

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

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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

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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

SPELLS

Rage 1



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



PREV

BUY

10 Kreds



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Монстры, роботы, демоны, бронелифчики

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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!

SPELLS



Rage 1

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

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PREV

NEXT

BUY 10 Kreds

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 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!



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



Заветная кнопка покупки (микротразнакция)

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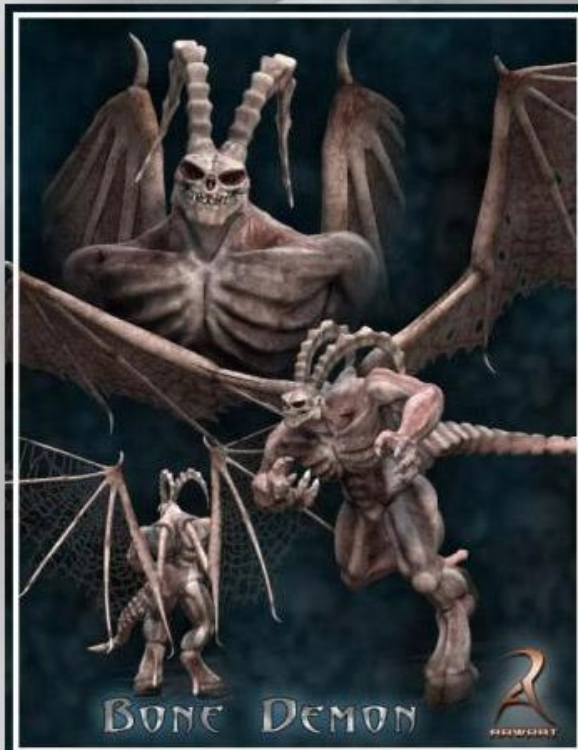
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Level 29

Demon

Life 80 Spells 1

Attack 18 Attack Fatigue: -9

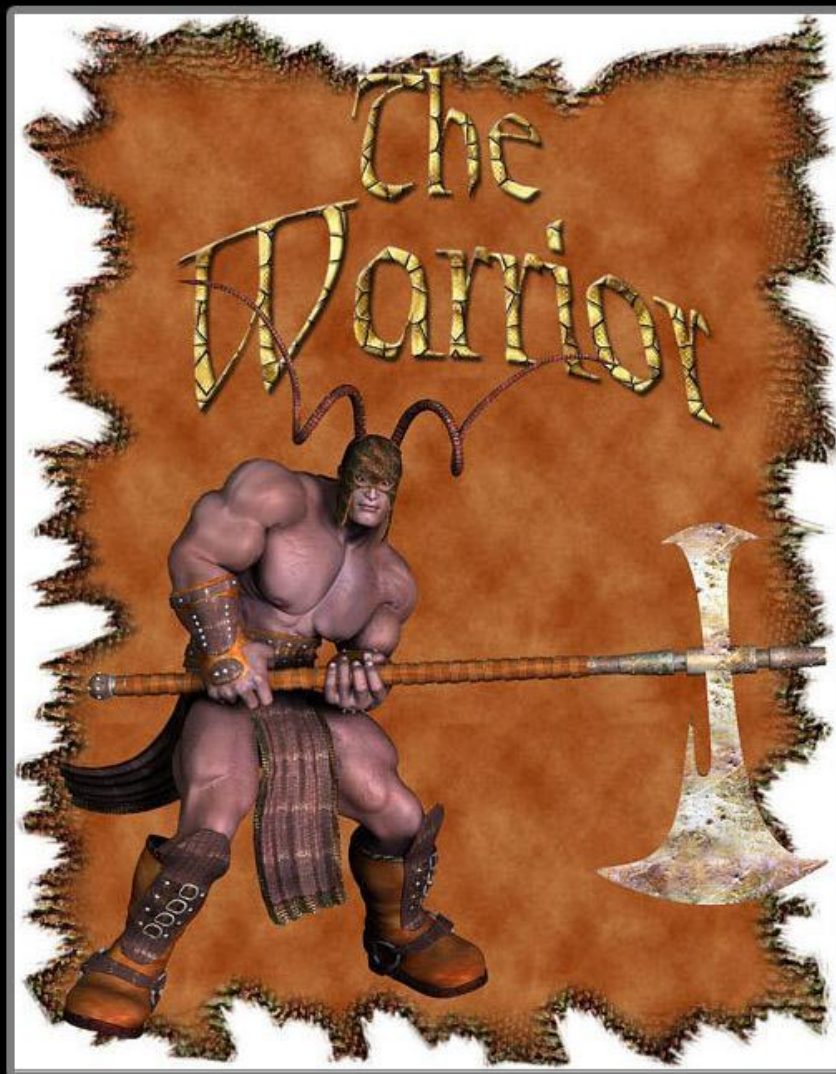
Attack Range: Walk Range

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PREV NEXT

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Как делаем мы?

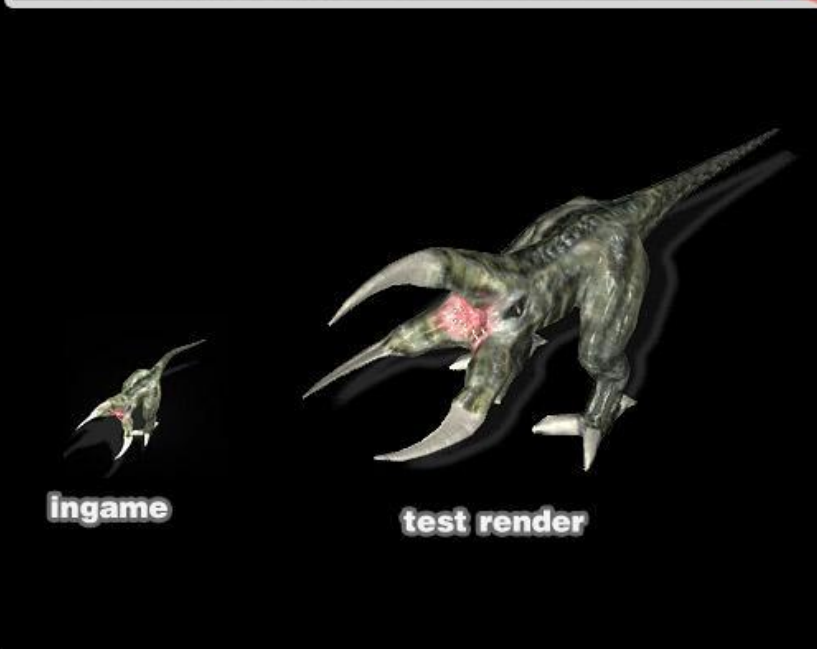
- Концепция
- Скульптинг + Low-poly
- Анимация
- Рендеринг



test render



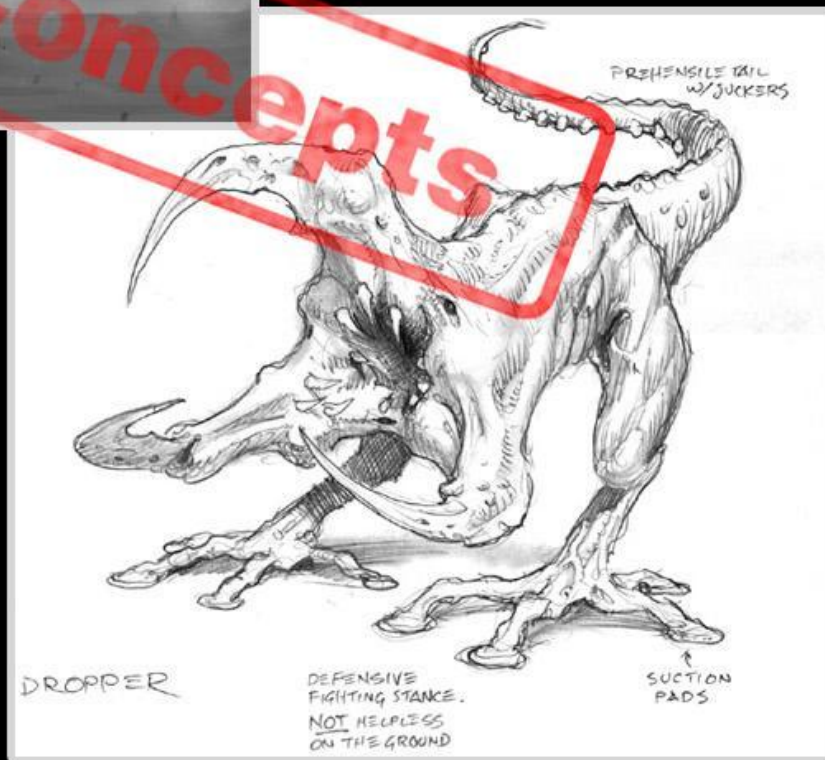
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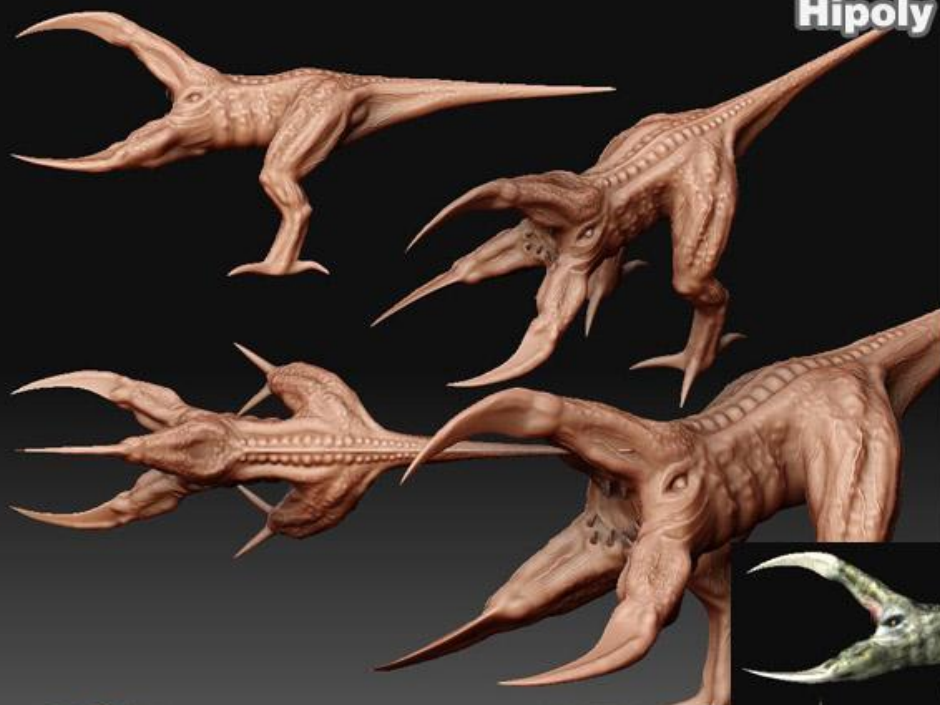
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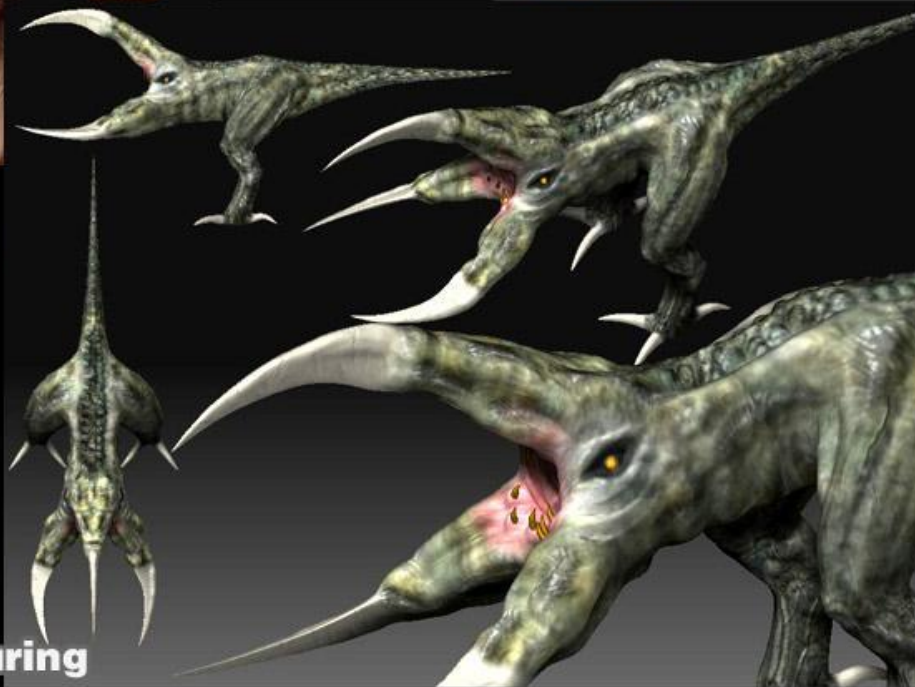
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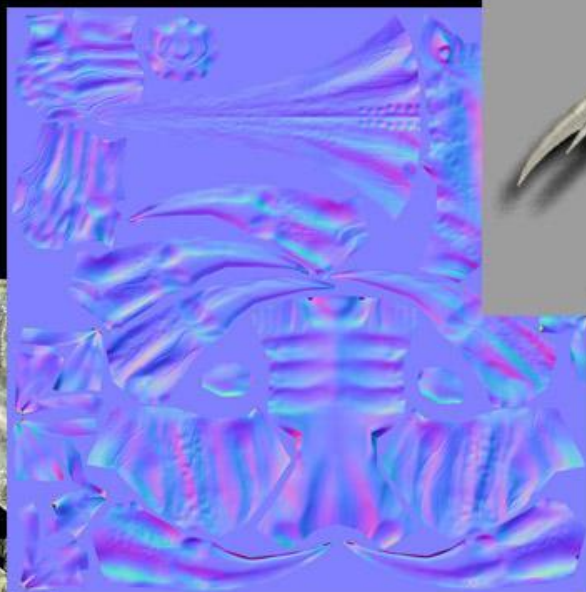
Hipoly sculpting



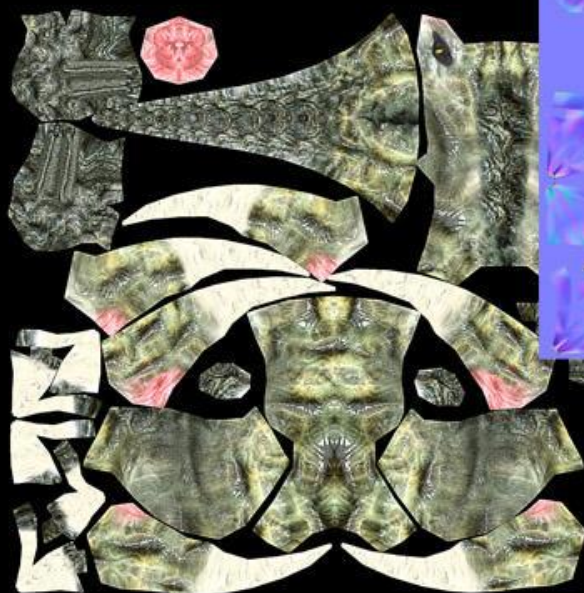
Texturing



Lowpoly model (diffuse + normal)

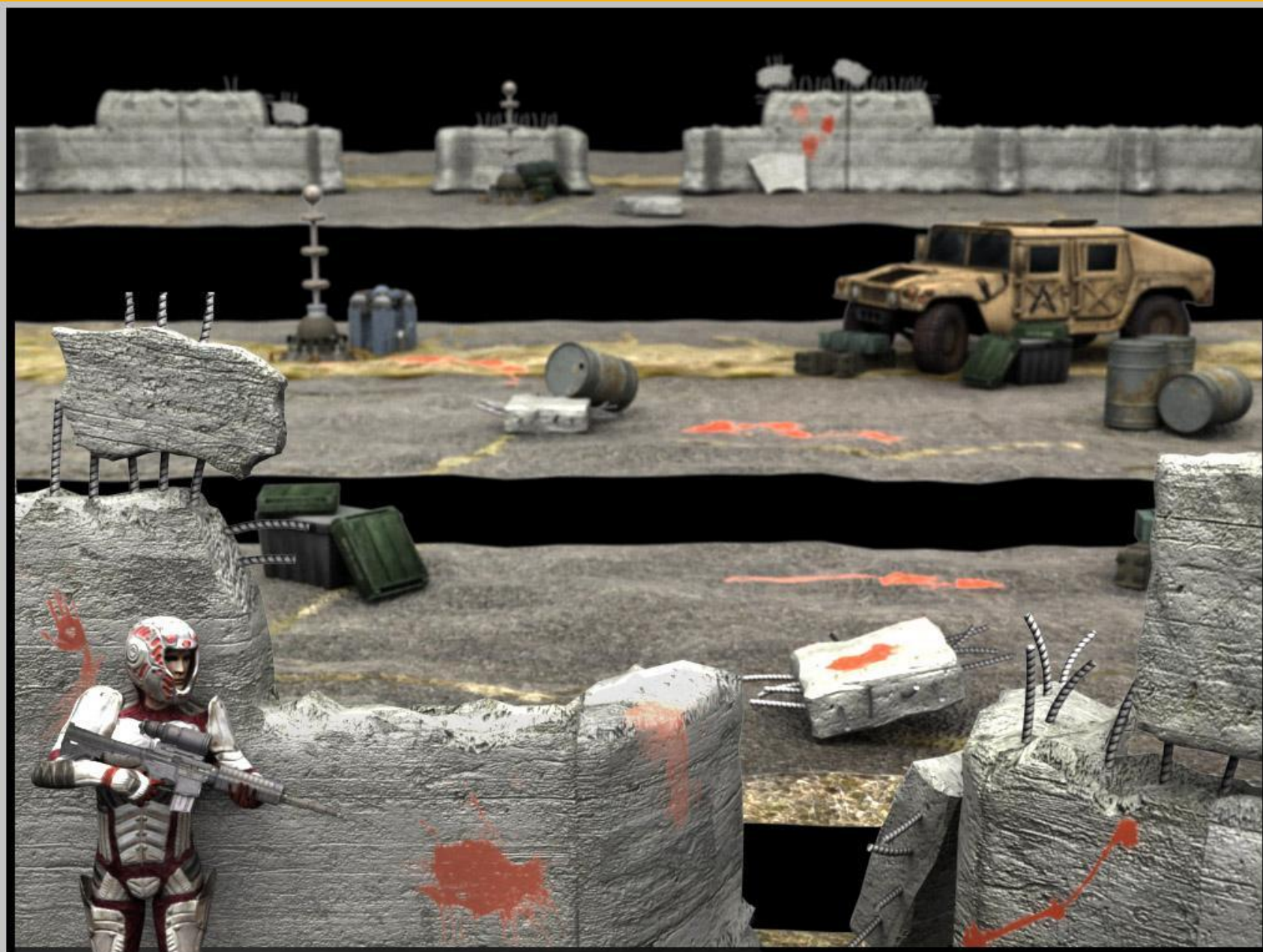


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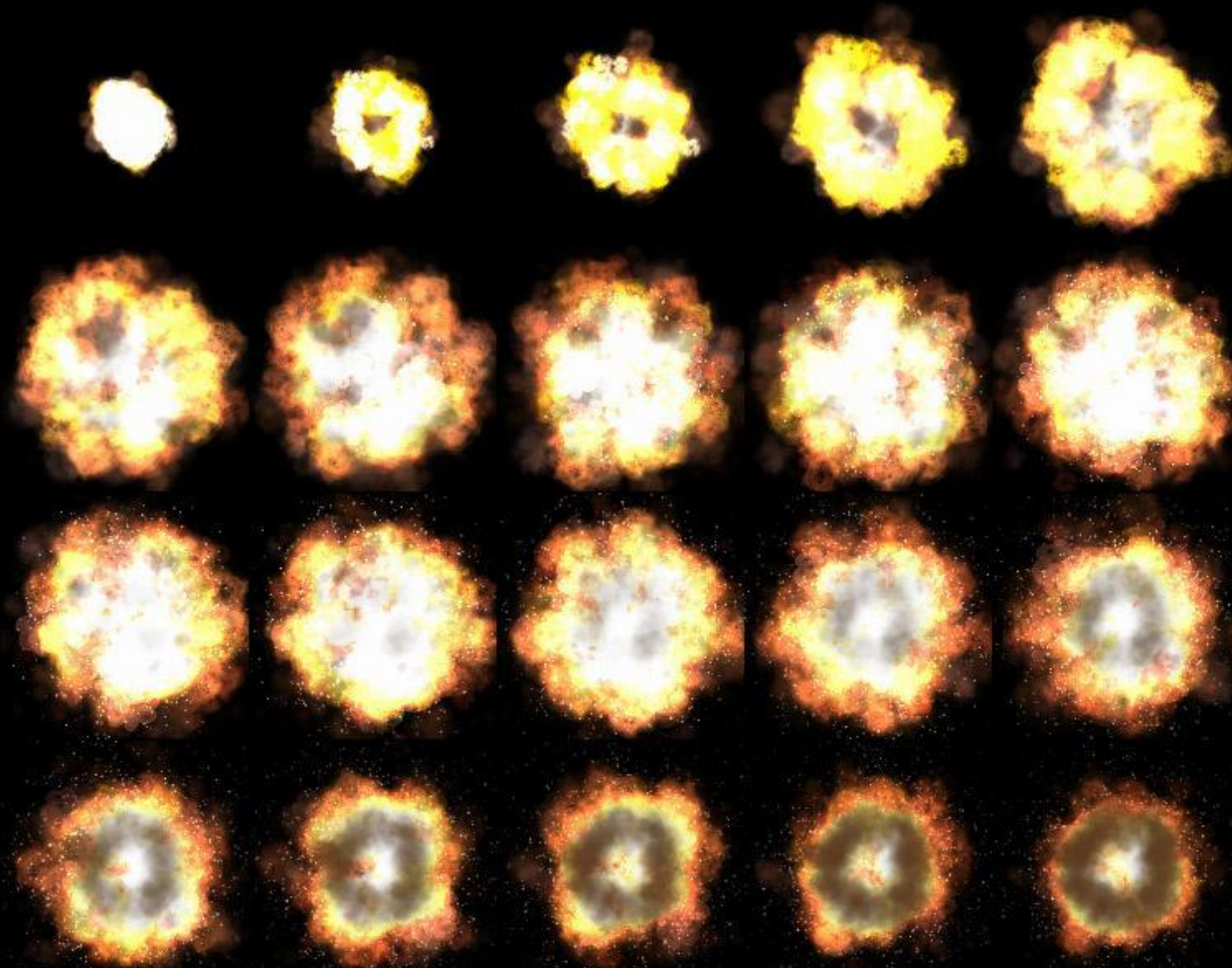
Mainmenu – parallax effect



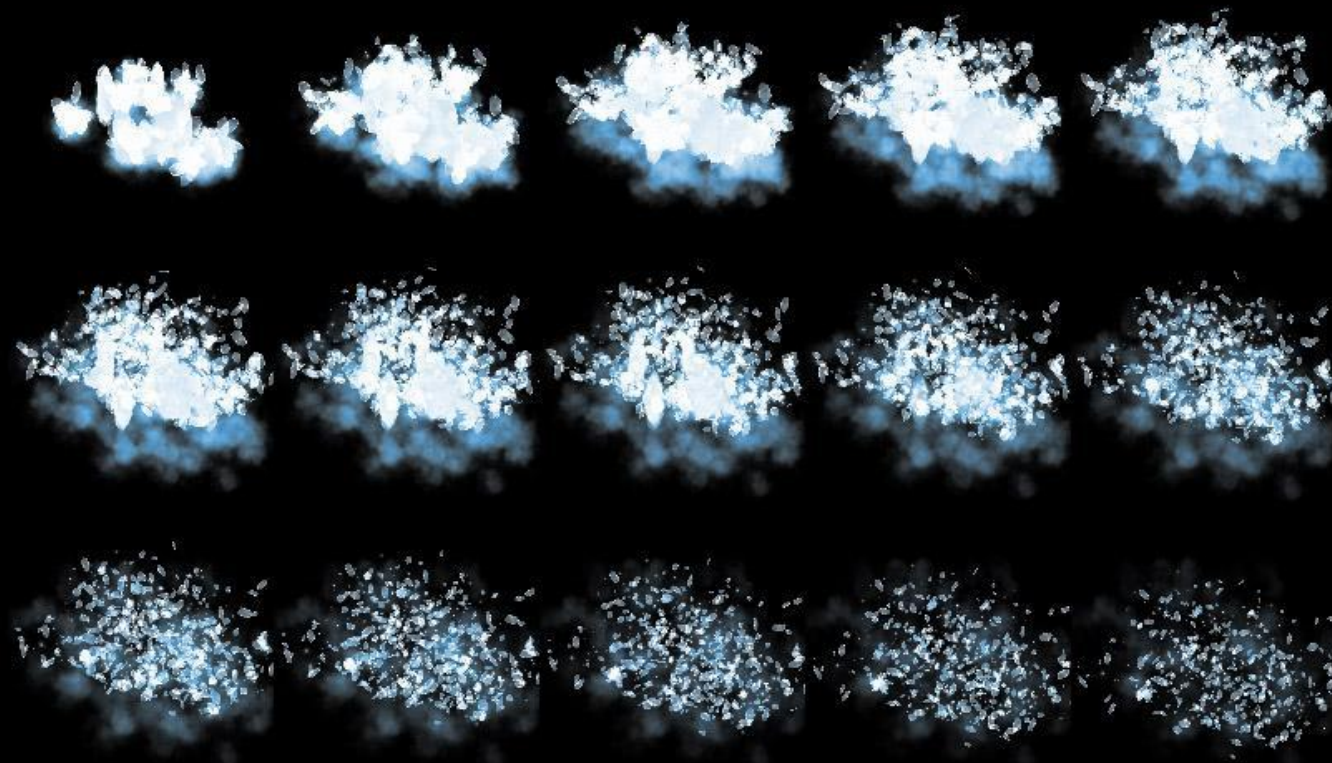
Special effects



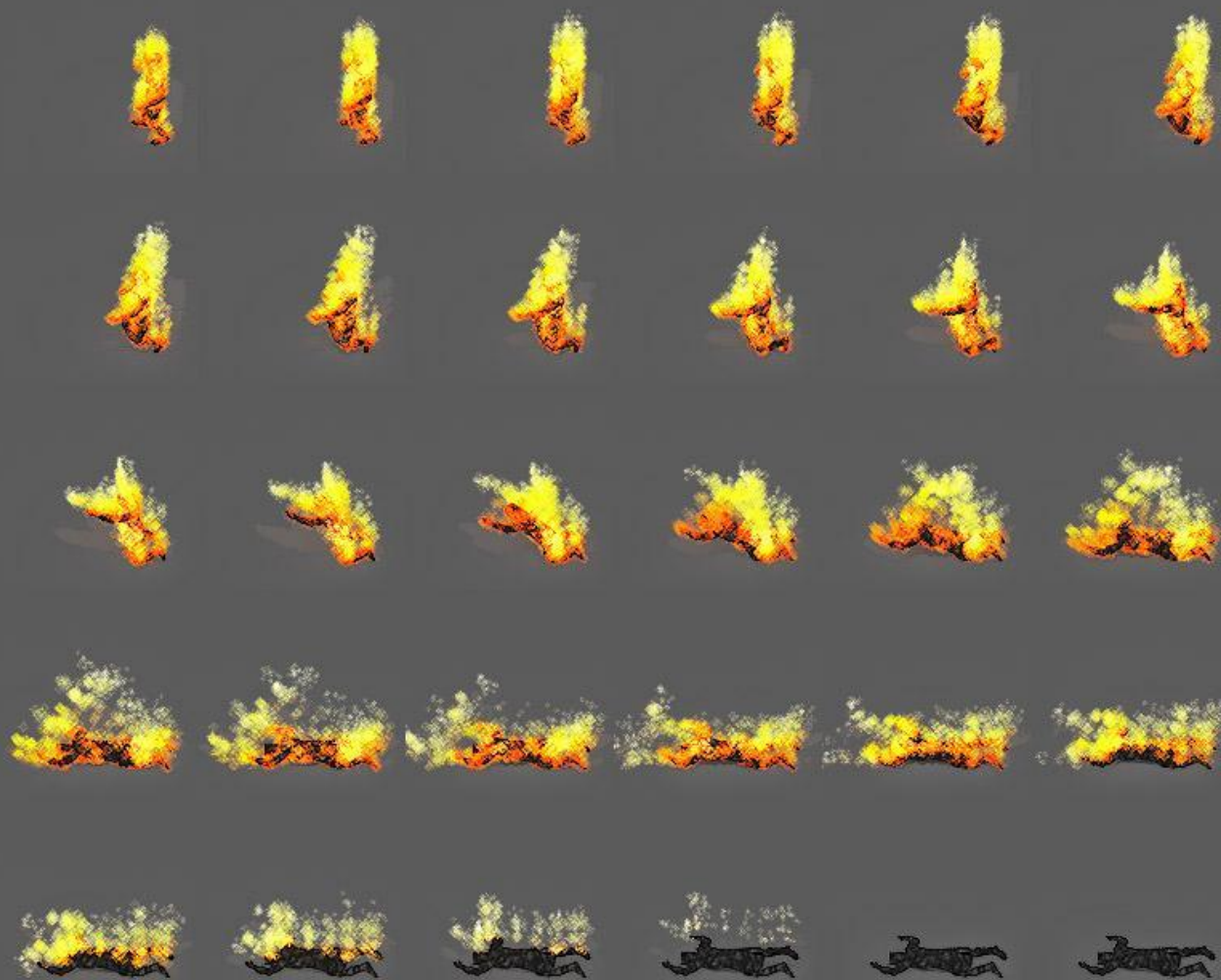
Special effects



Special effects



Special effects



Заключение.

- **Zening:** 600K 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.