

# CO HRÁČE BAVÍ

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Bohemia Interactive

# Obsah

- Poznej svoji hru
- Jak na tvorbu
- Druhy hráčů
- Žánry a výhody
- Diskuse

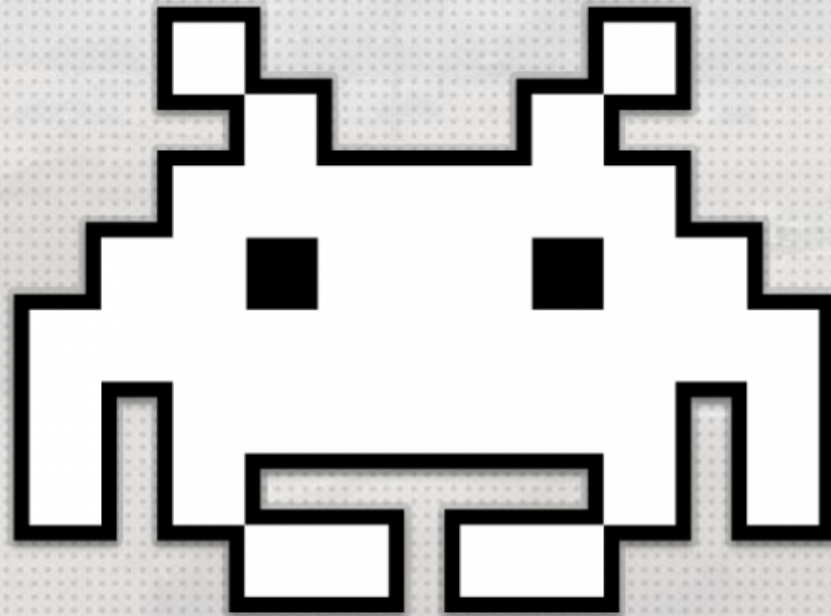


# 01 Herní kvíz

# Poznej hru

- 1978
- Arkádové automaty (8080 CPU)
- 2D střílečka
- Science Fiction, mimozemšťané

# Space Invaders



# Poznej hru

- 1980
- Arkádové automaty
- 2D bludiště
- Duchové, 256 úrovní

# Pac-Man



# Poznej hru

- 1992
- Arkádové automaty
- 2D bojovka
- Brutalita, filmy



# Mortal Kombat



# Poznej hru

- 1992
- PC, Amiga, Mega-Drive
- 2D real time strategie
- Frank Herbert, tři odlišné strany

# Dune 2



# Poznej hru

- 1993
- Hlavně PC
- 3D střílečka z vlastního pohledu
- John Carmack, multiplayer

# Doom



# Poznej hru

- 2000
- PC, PS2, Xbox, Game Cube
- Simulátor života
- Sedm datadisků, hra bez konce

# The Sims

## Evolution of PlumBob



The Sims 1-era



The Sims 2-era



The Sims 3-era



The Sims 4-era  
(not complete)



The Sims 4-era  
(complete)

# Poznej hru

- 2006
- PC, X360, PS3
- Fantasy hra na hrdiny
- Brnění na koně, srovnávání úrovní



# The Elder Scrolls: Oblivion



BACKSPACE

## FIRST SKYRIM DLC ANNOUNCED

**\$5.99**  
per character

**CRAB ARMOR**

Skyrim is a dangerous place. Is your mudcrab safe? Do you even have a mudcrab? If not, find one and buy this armor for him. He won't necessarily thank you, fight for you, or even stop stabbing you with his claws, but you'll sleep easy knowing your crab pal is protected by the finest handcrafted armor ever created by the Dwemer smiths of old.

A screenshot from The Elder Scrolls: Skyrim showing a mudcrab wearing a full set of yellow and black armor. The mudcrab is standing in a misty, forested area with a river in the background. The armor includes a helmet, a chest plate, and leg pieces. The mudcrab's large pincers are visible.

# Poznej hru

- 2012
- PC (Facebook), iOS, Android
- Spoj tři
- Mikrotransakce, copyright

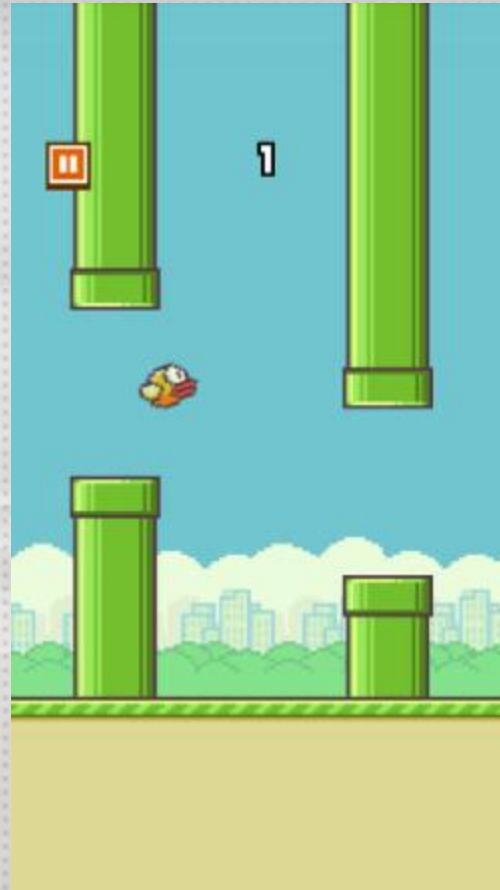
# Candy Crush Saga



# Poznej hru

- 2013
- iOS, Android, Fire
- Side-scrolling
- Obtížnost, kontroverze

# Flappy Bird

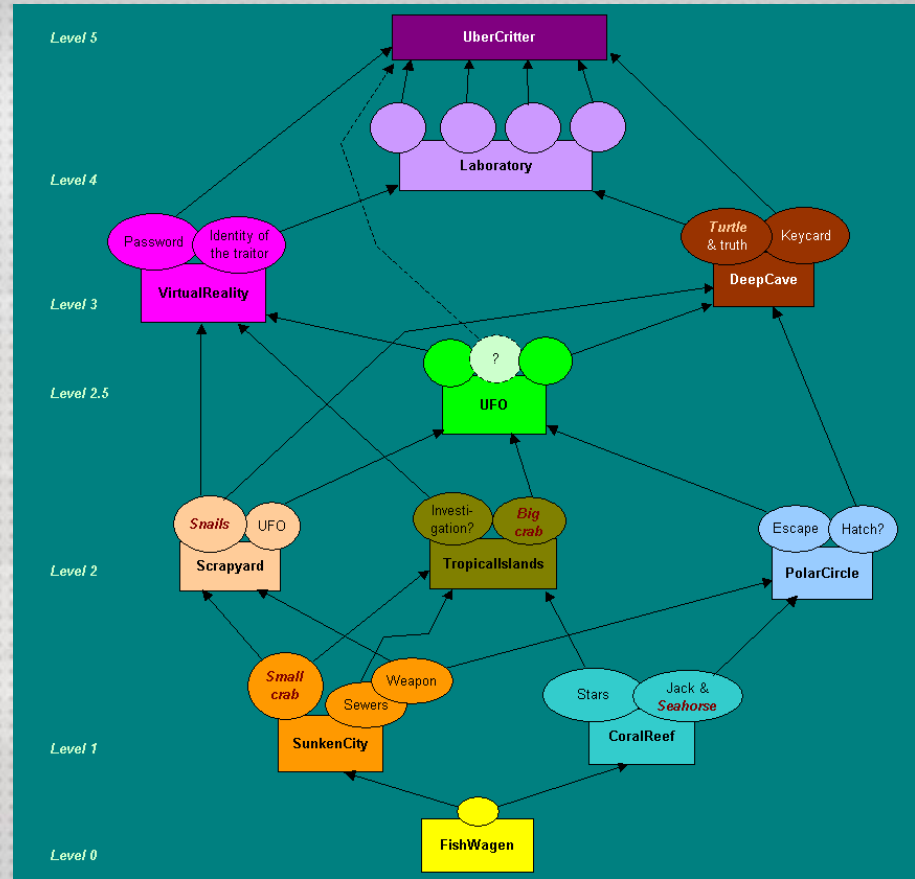
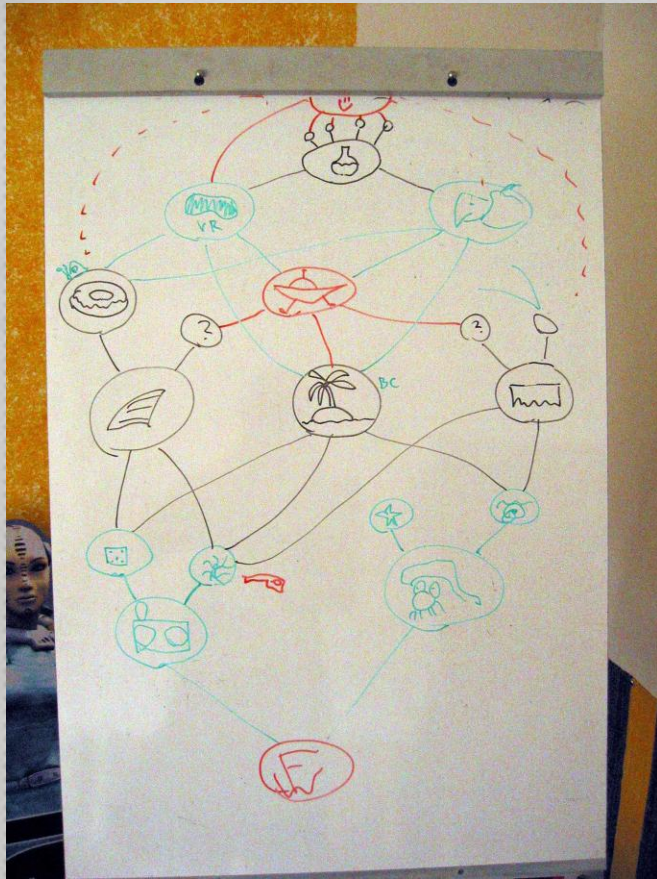




## 02 Jak jsou hry tvořeny

# Cílová platforma

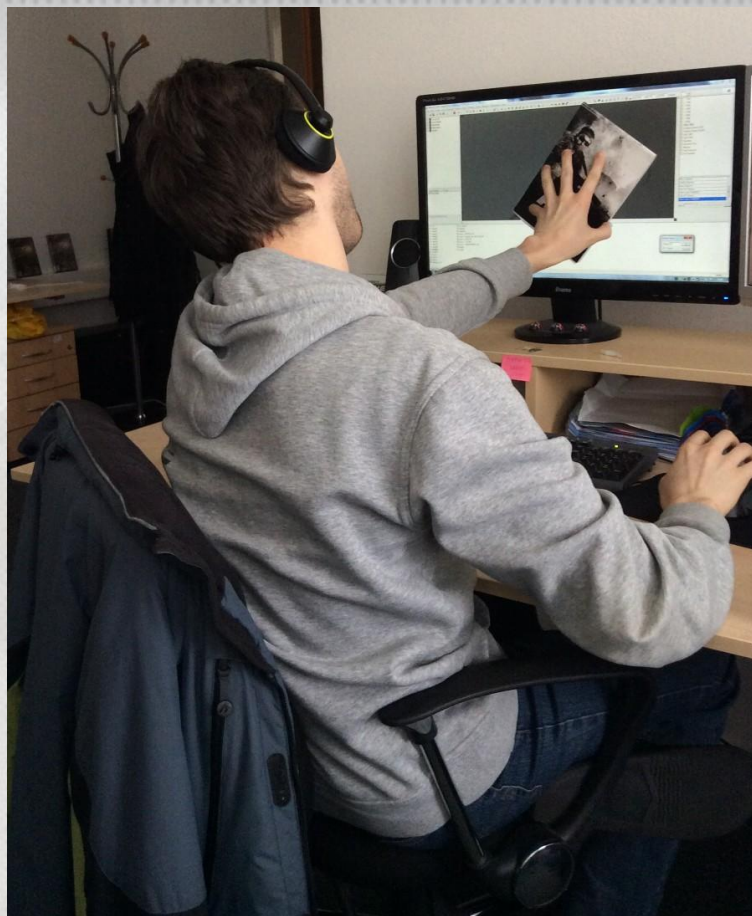
- PC (Web, Steam, GOG)
- Mobilní
- Konzole (PSN, XBLA)





# Herní engine

- Unity
- Unreal Engine
- Paradox Engine
- Game Maker

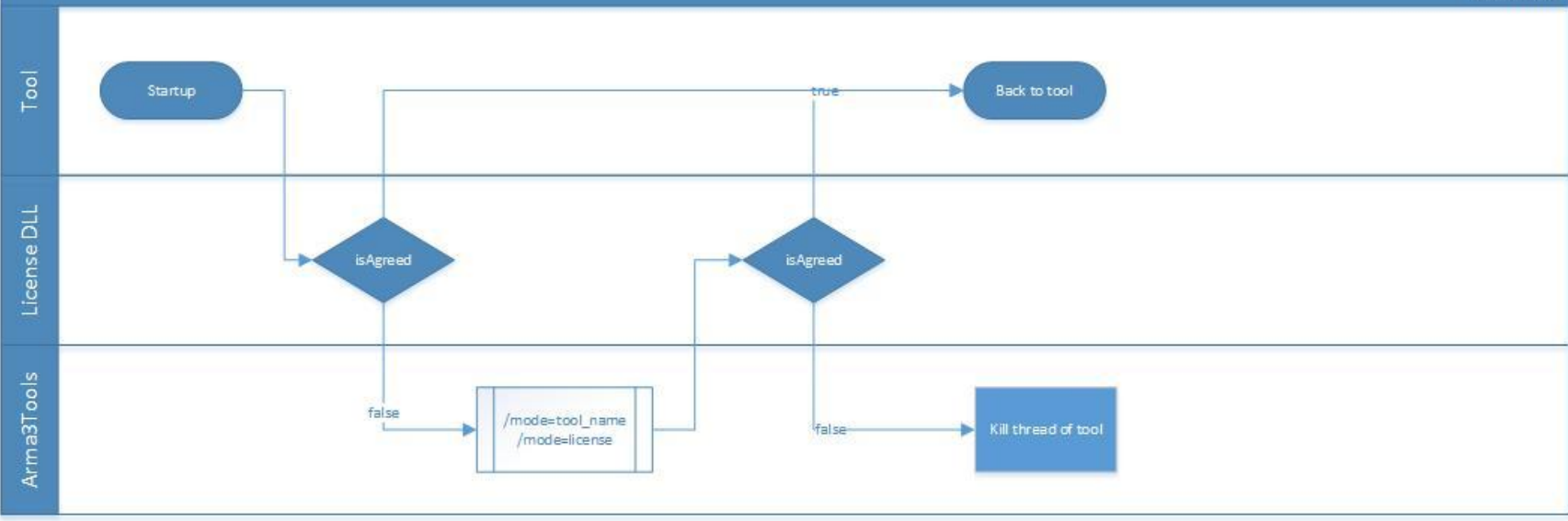


# Způsob monetizace

- Hra zadarmo
- Free to play / freemium
- Jednorázová platba
- Datadisky / DLC
- Hra jako služba (předplatné)
- Platba za každé použití

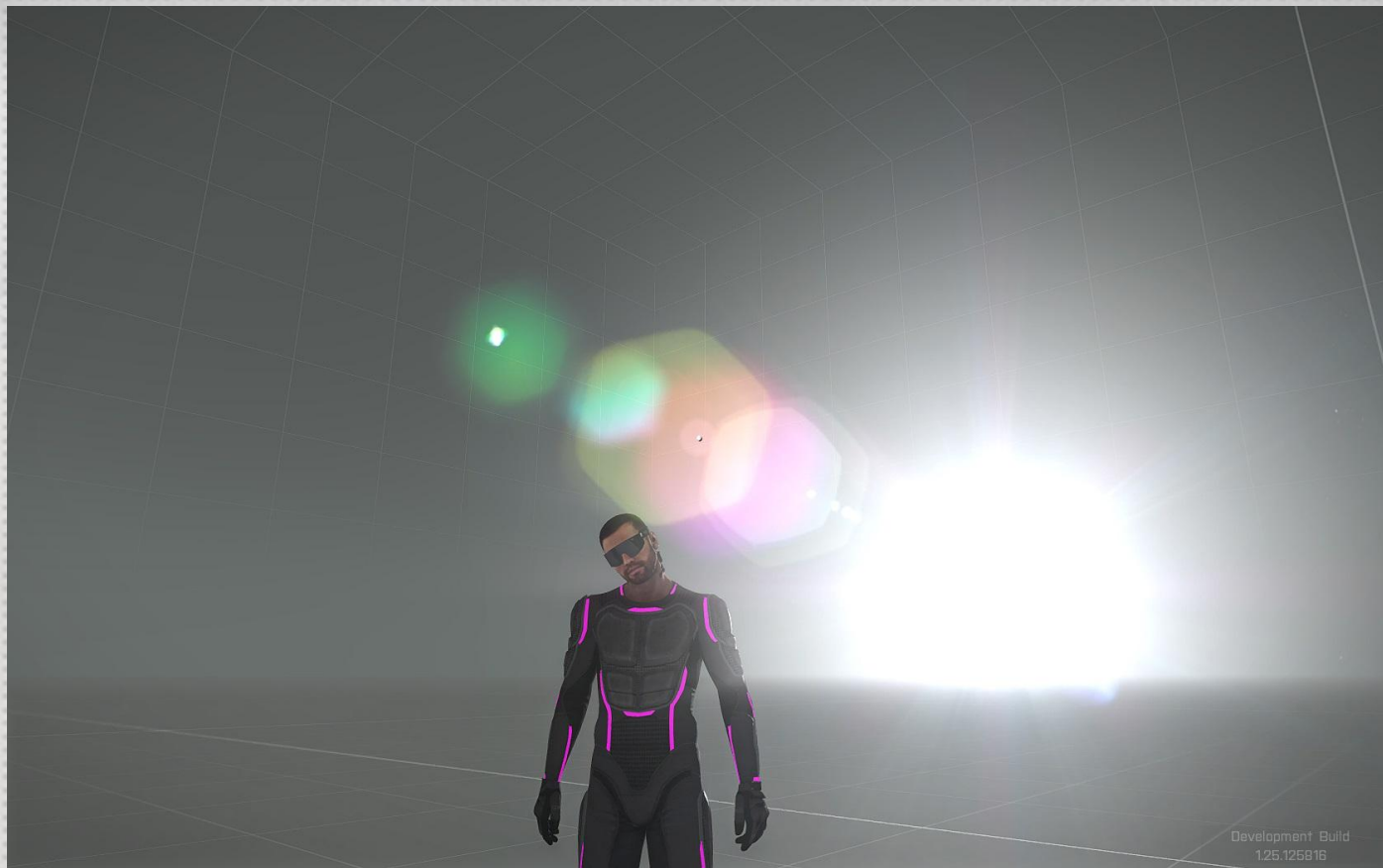
# Arma 3 Tools, license system

Workflow



# Reprezentace hry

- Text
- 2D
- 3D na ploše
- Plně 3D
- Rozšířené vidění světa





## 03 Zaměřeno na hráče

# Rozdíly pohlaví

- Podíl na herním trhu
- Kreativita a akce
- Výdrž a trénink
- Společenské aspekty a eSport



|    |              |           |
|----|--------------|-----------|
| 0  | Marksmanship | GOOD      |
| 1  | Rifles       | GOOD      |
| 2  | Handguns     | VERY GOOD |
| 3  | Launcher     | POOR      |
| 4  | Throwing     | POOR      |
| 5  | Observation  | EXCELLENT |
| 6  | Stealth      | GOOD      |
| 7  | Psi Power    | GOOD      |
| 8  | Hit Points   | POOR      |
| 9  | Capacity     | AWFUL     |
| 10 | Speed        | POOR      |
| 1  | Dodging      | VERY GOOD |
| 2  | Aliens       | HEROIC    |
| 3  | Medical      | GOOD      |

Lt. HANUMAN  
LEVEL: 5

15 → 05 → 00

ALL

+

-

OK

SUBMACHINE  
RANGE: AVERAGE  
DAMAGE: AVERAGE  
ACCURACY: POOR

OK

CANCEL

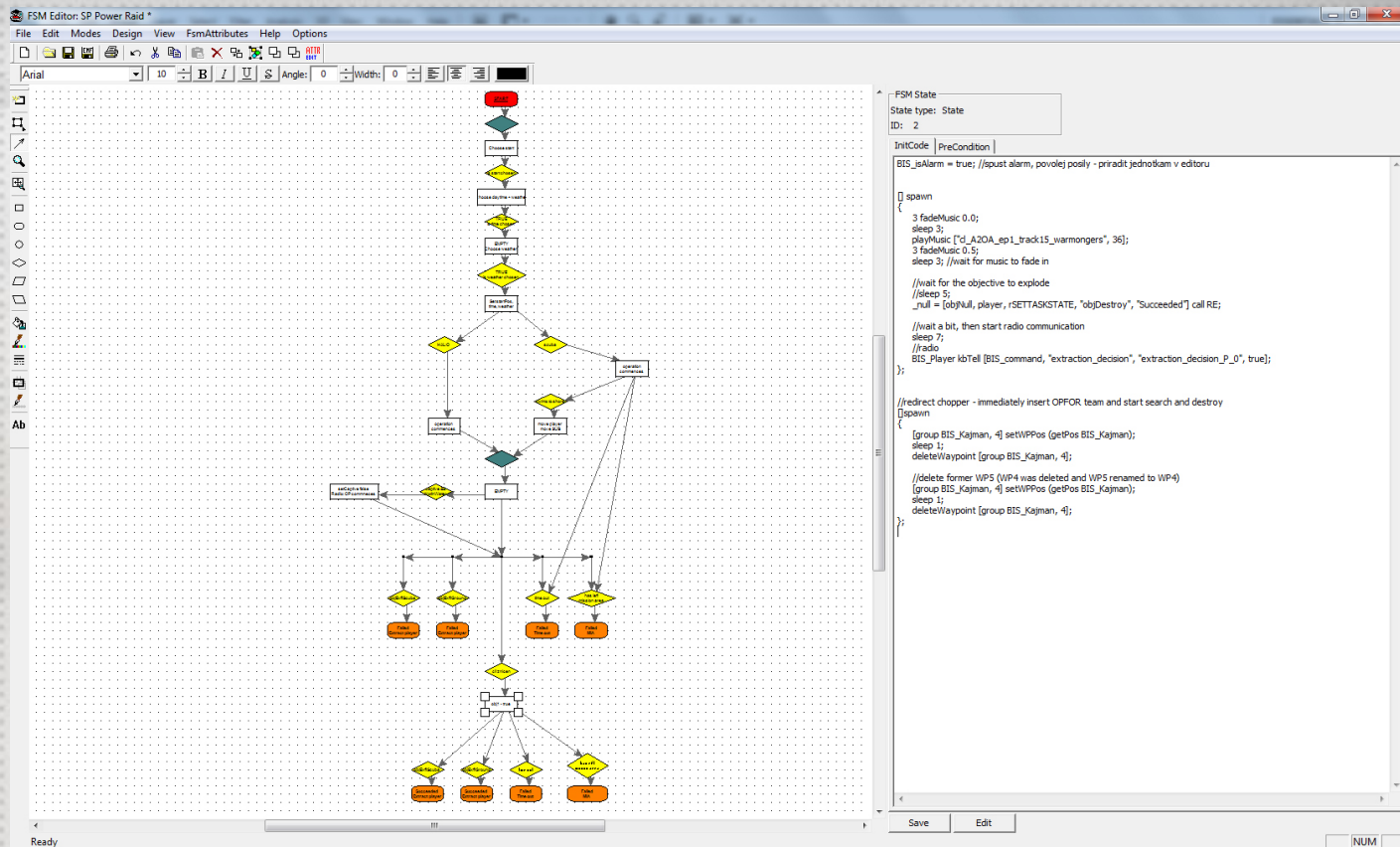
# Hry nejen pro děti

- ESRB a PEGI
- 0-9 let – kupují rodiče
- 10-17 let – platí rodiče
- 18-26 let – mají čas na hry
- 26 a více – hrají výjimečně



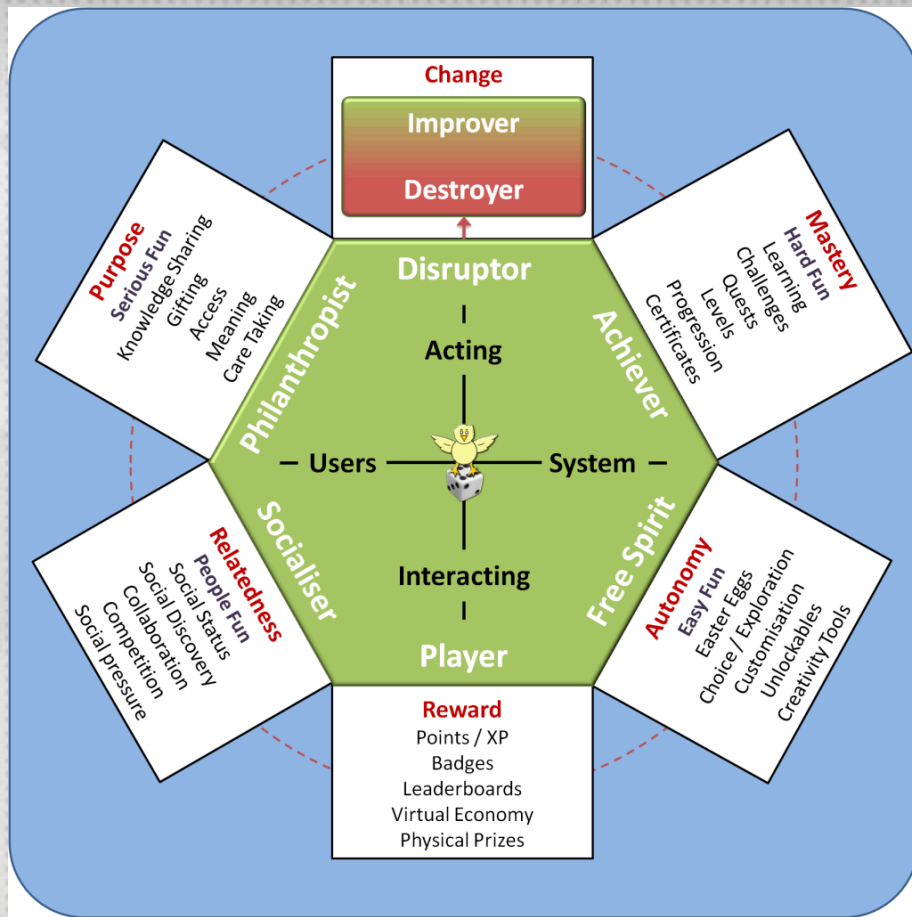
# Schopnosti a čas

- Občasný zelenáč
- Závislá lama
- Výjimečný talent
- Hardcore drsňák



# Standardní členění

- Zabiják
- Komunitní typ
- Průzkumník
- Dotahovač



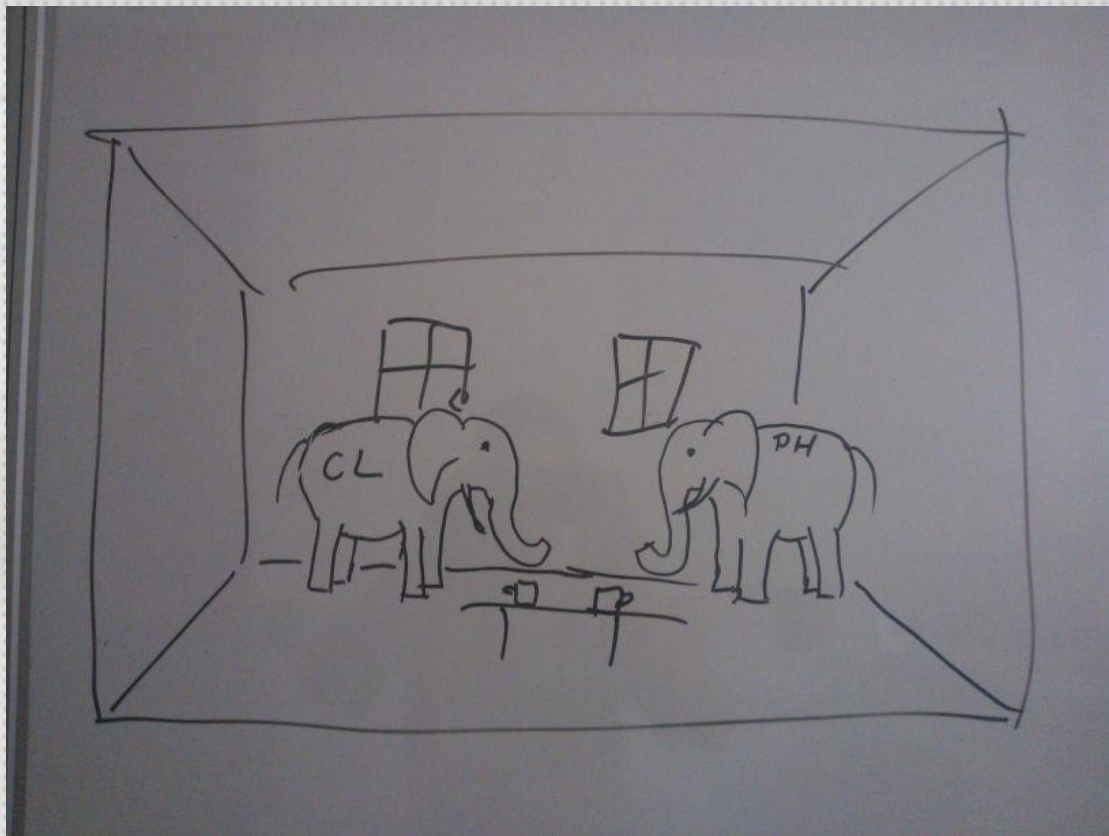


# 04 Žánry her



# Hry pro masy

- Předělávky deskovek
- Párty hry
- Adventury / Visual Novel
- Spoj tři (cokoliv sága)
- Clicker



# Hry pro odpočínutí

- Akční hry
- Real-time strategie
- Budovatelské strategie
- Sporty
- Závodní hry



# Hry pro hráče

- MMO
- eSport
- Simulátory
- Tahové strategie
- Manažery

Player Fatigue: 0.95 (relax until: 1.00)  
Player animation slowdown: 0.85  
Player rifleInaccuracy: 0.98

Next to no effect

M320 LRR .408  
5 | 4  
200 m HE Grenade x2

Ground  
All

pettka

First Aid Kit 1  
.408 7Rnd Uweetah Mag 3

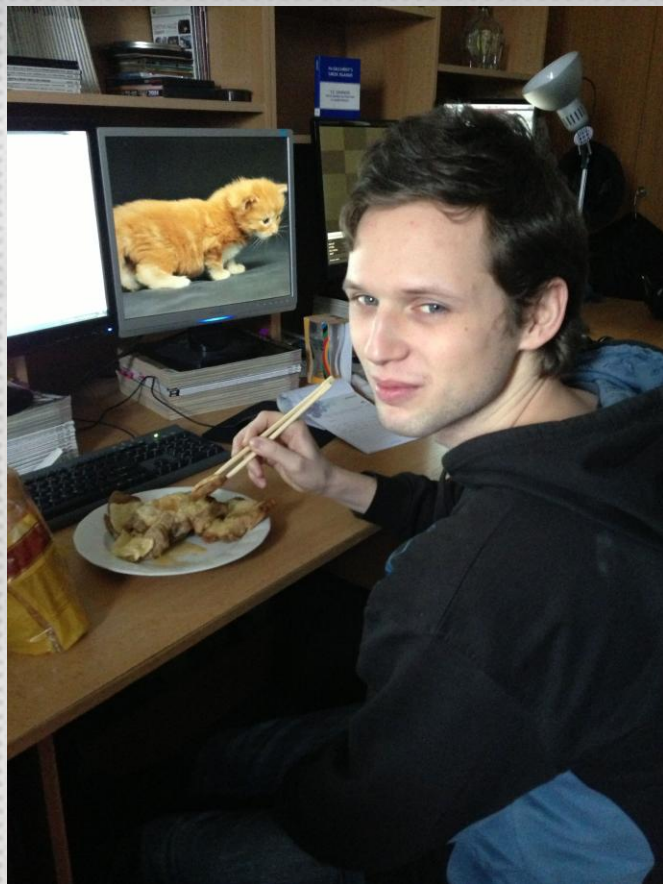
Bazillions of mags inside

Diz is madness!

The screenshot shows an inventory window for a player named 'pettka'. The window is divided into several sections. At the top, there are three armor pieces, each circled in red. Below them are a First Aid Kit (quantity 1) and three .408 7Rnd Uweetah Mag (quantity 3). A red arrow points to the mag icon with the text 'Bazillions of mags inside'. Below the inventory, there are various utility items like a map, a compass, and a watch, with a red arrow pointing to the watch and the text 'Diz is madness!'. At the bottom of the inventory window, there is a red oval around a horizontal bar. In the background, a character in military gear is visible on a road.

# Nezávislé hry

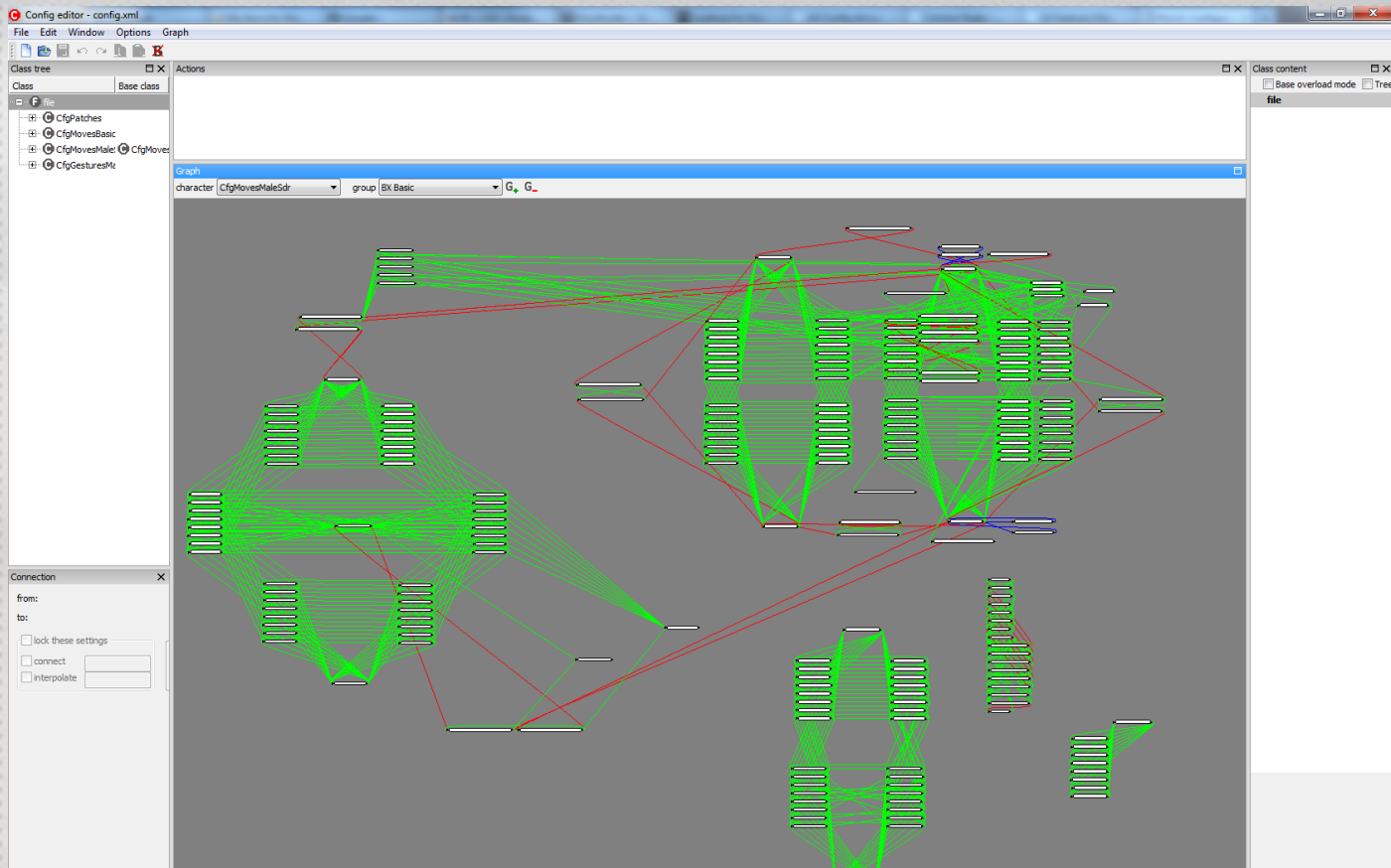
- Oldschool
- Tower Defense
- Rogue-like
- Hry za určitý čas





# Modovatelné hry

- Nástroje pro tvorbu
- Nástroje na sdílení
- Monetizované modifikace
- Samostatně hratelné mody
- Zdravá komunita





# 05 Diskuse

# Otázky?

Herní novinářina

RV Engine

Originalita

GDS

Game Meet-Up

Youtubers

Hudební hry