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Subject: what EA can do to be successful and not make crap games

Posted by [IRON FART](#) on Thu, 29 Apr 2004 04:46:47 GMT

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Movies are different. When designing a game, they must think of longevity in addition to making it look good. A Matrix fight would look very good, but make it last for 5 hours and it gets a bit crappy. There is a lot more to consider when creating a game.

But who says they don't have scouts and researchers? Game creation begins with a good, thorough analysis of the market. What age group is this game for? What music/trends/clothes/sports are they into? Then the game is created around that. A story writer is often hired. A conceptual artist will produce quick sketches of any vehicles, characters or landscapes.

There is a painstakingly long process in creating a game. 60% of games are failures. Companies take great measures to reduce this number obviously. And they accomplish that by researching their intended market.

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