



Stanford eCorner

Positioning: James Bond and GameBoy

Nick Earl, *Electronic Arts*; Arcadia Kim, *Electronic Arts*; Erin Turner, *Electronic Arts*

November 12, 2003

Video URL: <http://ecorner.stanford.edu/videos/720/Positioning-James-Bond-and-GameBoy>

There were a number of creative imperatives that were addressed in the development of James Bond, says Turner, primarily, retaining authenticity to the Bond character. Bond has an aura of always being in control of his environment, and this had to be maintained in the game. At a practical level, this required integrating combat and stealth in moment-to-moment game play. This was achieved by combining the best features of two competitive products, she adds.



Transcript

On the creative side, there are a number of creative imperatives that we wanted to address with this game. One of those of course is being authentic to Bond, which I mentioned a moment ago. Bond is a 40-year-old character. He has been around for four years and MGM and Danjaq who owned the rights to Bond, it's very important to them that we are true to who he is and to what Bond fans have come to know about him. So that means he's always stylish. He's always in control. He's the master of his environment, and you have this illusion of impossible competence. Bond always knows what to do even when he's outnumbered and outgunned. That means on a practical level and the moment-to-moment game play, we needed to create a way of integrating combat and stealth. So the way we thought about Game Boy was Splinter Cell meets Contra, taking stealth of the Splinter Cell and the kind of hand to hand combat action like that with Contra and putting those two together.

So kind of an action adventure, arcade action type of game. And finally that meant that the mechanics of the game can be really satisfying and control is really tight so you got the effect of being Bond, of punching up a villain, of taking them down with chokehold, all that sort of things. So what we came up with the way we started talking about the Bond game was Bond in your pocket. That I should be able to pick up this game and then in 10 or 15 minutes I get the best of Bond. I get the gadgets the gadgets, the guns, the girls. I get to solve some sort of creative objective and I get that satisfaction that I am the world's greatest spy. One of the challenges we also have was the fact that this game had it down and advances the console games so we couldn't just take everything and replicated onto a smaller platform. We need to adapt it and not make it a port. So we took the same storyline, the same basic characters, a lot of the same animations and art files and we adapted those for Game Boy.