



TOP TIPS FROM THE PROFESSIONALS

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BRITISH ACADEMY
OF FILM AND TELEVISION ARTS

“Focus on an area in which you can be completely original and then use that energy to flesh out a world which is vivid and compelling.

JONATHAN SMITH
HEAD OF PRODUCTION, TT GAMES

“When you're looking at game play, make sure you're matching the gameplay to the world that you're playing in.

PHIL RING
PRODUCER, TT GAMES

“Think about how you want people to interact with your game – that will help lead you to the platform.

HARVEY ELLIOTT
GENERAL MANAGER, EA BRIGHT LIGHT

“When you're designing a level, you need to make sure that you leave clues for people.

SAM DICKINSON
LEVEL DESIGNER, LITTLEBIGPLANET (PSP)

“Look to your favourite comic books, music, magazines and all sorts of other things that you're interested in to inform what kind of game you're going to write.

KATIE ELLWOOD
NARRATIVE PRODUCER

“Look for ideas everywhere.

ROSS BURT
CONCEPT ARTIST, EA BRIGHT LIGHT

“At school, concentrate on the subjects that are going to help you communicate your ideas: English, and Science as well.

GARETH HUGHES
LEAD DESIGNER, LITTLEBIGPLANET (PSP)

“Some of the best games are educational. People love to learn new things.

ALICE TAYLOR
COMMISSIONING EDITOR,
EDUCATION, CHANNEL 4

“If you love art, use graphics to help tell people about your idea.

ALEX FLYNN
ASSOCIATE ART DIRECTOR, EA BRIGHT LIGHT

“A good written description is great, but having sketches is really good.

LEE ROBINSON
ART DIRECTOR, EA BRIGHT LIGHT

“When you're designing characters you have to consider how they will behave, what their abilities will be.

JONATHAN SMITH
HEAD OF PRODUCTION, TT GAMES

“If you've got a great story that's excellent, but make sure it fits with the game that you're making.

GARY NAPPER
GAME DESIGNER, EA BRIGHT LIGHT

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