



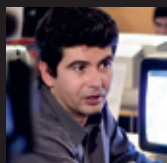
# THE 49 GREATEST DEVELOPERS

## SPECIAL ACHIEVEMENTS

Not everything has to be a defining moment. The smaller achievements in development history can be every bit as worthy of our attention.

### MICHEL ANCEL & FRÉDÉRIK RAYNAL

A French love letter from the weirder side of gaming



French games are a bit weird. That's our perception, and much of it's down to

these two fine designers. Raynal brought us *Alone in the Dark* and the wonderful *Little Big Adventure* games (worth a mention just for having a villain called Dr FunFrock and a hero who tells him "I'm taking you out, and I don't mean for pizza!"). Ancel created *Beyond Good & Evil* and *King Kong*, arguably one of the few non-*Star Wars* games to improve on the original movie in every way. Both have an army of fans desperate to see the next instalment of their most famous series. In the case of *Beyond Good & Evil* at least, it's finally happening.

### APOGEE

Episode 1: Birth of a Sales Technique



How long should a demo be? A level? Two levels? Apogee had different ideas.

Starting with the concept of "shareware" (try before you buy), they pioneered the idea that a game could be successful by giving out anything up to a third of the full game for free, and encouraging gamers to pass on the disks. This was how *Doom* was first sold, not to mention *Wolfenstein 3D*, *Duke Nukem 3D*, and of course, *Traffic Department 2192*, which we all remember fondly. Right? Unlike demos, these offered a full game experience, start to finish, and became the standard way for indie developers to get started. Sometimes it backfired when the demo experience was too

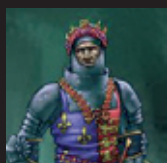


/// *Empire: Total War* is Creative Assembly's crowning glory. ///

satisfying to need the rest of the game—*Descent* suffered heavily from this—and the model was largely phased out when demos could be easily downloaded from the Internet.

### CREATIVE ASSEMBLY

Bringing total war to the desktop



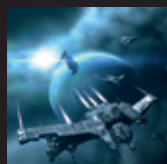
What BioWare did for the RPG, Creative Assembly did for war. After years of

increasingly tired *Age of Empires* and *Warcraft* clones, *Total War* finally gave us the blood, scale, and tactics we never even knew we were missing. Glorious conquest! Battles so good, they built a whole TV program around them! It all started back in 2000 with *Shogun*, but since then they've come close to perfecting the formula of dramatic battlefields mixed with continent-spanning campaigns. Fans can't

agree on whether *Rome* or *Medieval II* is best, and now the debate has been invigorated by the shiny new *Empire*.

### CCP

Proof that the future probably won't be like *Star Trek*



Most MMORPGs restrict their players to basic crafting and questing,

with the economy feeling like an afterthought. *EVE* has a dedicated economist just to track how players rip each other off, wage war, and build the future in a world that more than any other, they control down to the smallest detail. *EVE* may not be the easiest game to get into—hell, it ain't even on the shortlist—but you won't find a more political, expansive, and occasionally toxic gameworld anywhere else online. That's what we call giving power to the people. Power, and

spaceships bristling with incredibly dangerous guns. Even better.

### DANI BUNTEN-BERRY

Remembering the designers' designer



When given the chance to meet Berry, Warren Spector famously declined on the

grounds that he wouldn't have known what to say. She was the creator of *M.U.L.E.*, and one of the true pioneers of game design, and more specifically, multiplayer games. *Modem Wars* was the first commercial game aimed at online play outside of universities and other networked institutions, while *M.U.L.E.* swapped out the usual guns and bombs of multiplayer combat for the tactics of supply and demand. Chances are you've never heard her name, but you'll have seen the results of her work. Will Wright dedicated *The Sims* to her memory, and is far from the only designer to cherish it.

### DEREK SMART

All hail the Supreme Commander of the Internet



We're not huge fans of Derek's games—the *Battlecruiser* series and its many

spin-offs—or the tiresome Internet flame-wars that follow him. We include him because Derek Smart is spectacularly committed to creating the ultimate space game, refuses to compromise on what he considers the right decisions, and never lets anyone stand in his way of that dream, regardless of who he pisses off or how much it costs. We admire that. And while we may bash the games, don't be fooled. We want Derek Smart to succeed, and we'll be first in line to applaud when he does.



/// Dani Buntzen-Berry's *M.U.L.E.*—multiplayer PC gaming back in 1983. ///