

Chapter 1.1

A Brief History of Video Games

(Note the use of the term "video"
and not "computer")

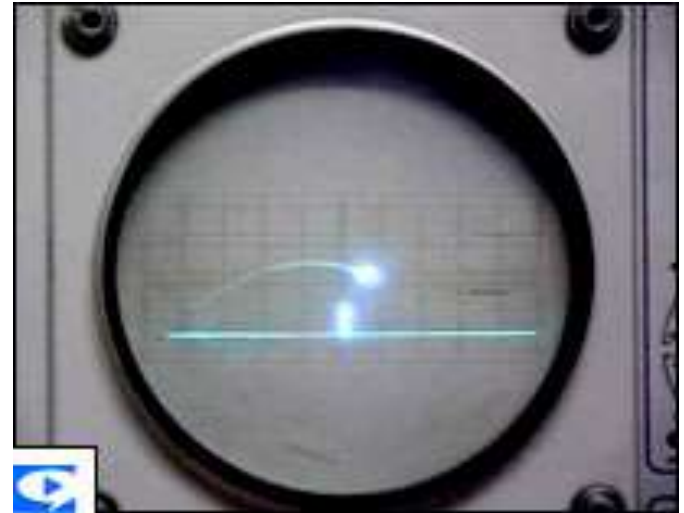


The First Video Games

- William Higginbotham and *Tennis for Two*
 - Created in 1958 for the Brookhaven National Laboratory's annual visitor day
 - Display was an oscilloscope
 - Sound effects were a side-effect of the relays that made the game run
 - No one realized its significance



Tennis for Two



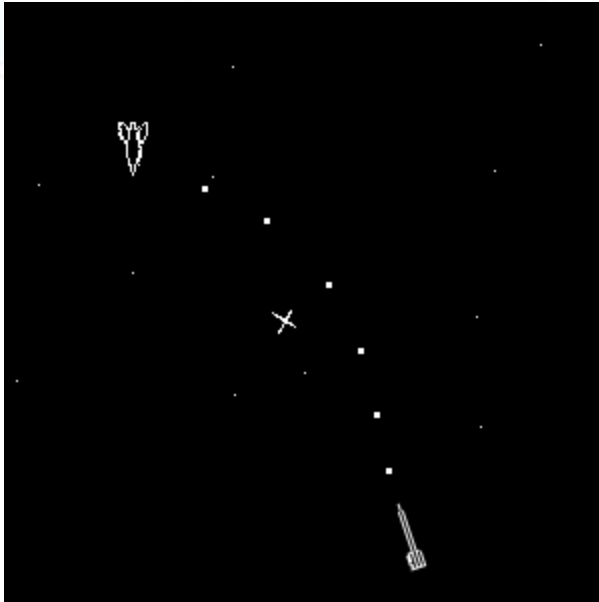


The First Video Games

- Steve Russell and *Spacewar*
 - Created in 1961 at MIT for the DEC PDP-1 computer
 - Hugely popular within MIT
 - Required prohibitively expensive equipment
 - Eventually shipped as a diagnostic program with PDP-1s



Spacewar





Games for the Masses

- The Advent of Home Video Games: Ralph Baer and the Magnavox Odyssey
 - 1966, initial idea for a game machine that would work on home TVs
 - Created a shooting game and ice hockey game
 - Sold to Magnavox in 1972



Magnavox Odyssey

ODYSSEY





Games for the Masses

- Breaking Into the Amusement Business:
Nolan Bushnell and Atari
 - Engineering major at the University of Utah
 - Background in coin-operated amusement devices
 - Tried to bring *Spacewar* to arcades as *Computer War*

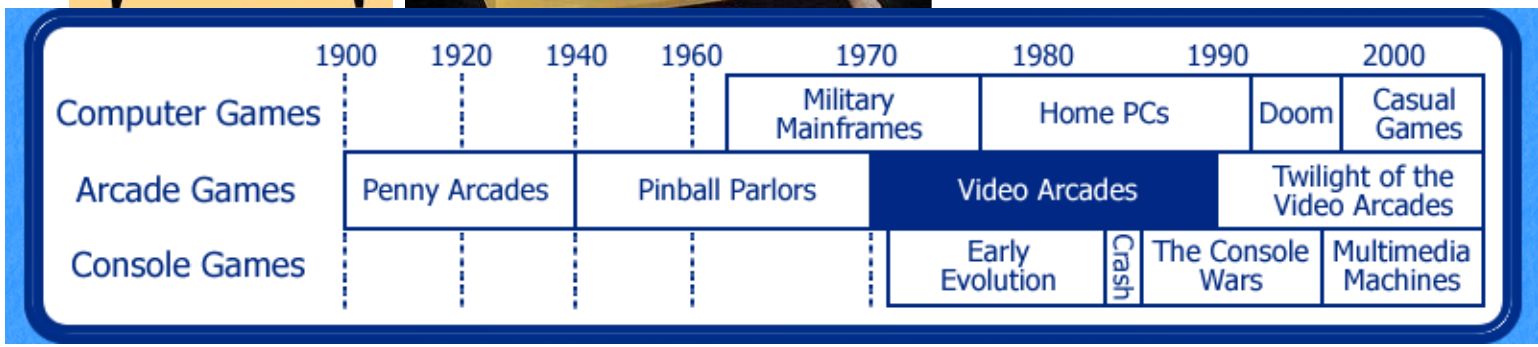


Games for the Masses

- Bringing Games to the Masses
 - Atari founded by Nolan Bushnell in 1972
 - Brought *Pong* to arcades
 - Sued by Baer and Magnavox
 - Paid a one-time license fee of \$700,000



Pong & Space War





Console Kings (Past, Present Future)



The Console Kings

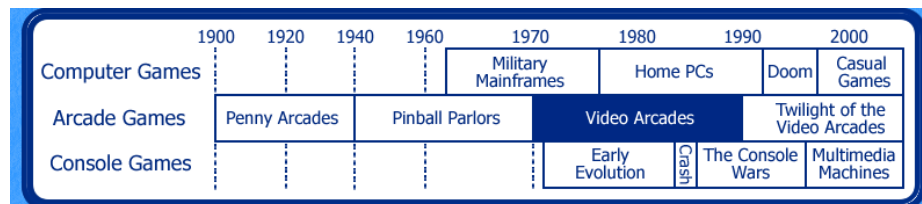
- Atari and the 2600
 - Released October, 1977
 - Not quite the first cartridge-based home system
 - Open architecture allowed easy development
 - First to introduce licensing of a system





The Console Kings

- Video Game Crash of 1983
 - Factors leading to the crash
 - Poor economy
 - Natural market cycle
 - Video games perceived as fad
 - Glut of poor 2600 games
 - Introduction of home computers





The Console Kings



- Nintendo and Shigeru Miyamoto
 - Released *Donkey Kong* arcade machine in 1981
 - Released Nintendo Entertainment System in 1985
 - By late 80's Nintendo owned 90% of the market





The Console Kings

- Sega
 - Created in 1952 in Japan to sell amusement games on US army bases
 - Released the popular Sega Genesis in 1990
 - Final console was 1999's Sega Dreamcast
 - Now dedicated to software



Sega (in memoriam)

SEGA GENESIS

YOUR WORLD WILL NEVER BE THE SAME

THE GENESIS OF A NEW ERA
Only Sega has the power of multiple processors to create a whole new dimension to home video entertainment - the Genesis System. The Sega and only system will bring the excitement of home video entertainment to game play fun and excitement. The world will never be the same again, only you're experienced. Genesis' high definition resolution quality graphics, stereo music and sound effects, multiple voices and comprehensive gaming.

DESIGNED BY GENESIS
Powerfully designed to meet the challenge of your home, the Genesis Control Pad is ready to let the games begin. The Sega Control Pad is made of high quality plastic and is ergonomically designed. All it takes is a moment of the spirit to see and you're on the deck.

THE POWER OF GENESIS
The Sega Genesis Control Pad is designed to meet the challenge of your home. The Sega Control Pad is made of high quality plastic and is ergonomically designed. All it takes is a moment of the spirit to see and you're on the deck.

TWICE THE INTELLIGENCE, TWICE THE POWER, TWICE THE CHALLENGE, TWICE THE FUN.
With Genesis you'll be able to play games that look, play and sound exactly like the arcade. Opponents come alive in challenging sports competitions. And dangerous adversaries put you on the edge of your seat with real and menacing foes.

 <p>Tempest 2000™ The return of the classic 16-bit shooter. Blast your way through a maze of fire and lava to the top of the mountain.</p>	 <p>Super Thunder Blade™ Take the controls of the most powerful sword in the world. Blast your way through a maze of fire and lava to the top of the mountain.</p>	 <p>Super Fighter II™ It's not just your sword and your sword. It's your sword and your sword. It's your sword and your sword.</p>	 <p>World Championship Soccer™ The most fun soccer game ever. The most fun soccer game ever. The most fun soccer game ever.</p>	 <p>Super Hang-On™ The most fun hang-on game ever. The most fun hang-on game ever. The most fun hang-on game ever.</p>
 <p>Bomber B™ Blast your way through a maze of fire and lava to the top of the mountain.</p>	 <p>Forgotten Worlds™ The ultimate action of your life. Blast your way through a maze of fire and lava to the top of the mountain.</p>	 <p>Thunder Force II™ Blast your way through a maze of fire and lava to the top of the mountain.</p>	 <p>Gladius II™ The most fun action game ever. The most fun action game ever. The most fun action game ever.</p>	 <p>Jet Set Willy™ The most fun action game ever. The most fun action game ever. The most fun action game ever.</p>
 <p>Arnold Palmer Tournament Golf™ The most fun action game ever. The most fun action game ever. The most fun action game ever.</p>	 <p>Super™ The most fun action game ever. The most fun action game ever. The most fun action game ever.</p>	 <p>Super Bomber™ The most fun action game ever. The most fun action game ever. The most fun action game ever.</p>	 <p>Golden Axe™ The most fun action game ever. The most fun action game ever. The most fun action game ever.</p>	 <p>Phantom Star™ The most fun action game ever. The most fun action game ever. The most fun action game ever.</p>

SEGA GENESIS

SONIC THE HEDGEHOG

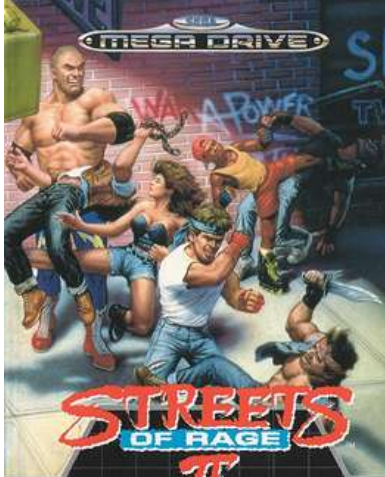


SEGA MEGA DRIVE

STREETS OF RAGE II

16-BIT CARTRIDGE

FOR USE WITH THE SEGA MEGA DRIVE VIDEO ENTERTAINMENT SYSTEM

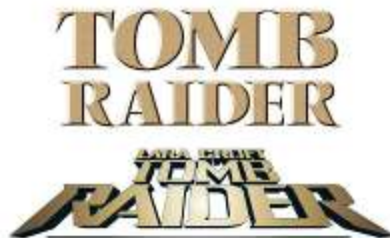


The Console Kings



- Sony's PlayStation

- Created out of an aborted attempt to launch a CD-ROM based system with Nintendo
- Released PlayStation in 1994
- PlayStation 2 (2000), backwards compatibility with hugely popular PS1
- PSP handheld, Wi





The Console Kings



- Microsoft and the Xbox
 - Xbox released in 2001, Xbox 360 2005
 - Based on a PC-like architecture
 - Significant money lost on each console sold
 - *Halo* became the reason to own the system.





Home Computers?
Who can afford \$12,000?



Home Computers

- Apple Computer
 - Founded by Steve Jobs, Steve Wozniak and Mike Markkula in 1976
 - Apple II was released in 1977
 - Revolutionized the home computer market
 - Why? Complete System & Low Cost (48K \$2,638.00 \$1,938.00 board only).



Home Computers



- Commodore
 - Commodore Vic-20 Released in 1981
 - Low price and shrewd marketing lead to success
 - Commodore 64, released in 1982, became the best selling computer in history





Home Computers

- IBM

- IBM PC introduced in 1981
- Moderate pricing helped it gain a foothold in the business world
- BIOS licensing model backfired on them, allowing cheap clones to enter the market



Famous Games & Designers



The Designers

- Maxis and Will Wright
 - *SimCity* released in 1989
- Sid Meier
 - Concentrated on strategic simulations
 - *Pirates!* (1987) *Railroad Tycoon* and *Civilization*
- Sierra and Ken and Roberta Williams
 - Created first graphical adventure game, *Mystery House* in 1980
 - *King's Quest* series, *Police Quest* series, and *Leisure Suit Larry* series, Published *Half-Life*



The Designers

- Origin Systems and Richard Garriott
 - Created the *Ultima* series and *Ultima Online*, one of the first MMORPG (tanked in 2000)
- Origin & Chris Roberts
 - Created *Wing Commander*
 - One of the more popular starfighter games
 - Known for epic storylines and full-motion video
 - Spawned a 1999 movie, directed by Roberts



"You never played
_____?
Where've you been?"



The Phenomenons

- *Space Invaders*
 - Introduced to the US in 1978
 - First big Japanese success
 - Introduced the “High Score” list to video games





The Phenomenons

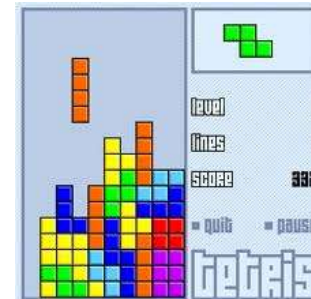
Pac-Man

- American debut in 1981
- Attempt to create a completely non-violent game
- Generated \$100 million in sales during its lifetime



Tetris

- Russian programmer Alexey Pajitnov in 1985
- Became a pop culture sensation
- Helped drive the success of Nintendo's Game Boy





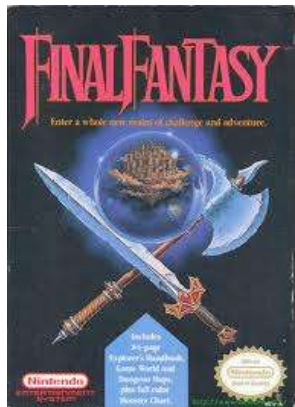
The Phenomenons



- Capcom (1979) *Resident Evil*
 - Also created *Street Fighter*, *Mega Man*
 - *Resident Evil* has spawned 15 variations and sequels as well as two Hollywood movies

- Square and *Final Fantasy*

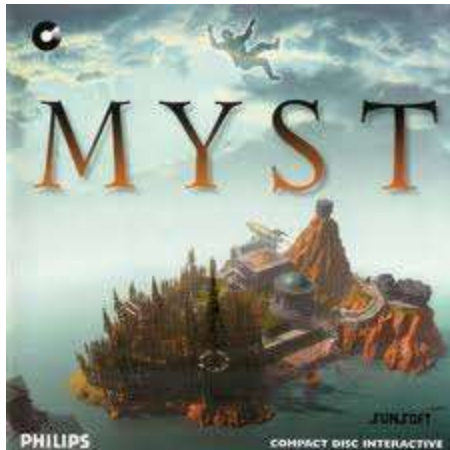
- In 1987 released *Final Fantasy* as a last-ditch effort to stave off bankruptcy
- 15 games have been released since then, selling more than 40 million copies (and a movie)





The Phenomenons

- Cyan and Myst
 - Created by Rand and Robyn Miller
 - Released in 1993 on the Apple Macintosh
 - Helped popularize the CD-ROM drive



The Phenomenons

- Pokémon
 - Created by Japanese video game enthusiast Satoshi Tajiri
 - *Pokémon Red* and *Green* released for Nintendo **Game Boy** in 1996
 - Movies, TV series and multiple sequels have followed



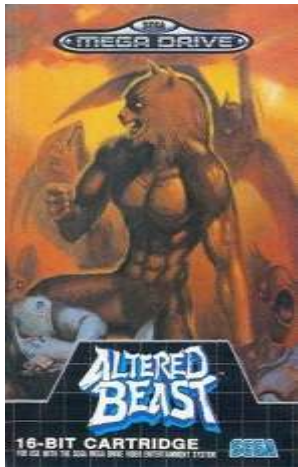


"We're looking for a few
good programmers"



The Studios

- Activision and Infocom (& Blizzard)
 - Founded by former Atari programmers
 - Lawsuit by Atari created “royalties” system still employed today
 - Merged with Infocom and gutted it
 - Still a strong player today





The Studios

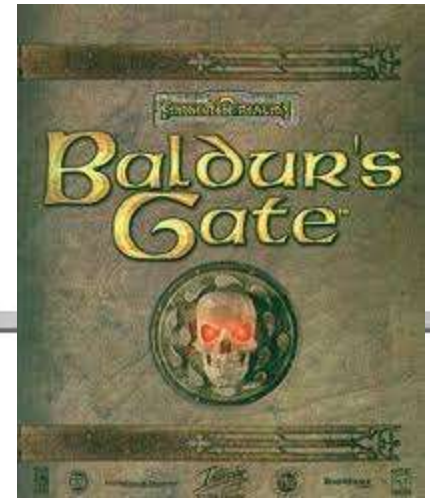
- Electronic Arts
 - Created by Trip Hawkins in 1982
 - Revolutionary business plan did three things
 - Creative talent treated like artists
 - Creation of in-house tools to aid cross-platform development
 - Handle own distribution





The Studios

- Interplay
 - Formed in 1983
 - First big hit was *The Bard's Tale* in 1985
 - Famous for their CRPGs, including *Wasteland*, *Fallout*, *Baldur's Gate*, *Baldur's Gate II: Shadows of Amn*
 - Currently bankrupt.





The Studios

- LucasArts

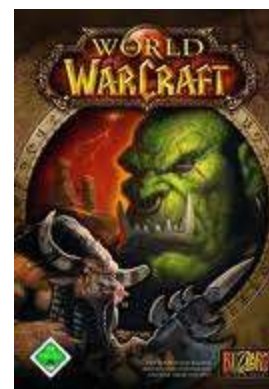
- Formed in 1982 (offshoot of LucasFilm Ltd).
- Released *Maniac Mansion* in 1987
- Created strong history of adventure games and Star Wars universe games





The Studios

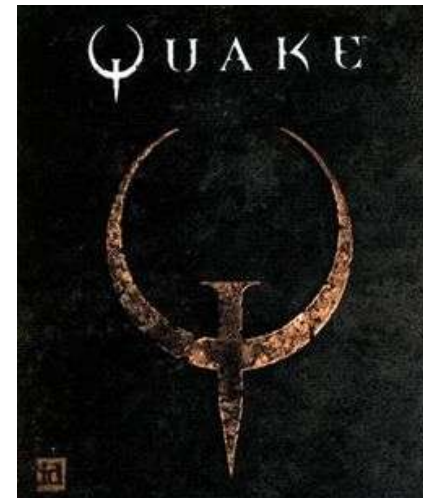
- Blizzard (subsidiary of Activision 2007)
 - 1991 by Frank Morhaime, Allen Adham, and Frank Pearce.
 - Released one of the seminal Real-Time Strategy games, *Warcraft*, in 1994
 - *World of Warcraft (MMORPG)*, became the fastest selling PC game in history





The Studios

- id Software
 - Formed on February 1, 1991
 - Utilized Apogee's shareware formula
 - Created the defining first-person shooter with *DOOM*





Top Studios 2009 (GD)

<u>Rank (2009)</u>	<u>Publisher</u>
1	Nintendo
2	EA
3	Activision/Blizzard
4	Ubisoft
5	Take-Two Interactive
6	Sony Interactive
7	Bethesda
8	THQ
9	Square Enix
10	Microsoft
11	Konami
12	Sega
13	Capcom
14	MTV Games
15	Namco Bandai
16	Warner Bros. Interactive
17	Disney Interactive
18	Atari
19	Atlus
20	LucasArts



Genres

- Can be thought of in “historical” terms
- We will consider them in Design terminology and discuss them next week.



Modern Trends

- Casual Gamers?
- Controls and Interfaces
- On-line Content (downloads)
- Return of shareware (content charging)
- On-line Identities & Communities
- Game economies
- Multimedia PC's vs. Multimedia Consoles
- Mobile Gaming



The End
