Feeling like a wizard

When Ian Snyder first visited his neighborhood arcade, he could barely see above the joystick and buttons of the games he couldn’t wait to be old enough to play. Movies, television, music, and art blurred together for the Wichita, Kansas native. But videogames? They were “edgier entertainment”.

Influenced by playing SimCity, Tetris, Kid Pix, and Escape Velocity on his mom’s old Apple Macintosh computer, Snyder developed his first videogame—Crash Test—as a freshman in high school using Adobe Gaming technologies. He remembers the moment when he realized he could use Adobe Flash Professional to bring objects to life. “A box on screen moved in four directions,” says Snyder. “It was like discovering that I was a wizard.”

Snyder’s passion for videogames fuels his mission to develop games professionally. The student at the Kansas City Art Institute is majoring in creative writing and printmaking, however. “I am more interested in driving my own creative path than having a game design instructor dictate when and how I develop games,” says Snyder.
A medium for pure expression

The award-winning gaming trailblazer is currently at work on his 12th game using Flash technology. *The Floor is Jelly*, where small creatures jump up and down on a waterbed-like surface, is larger in scope than Snyder’s previous games, though he feels well equipped to tackle it and is looking forward to making it broadly available. “I like the risk associated with experimental games,” he says. “Flash is great for innovative work and is one of the best solutions for distributing games to a wide audience, which is helping cement its use in the future of gaming.”

With the creative room to develop unconventional games such as *Feign*, *Valo*, and *Thirteen Gates*, Snyder understands the importance of leveraging an integrated platform for his gaming projects—he uses Adobe Flash Professional, Fireworks®, Photoshop®, and Dreamweaver®. “We are beginning to see games used as a medium of pure expression and not merely just commercial entertainment,” he says. “This is an exhilarating time to be making games. How often does one get the opportunity to take part in the formation of a new artistic medium?”

Awards

- *The Floor is Jelly*—IGF Student Showcase Winner 2012
- *Feign*—Honorable mention for the Nuovo Award at IGF in 2011

Adobe products used include:

- Adobe Flash Professional, Fireworks, Photoshop, and Dreamweaver

For more information

www.adobe.com/go/gaming

The Floor is Jelly (IGF 2012 Trailer): http://www.youtube.com/watch?v=JsKcXxHzlrQ&feature=player_embedded