

KENTUCKY FRIED PIXELS

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2019

Game Release Bootcamp

AUGUST 2–SEPTEMBER 1

SCHEDULE OF EVENTS

Kentucky Fried Pixels is a month-long series of events designed to empower and nurture local game creators and provide them the tools necessary to successfully complete a game from initial concept to polish, marketing, release, and beyond.

August 2–September 1, 2019

It is not required that you attend all events, or any events, in order to be a part of the Kentucky Fried Pixels 2019 bundle. Please see the Kentucky Fried Pixels bundle requirements on page 4. The following schedule exists to provide support and encouragement from the game development community in Kentucky throughout the month-long jam.

KICKOFF JAM

August 2-4

POLISH WORKSHOP

We will go over the polish section as a group, answer questions, and spend time working on our games with the intent of working on polish.

**Saturday
August 10
2pm**

PLAYTESTING NIGHT

This night is dedicated to help the developers receive feedback from people in the community with varying levels of experience.

**Wednesday
August 21
7pm**

MARKETING WORKSHOP

We will go over the marketing section as a group, answer questions, and spend time working on marketing requirements.

**Saturday
August 24
2pm**

RELEASE PREP WORKSHOP

We will go over the release prep section as a group, answer questions, and spend time working on a release plan for our games.

**Saturday
August 31
2pm**

KENTUCKY FRIED PIXELS 2019 BUNDLE RELEASE PARTY

To coincide with the Republic Bank First Friday Hop on Main Street in downtown Louisville.

**Friday
October 4
6pm**



The public is invited to play the games submitted to the 2019 Kentucky Fried Pixels Bundle at the official Launch Party – See page 8 for more information about this event!

JOINING THE GAME JAM

1. To join the Kentucky Fried Pixels 2019 jam, visit the jam page on itch.io at: <http://bit.ly/kfpjam19> and click “Join Jam”



Kentucky Fried Pixels 2019

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Joined

Hosted by [LouisvilleMakesGames](#)

[Overview](#) [Community](#)

Submissions open from Friday at 12:00 AM to September 1st 2019 at 12:00 AM

Starts in **1** day **2** hours **53** minutes **50** seconds

Join jam

What is Kentucky Fried Pixels?

Kentucky Fried Pixels is a month-long series of events designed to empower and nurture local game creators and provide them the tools necessary to successfully complete a game from initial concept to polish, marketing, release, and beyond.

This will be the fourth year Louisville Makes Games is running Kentucky Fried Pixels, a jam and bundle of games made almost exclusively in Kentucky! Throughout the month of August, local game creators are tasked with making games in a month. This results, in a lot of cases, in some really polished games! This isn't a competition and everyone is welcome! Come follow our development from August 2nd to September 1st, or join along yourself!

2. You should have access to the “Submit your Project” button now. Now you can pick either an existing project on itch.io, or select “Create a new project”.

When you save your page, you will be in the Kentucky Fried Pixels jam!

Yay!

YOUR GAME DOES NOT HAVE TO BE COMPLETE IN ORDER TO JOIN THE KENTUCKY FRIED PIXELS 2019 JAM

You can update the page and builds for your game on itch.io at any time. We suggest joining early so you get it out of the way.



BUNDLE REQUIREMENTS

Kentucky Fried Pixels is the annual game jam hosted by Louisville Makes Games. Games worked on during the month-long event are eligible to be added to the Kentucky Fried Pixels 2019 bundle on itch.io. This is a pay-what-you-want bundle and each team will receive a portion of the bundle sales.

Name of game

30 characters max, 10-12 characters recommended

Author

This will be displayed as the creator of the game

App Icon

2048 x 2048 pixels

Slogan/Subtitle

30 characters max

Description

1 or more sentences

Screenshots (3-5)

Please submit a screenshot that is at least 1080 pixels vertically

GIFs (at least one)

630 x 500 pixels

Gameplay video (YouTube or Vimeo link)

Raw footage of gameplay

Rules and requirements

To be accepted in the Kentucky Fried Pixels 2019 bundle, all content in your game must adhere to the **Louisville Makes Games Code of Conduct**.

Any games that promote hate speech or specifically target real individuals or groups of people to cause harm will not be accepted in the jam.

By submitting your game to the Kentucky Fried Pixels 2019 bundle you are responsible for ensuring that all content in your game was either created by you, or you are allowed to use it under any applicable licensing agreements.

In addition to playable builds of your game, a zipped file containing all of the bundle assets mentioned in bundle requirements must be included on the project page for your game on itch.io.

You must agree to offer the full game to purchasers of the bundle regardless of release date.

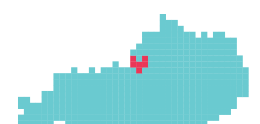
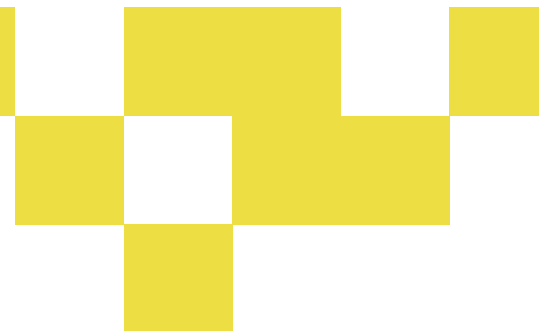
All proceeds from the sale of the Kentucky Fried Pixels 2019 bundle will be split evenly amongst the teams. Submitting multiple games as multiple teams with the same team members is not permitted.

A note about taxes: Earnings from the Kentucky Fried Pixels 2019 bundle are subject to income tax, which you are solely responsible.

In order to appear in the bundle, you must have the assets above, and the following form needs to be completed: <http://bit.ly/kfpassets19>

DUE DATE FOR BUNDLE SUBMISSION

September 1 @ midnight



KENTUCKY FRIED PIXELS

ADDING YOUR GAME TO THE BUNDLE

1. You must have a project page for your game created on itch.io and have joined the Kentucky Fried Pixels 2019 Game Jam (see page 3).
2. Your project page on itch.io must include at least one build of your game for one or more of the following platforms:
 - Windows
 - Mac
 - Linux
 - Android
3. Your project page on itch.io must have title, description, at least 3 screenshots, and your cover image must be a GIF.
4. You must complete the bundle requirements from page 4, and create a zip file with the required assets.

Note: Bundle the build for each platform in a separate zip. Ensure that when a player downloads one archive of your game, they're not downloading multiple platforms at the same time.

5. The following form needs to be completed: <http://bit.ly/kfpassets19>

DUE DATE FOR BUNDLE SUBMISSION

September 1 @ midnight

TIPS FOR GETTING STARTED

Even if you are a complete beginner you can use this weekend to download a game engine and start tutorials. Unity has some great **beginner tutorials** learn.unity.com. Not a coder? Try **Twine** twinery.org, a free engine that lets you create choose-your-own-adventure style games.

FIRST GAME JAM? NEW TO MAKING GAMES?

Many people at this jam have previous experience making games. As a beginner, you only need to compare yourself to where you started on Friday. Next week you will think back and be amazed at how much you have learned!

LICENSES 101 FOR GAME JAMS

There are many types of licences out there for assets you find online. If something you want to use does not have a license, that doesn't mean it's free – don't use anything without a license!

TERMS

Attribution - If a license says you can use it freely with attribution, this means you must credit the author in the way defined by the license. For example, a musician might require you to credit their name and provide a link to their soundcloud account.

Commercial Use - Any assets you use must be allowed for commercial use if you plan to sell your game. The Kentucky Fried Pixels bundle will be sold, so this is a requirement for all assets in your project.

THE EASY ROUTE FOR GAME DEVELOPERS

If you want to save your team time and hassle these licenses are completely free (even for commercial use) and do not require attribution:

- MIT License
- Apache License, Version 2.0
- Creative Commons 0 (CC0)
- CopyLeft
- WTFPL

The people who license their work under these are true heroes! More information is in Resources on page 7 about where to find assets under these licenses.

Don't steal!

Art, music, sound effects, scripts, and other game components you find online are someone's work! Learn about licences and be respectful of the time it took for others to create their work – it's easier than you think.

Free with a cost: A note about the GPL

Some licenses are called "infectious" licenses - the most popular of these is the GNU Public License or GPL this means that if you use a GPL licensed asset in your game the entire game then becomes GPL licensed meaning you will have to share your code and everything else freely, many developers avoid GPL because of this.

RESOURCES

ASSETS

Any component of your game other than the engine itself can be defined as an “asset” of the game. For example a music track, sprite sheet, or script can all be defined as assets. Many game jammers use free or paid assets found on the web in their games to speed up development or fill in gaps in their ability. Feel free to use external assets but be mindful of the legal terms on which you may use them.

AUDIO

Freesound.org

Excellent source of sound effects (easy to sort by license)

Freemusicarchive.org

A great stop if you are looking for music for your game

Bfxr

<https://www.bfxr.net>

Tool for generating 8-bit sounds

CODE

Github.com

Tons of people share everything from game code snippets to full plugins on this popular code sharing site

A LITTLE BIT OF EVERYTHING

Opengameart.org

An awesome project where game developers from around the world share art, music, and more.

ENGINE SPECIFIC

Unity Asset store

<https://assetstore.unity.com>

If you are using Unity, the Unity Asset store is a great resource, many other engines have marketplaces as well

Unity Super Starter Project

<https://github.com/ambocclusion/Unity-Super-Starter-Project>

This tool is a great way to get started in Unity! It includes a title screen, fully-featured options menu that stores in PlayerPrefs and more!

By our own Allen Michael Brower

DIVERSIFIERS

Diversifiers add extra constraint in addition to the theme and are completely optional. You can choose to pick one, multiple, or none for your game.

COLORBLIND MODE

Your game offers options to adjust the look of the game for color blind folks.

BASICS COVERED

All of the top four most commonly complained about accessibility issues are addressed:

1. Game has configurable controls
2. Any text is large and clear
3. Game does not rely on being able to hear
4. Game does not rely on being able to tell colors apart

OVER TO YOU

Give players options to configure a wide range of gameplay variables, such as speed and size.

MY EYES ARE MY EARS

All sounds must be visualized in some form. This game shouldn't provide any less informational feedback to a player that would normally be able to hear.

I'LL BE THERE IN A MINUTE

Your game can be played through in 30 seconds or less.

INCEPTION

Create a totally different game that can be played inside your game submission. Must also relate to the theme.

POLISHING YOUR GAME

It's all in the details. Adding polish to your game can have a huge impact on the enjoyment of the player. It's important to set boundaries and goals for the level of polish you would like to achieve based on your game's style. Here are some tips for improving the feel of your game, and easy ways for you to work on this crucial step of your project.

TITLE SCREEN/OPTIONS MENU

Having a title screen makes your game feel so much more complete. One of our members has created a great, free resource called the

Unity Super Starter Project

<https://github.com/ambocclusion/Unity-Super-Starter-Project>
by: *Allen Michael Brower*

VISUAL POLISH

Even programmers can learn to fix common issues!

- Replacing any placeholder assets
- CRAP design principles

Contrast
Repetition
Alignment
Proximity

Video: Designing with C.R.A.P.

<https://www.youtube.com/watch?v=8DJqoovno0c>
by *Caitlin Steinert*

JUICE (GAME FEEL)

Having visual and auditory cues for every player action will make your game feel better and more responsive. For example:

- Press a button in a menu, color changes and sound plays
- Character hits enemy, enemy reacts visually, particles fly off of the weapon and a sound plays

Video: Juice it or lose it

<https://www.youtube.com/watch?v=Fy0aCDmgnxg>
by *Martin Jonasson & Petri Purho*

Video: The art of screenshake

<https://www.youtube.com/watch?v=AJdEqssNZ-U>
by *JW, VLambeer*

USER TESTING TO INFORM UX (USER EXPERIENCE) POLISH

- Has anyone other than the creators of your game played it?
- Can an uninitiated player figure out your game?

BARE MINIMUM

There should be a way to restart the game from within the game

MARKETING YOUR GAME

Marketing is an often overlooked component of releasing a successful game, but it is a crucial part to any product launch. The most fun game in the world could fall flat if proper care hasn't been taken to ensure audiences know it exists. It's important to think about this step early and often throughout the process of development.

Below are tips to help you in the early stages to create a toolkit to help with marketing your game and submitting it to platforms.

KEY FOR REQUIREMENTS

A - APPLE APP STORE

G - GOOGLE PLAY STORE

I - ITCH.IO

S - STEAM

KFP - KENTUCKY FRIED PIXELS

NAME

AGIS KFP

- Be sure to google search your game name early to avoid mishaps later
- 10-12 characters (including spaces) is about the max you can fit under an icon on a phone - even though the Apple App Store, for example, allows up to 30 characters
- Try to come up with a unique "google-able" name

Helpful resources and ideas:

Thesaurus thesaurus.com

rhymezone rhymezone.com

idioms idiomsite.com

puns

LOGO

APP ICON

AGS KFP

- First thing a potential player will see, many decisions are made on this icon alone
- You want to stand out in the app store listings
- Look at other similar games or just games in general
- Mock-up your app icon next to other released games and compare how much yours stands out (will bright colors help? Contrast? Reference CRAP design principles here.)

SLOGAN/SUBTITLE

AGS KFP

- 30 characters or less (Apple App Store)
- The first descriptive text a potential player will read if they make it past your icon

Examples:

- Monument Valley 2: "A story of beauty and illusion"
- Splitter Critters: "Split worlds and save critters"

DESCRIPTION

AGS KFP

- Sometimes people add a features list
- Not likely to be read by potential players but required by most platforms

SCREENSHOTS

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- Show exciting and interesting parts of your game
- Title screen or options menu are not super important to show

GIFS

KFP

- If the platform allows, these are great for seeing the game in action
- Great to use in social media marketing - much more appealing than static images

GIF recording software:

Mac - **GIPHY Capture**

giphy.com/apps/giphycapture

Win - **Screen to GIF**

screentogif.com/

Linux - **Peek**

github.com/phw/peek

TRAILER OR GAMEPLAY VIDEOS

S KFP

- Not required for all stores, but **ADD VIDEOS ANY TIME YOU CAN!** - many potential players decide to buy a game (or not) based on the video alone
- Doesn't have to be a full trailer, can just be gameplay
- 1 min is a good length, action or gameplay in the first 15 seconds

If you do a trailer

- Gameplay and action first (save your studio name for the end)
- Have a clear call to action - include game name or some easy way to find it

Screen capture software:

Mac/Win/Linux - **OBS** (free)

obsproject.com

PREPARING FOR RELEASE

Marketing will help to get you prepared to release your game, and it's not something that only needs to be thought about and executed once. There is a lot of follow up and work that needs to go into reaching the right people at the right time. The following are some tips for having a successful launch date and to set the groundwork for future success!

DECIDE WHAT PLATFORM(S) ARE A GOOD FIT FOR YOUR GAME

- Do you have an intuitive control scheme for X platform?
- Do players play similar games on X platform?
- Know the market for the platform

GATHERING EMAILS FOR A LIST

- Blogs and review sites — Pick sites/reviewers/writers that play games of your genre and on your games' platform
- YouTubers/Twitch streamers — Pick people who play games of your genre and platform. Look for preferred contact method (usually a press email on their profile)
- Prepare email to send to everyone on your list — Can be generic for all contacts

EMAIL MUSTS

- Catchy but not cliché subject line (what makes your game unique?)
- Something that is really VISUAL and MOVES (preferably a GIF) as the first thing in the email (you can link to a trailer but GIFs will auto-play in emails)
- SHORT game description (why is it unique? Elaborate a bit, 1-2 sentences MAX)
- Include the platforms your game will be released on
- Include the release date
- Include a press embargo date: "keep this quiet until X date" so you can control when potential write-ups are released to coincide with launch date (if you want, do what's right for your game)
- It is highly recommended that you use a service such as Mailchimp, Constant Contact, or Send Grid. These require you to share your physical address in every email (you can use a PO box) but they will handle the legal requirements of sending mass emails for you.

Note: Warp Zone Louisville members can receive mail and use our mailing address.

CONTACT THE PLATFORMS

Reach out to platforms (stores) via email to let them know your game is coming out and to get on their radars and thus increase the chance for your game to be featured

SUPPORT FORM

You need a support form that you host, for example on your website or a google form, where players can submit bug reports (required by most stores)

PICKING A GOOD RELEASE DATE

- Ensure other games are not released on the date you want to launch, large AAA games will totally eclipse your launch
- Be mindful of holidays (both domestic and abroad)
- Be prepared for spending time on unexpected tasks or bug fixes on the launch day

BUNDLE RELEASE PARTY

Warp Zone Louisville is one of the stops on the **Republic Bank First Friday Hop** firstfridayhop.com on Friday, October 4. We are using this event as a launch party for Kentucky Fried Pixels. If you would like to be a part of this gallery event at Warp Zone Louisville, indicate it in the form mentioned on page 4.

CALLING ALL ARTISTS!

For this event, we would like to hang 11x17 (portrait or landscape) prints of your concept art used for the game. Please include your high resolution art in the zipped file required on page 4.

Artwork specifications

11" x 17" (vertical or horizontal layouts accepted)

Cannot include bleeds

300 DPI

PDF preferred, JPEG accepted

You may include several prints, though space is limited. If you include multiple files, indicate in the filename your order of preference in the event we are not able to display all of them.

Gallery artwork tips

Treat your compositions as an art piece. The gallery event is not a space for using marketing images. Text is not suggested. View the current prints hanging at Warp Zone Louisville for reference.

SET UP

4-6pm

Warp Zone Louisville will be open for you to come and set up at your convenience. It is ideal that your station be set up no later than 6pm.

EVENT

6-9pm

The event duration depends largely on the weather. It may run longer or shorter depending on foot traffic.

TEAR DOWN

10-11pm

IF THIS IS YOUR FIRST SHOW

Consider bringing business cards, stickers, or other handouts to give out to attendees. It's also a good idea to have your game name, studio name, social media handles or any other identifying elements somewhere on your table.

THIS IS YOUR BUNDLE

Kentucky Fried Pixels 2019 is your bundle, take ownership and help in the effort to market and promote all of your hard work!

PRACTICAL WAYS TO HELP

SOCIAL MEDIA

Post about the bundle on your social media, include GIFs or videos to grab attention. Share posts by the official Louisville Makes games accounts. Use hashtag **#KentuckyFriedPixels** in your posts!

Our official accounts

Twitter: twitter.com/loumakesgames

Facebook: facebook.com/louisvillemakesgames

Instagram: instagram.com/louisvillemakesgames

Ideas of where to post:

Reddit

Twitter

Instagram

Facebook

Recurring social community events

#IndieDevHour is held every Wednesday from 2-3pm EST on Twitter. It is a community event for all game development topics and is a great time to share what you're working on.

#ScreenshotSaturday is another weekly event where game developers share a screenshot to show off what they are working on that day. Videos catch more attention.

Over on the game development sub-reddit reddit.com/r/gamedev there are several weekly events such as Marketing Monday, Work in Progress Wednesday, Feedback Friday, Screenshot Saturday, and Soundtrack Sunday.

YOUTUBERS AND STREAMERS

Contact your favorite YouTube or Twitch streamers, ask them to play the games in the bundle.



Louisville Makes Games is a 501c3 non-profit. Our goal is to promote game creation as a viable career in Louisville. We do this by nurturing the game development community, hosting education classes for kids, regular industry talks, participating in art gallery showcases and other free community events at our location downtown called Warp Zone Louisville.

www.louisvillemakesgames.org