелифчики

PIECE GALLERY

MAIN MENU

In multiplayer, over 30 characters and over 30 spells are available. Each of these presents new strategies for you to use on the battlefield. They can be earned by leveling up (winning multiplayer games) or by using kreds .

UNITS

Level 22

**Talsna**

Life 54      Spells 3  
Attack 12    Attack Fatigue: -6

Attack Range    Walk Range

Everyone's had nightmares about flying snakes. How about robotic flying snakes?

You will earn this piece at level 22, or you can buy it with kreds

SPELLS

**Rage 1**



Converts target to your team, AI-controlled, for 1 turn  
- Range 2 - Recovery 8 Turns

You will earn this spell at level 11, or you can buy it with kreds

PREV      NEXT

**BUY** 10 Kreds

## Монстры, роботы, демоны, бронелифчики



In multiplayer, over 30 characters and over 30 spells are available. Each of these presents new strategies for you to use on the battlefield. They can be earned by leveling up (winning multiplayer games) or by using kreds .

### UNITS

### SPELLS

Level 29



**Demon**

Life 80      Spells 1

Attack: 18    Attack Fatigue: -9



Attack Range    Walk Range

With a long-reaching flight pattern and the ability to breathe fire up to two squares away, the Demon is versatile - and creepy.

You will earn this piece at level 29, or you can buy it with kreds



**Rage 1**

Converts target to your team, AI-controlled, for 1 turn  
- Range 2 - Recovery 8 Turns

You will earn this spell at level 11, or you can buy it with kreds

PREV      NEXT

**BUY** 10 Kreds

## Монстры, роботы, демоны, бронелифчики

### PIECE GALLERY

MAIN MENU

In multiplayer, over 30 characters and over 30 spells are available. Each of these presents new strategies for you to use on the battlefield. They can be earned by leveling up (winning multiplayer games) or by using kreds .

### UNITS

### SPELLS

Level 0



**Camie**

Life 32

Spells 2

Attack: 24 Attack Fatigue: -6



Attack Range Walk Range

Dual guns and a long attack range makes Cage's sister Camie a force to be reckoned with.

You own this piece!



**Rage 1**

Converts target to your team, AI-controlled, for 1 turn  
- Range 2 - Recovery 8 Turns



PREV

**BUY** 10 Kreds



NEXT

## UNITS



Level 0

### Beverly

Life 54      Spells 3  
Attack 12    Attack Fatigue: -6



Attack Range    Walk Range

Her wings may be steel, but she can still fly just as far.



You own this piece!



PREV

NEXT

## UNITS



Level 12

### R-Rek

Life 80      Spells 3  
Attack 15    Attack Fatigue: -6



Attack Range    Walk Range

This iron giant is a brawler with surprising stamina.



You will earn this piece at level 12,  
or you can buy it with kreds



PREV

NEXT

**BUY** 10 Kreds

## UNITS



Level 0

### Camie

Life 32      Spells 2  
Attack 24    Attack Fatigue: -6



Attack Range    Walk Range

Dual guns and a long attack range makes Cage's sister Camie a force to be reckoned with.



You own this piece!



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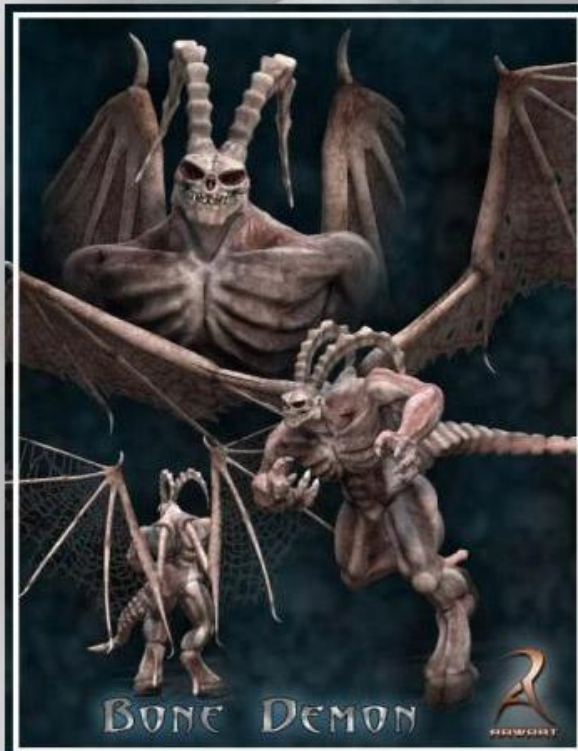
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UNITS

Level 29

**Demon**

Life 80      Spells 1

Attack 18    Attack Fatigue: -9

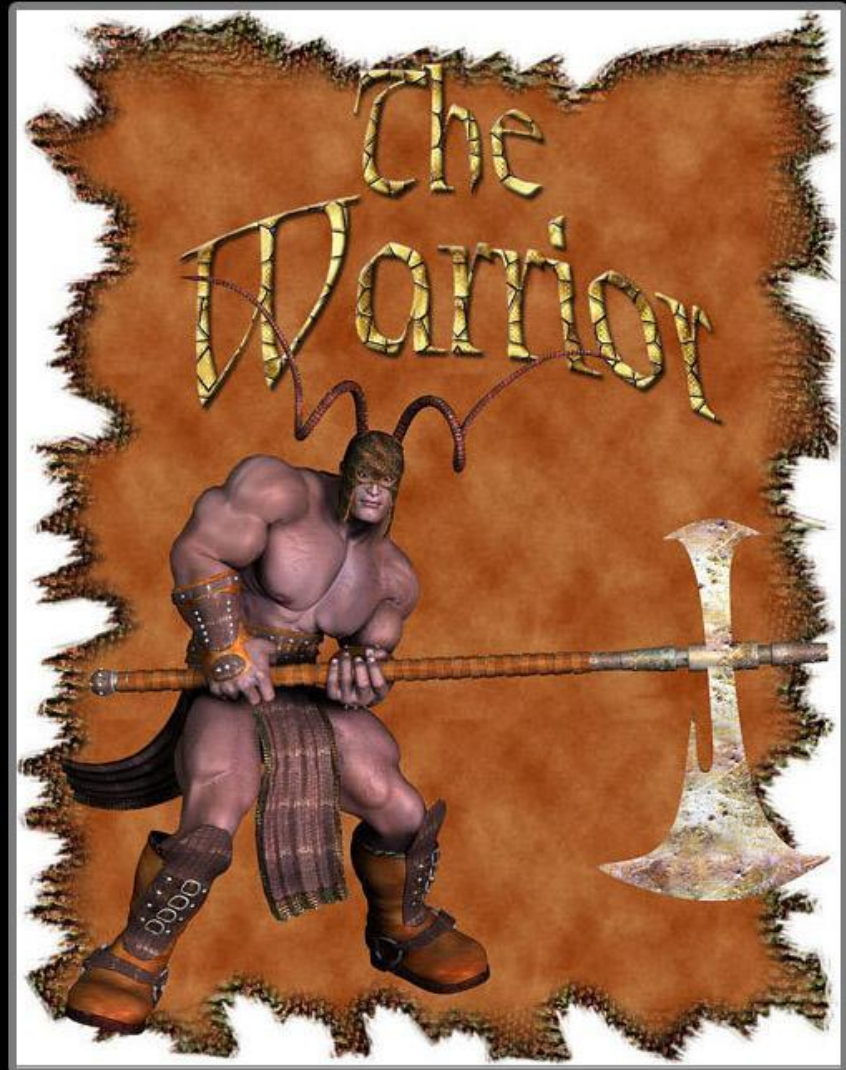
 

Attack Range    Walk Range

With a long-reaching flight pattern and the ability to breathe fire up to two squares away, the Demon is versatile - and creepy.

 You will earn this piece at level 29,  or you can buy it with kreds

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UNITS

Level 0

**Ben**

Life 56      Spells 2

Attack: 24    Attack Fatigue: -12

Attack Range    Walk Range

Ben has horns and a giant axe. Need more be said?

You own this piece!

[www.daz3d.com](http://www.daz3d.com) – экономия времени в ущерб качеству



UNITS

Level 22

**Talsna**

Life 54      Spells 3  
Attack: 12    Attack Fatigue: -6

Attack Range    Walk Range

Everyone's had nightmares about flying snakes. How about robotic flying snakes?

You will earn this piece at level 22, or you can buy it with kreds



[www.daz3d.com](http://www.daz3d.com) – экономия времени в ущерб качеству



UNITS

Level 0

**Camie**

Life 32      Spells 2

Attack: 24    Attack Fatigue: -6

Attack Range    Walk Range

Dual guns and a long attack range makes Cage's sister Camie a force to be reckoned with.

You own this piece!

[www.daz3d.com](http://www.daz3d.com) – экономия времени в ущерб качеству



UNITS

Level 0

**Beverly**

Life 54      Spells 3

Attack: 12    Attack Fatigue: -6

Attack Range    Walk Range

Her wings may be steel, but she can still fly just as far.

You own this piece!

PREV      NEXT



[www.daz3d.com](http://www.daz3d.com) – економія часу в ущерб якості



UNITS

Level 12

**R-Rek**

Life 80      Spells 3

Attack: 15    Attack Fatigue: -6

Attack Range    Walk Range

This iron giant is a brawler with surprising stamina.

You will earn this piece at level 12,  
or you can buy it with kreds

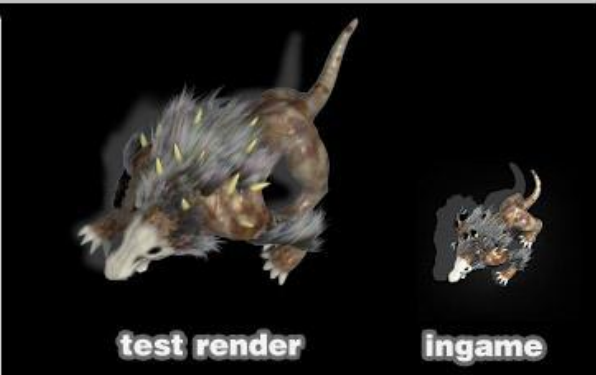
PREV      NEXT

**BUY** 10 Kreds



## Как делаем мы?

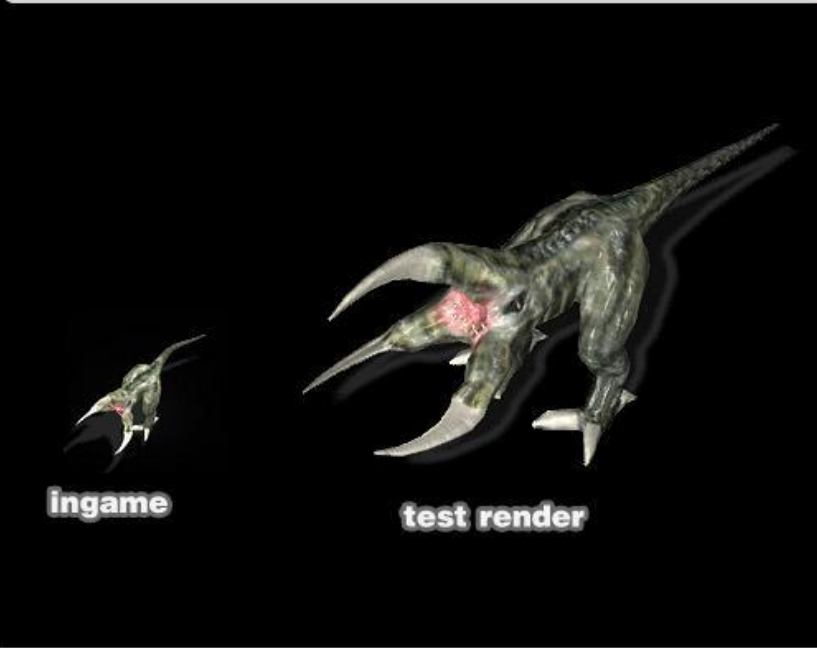
- Концепция
- Скульптинг + Low-poly
- Анимация
- Рендеринг



test render

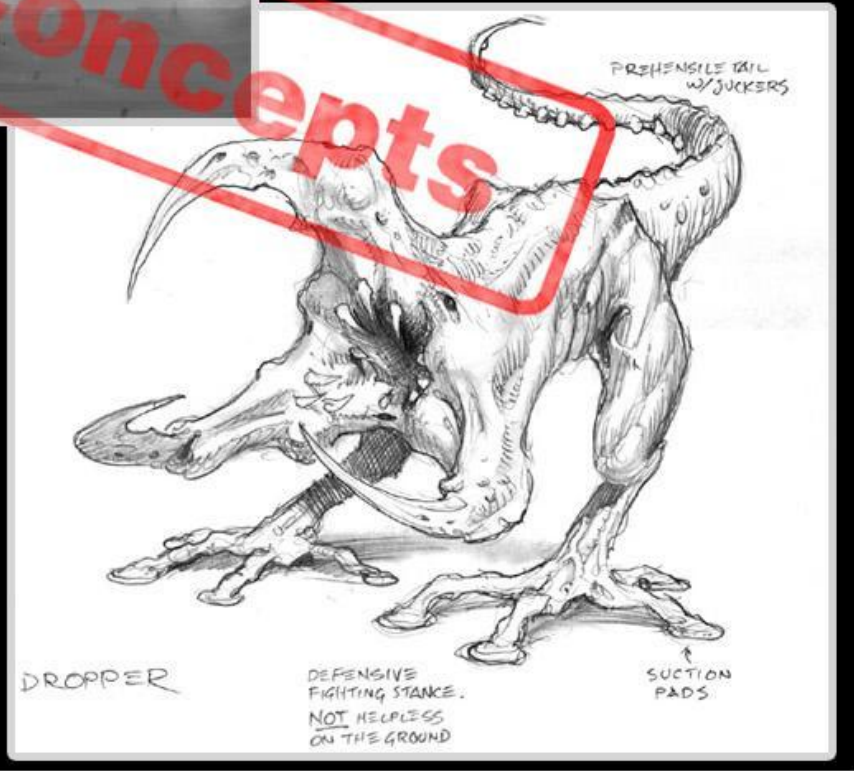
ingame

**Concepts**



ingame

test render



PREHENSILE TAIL w/ JUCKERS

DROPPER

DEFENSIVE FIGHTING STANCE.  
NOT HELPLESS ON THE GROUND

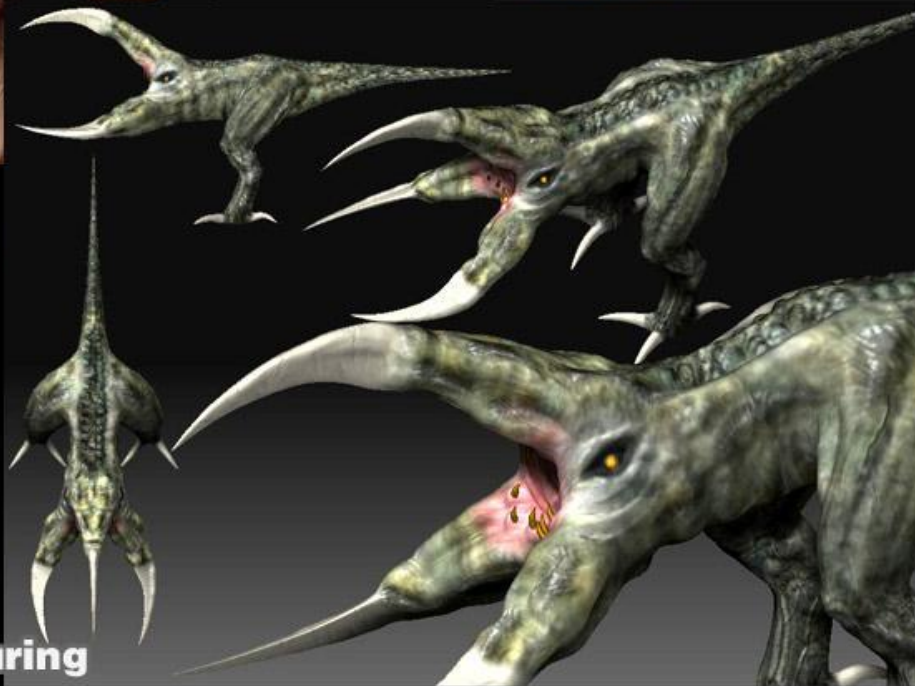
SUCTION PADS



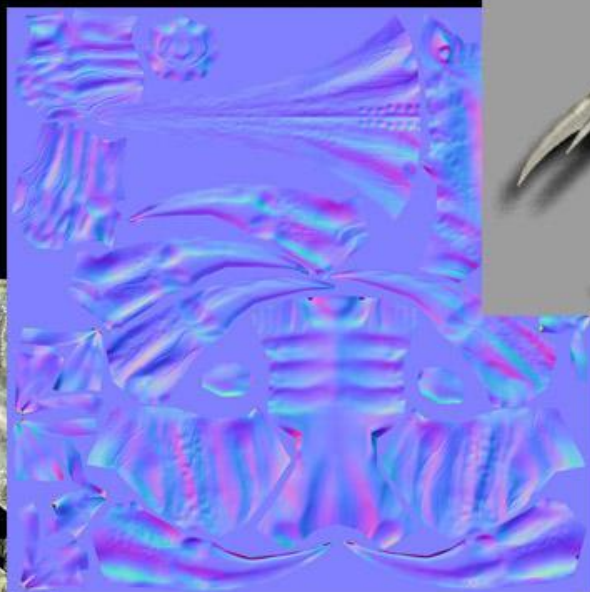
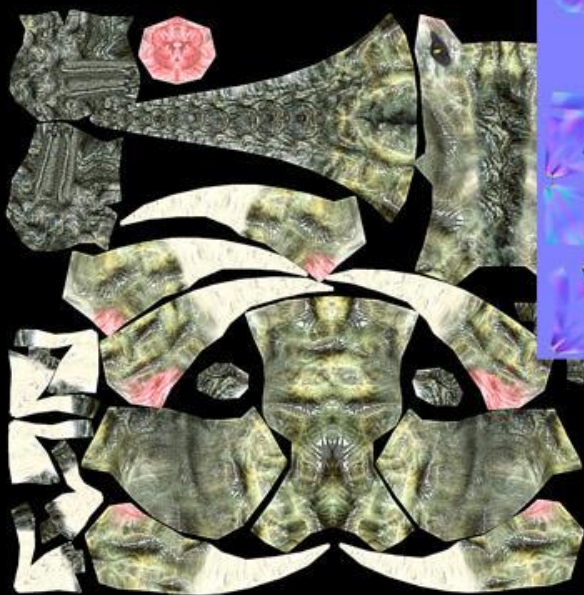
**Hipoly sculpting**



**Texturing**



**Lowpoly model (diffuse + normal)**







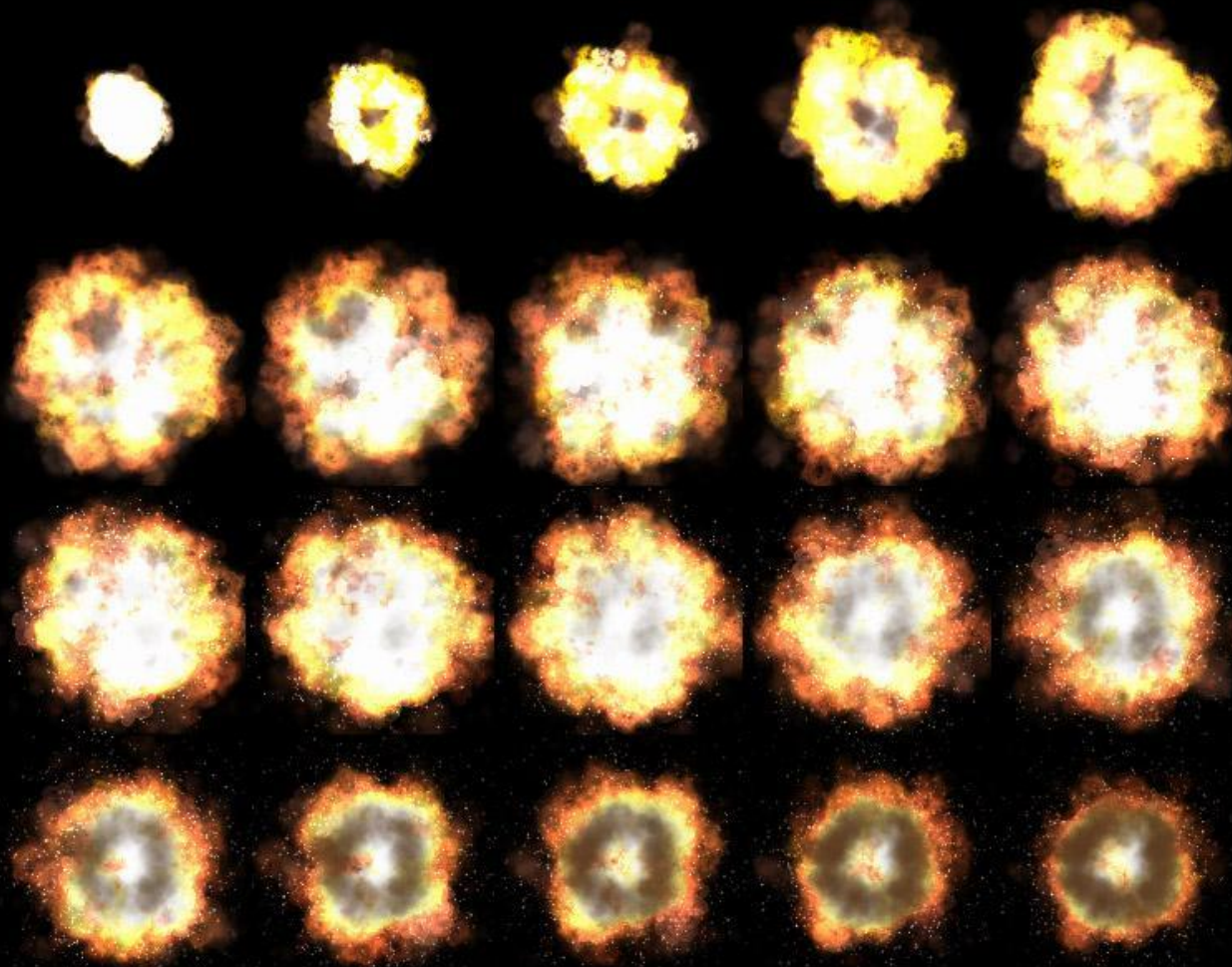
## Mainmenu – parallax effect



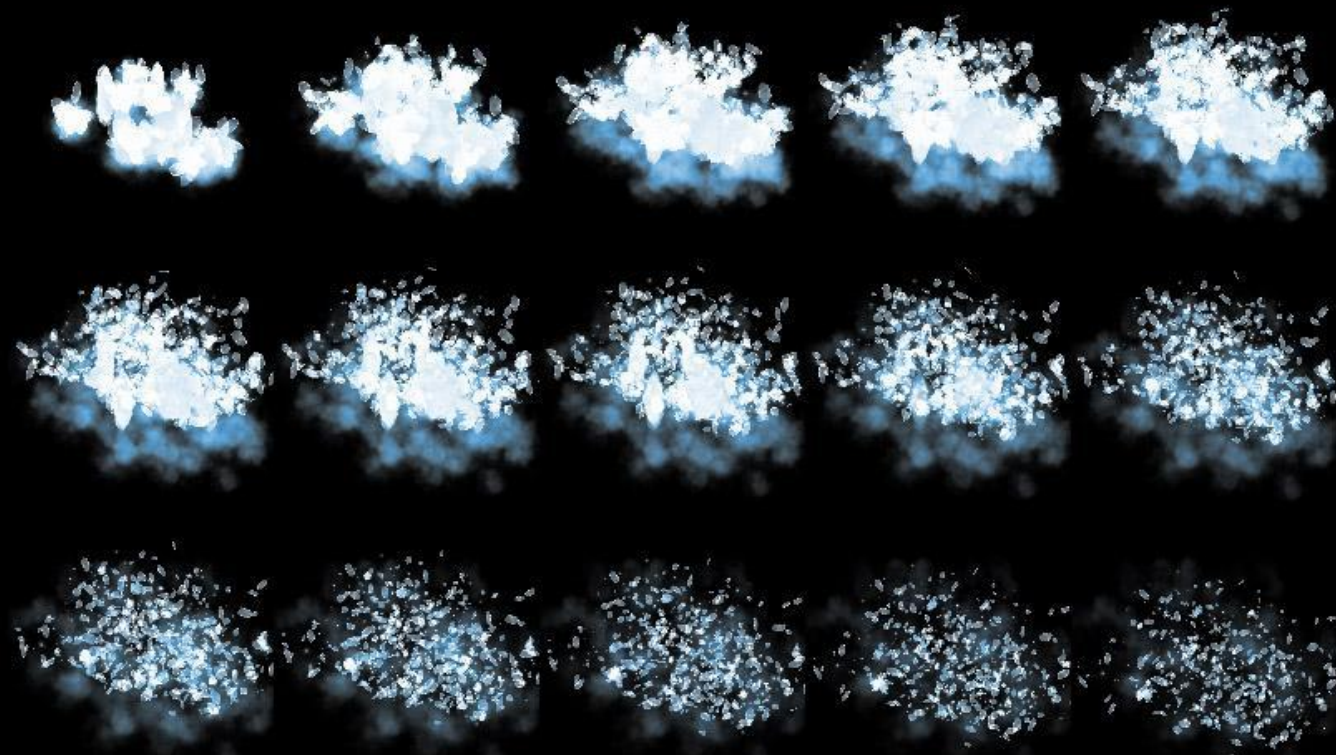
## Special effects



## Special effects

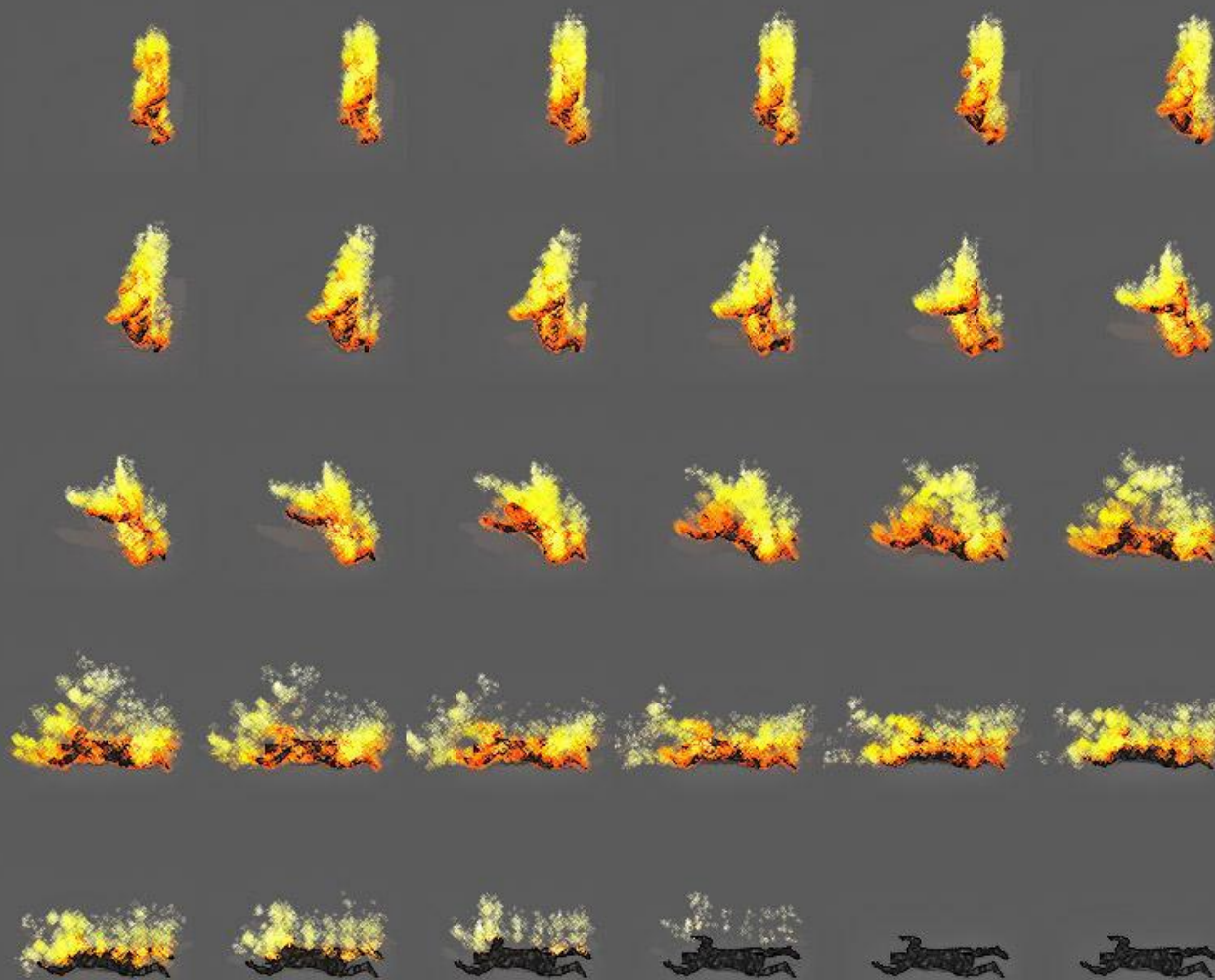


## Special effects





## Special effects



## Заключение.

- **Zening:** 600К просмотров за все время существования игры, купленный за копейки контент, распил спонсорского бабла и потеря репутации как класса.
- **Foyle:** 7 млн просмотров за пол года, свой контент, много денег, и отличная репутация.