How to Prepare Your HTML5 Game so It Can Easily Be Made Into an App Later
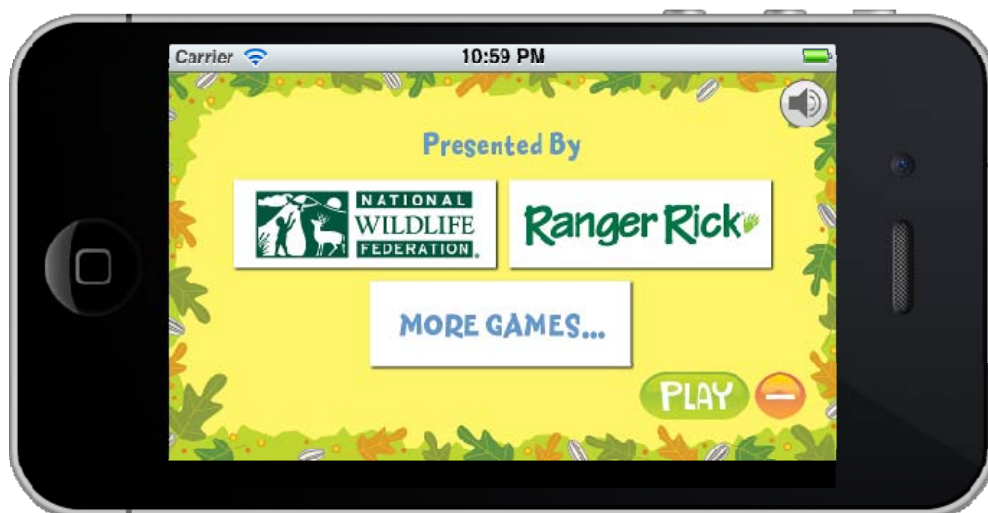
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Branding

When you create an HTML5 game for your website, you do not need to put branding on the game itself because it will be embedded in your website design. However, if later you want to make it a stand-alone app outside of your website, you need to have space for your branding.
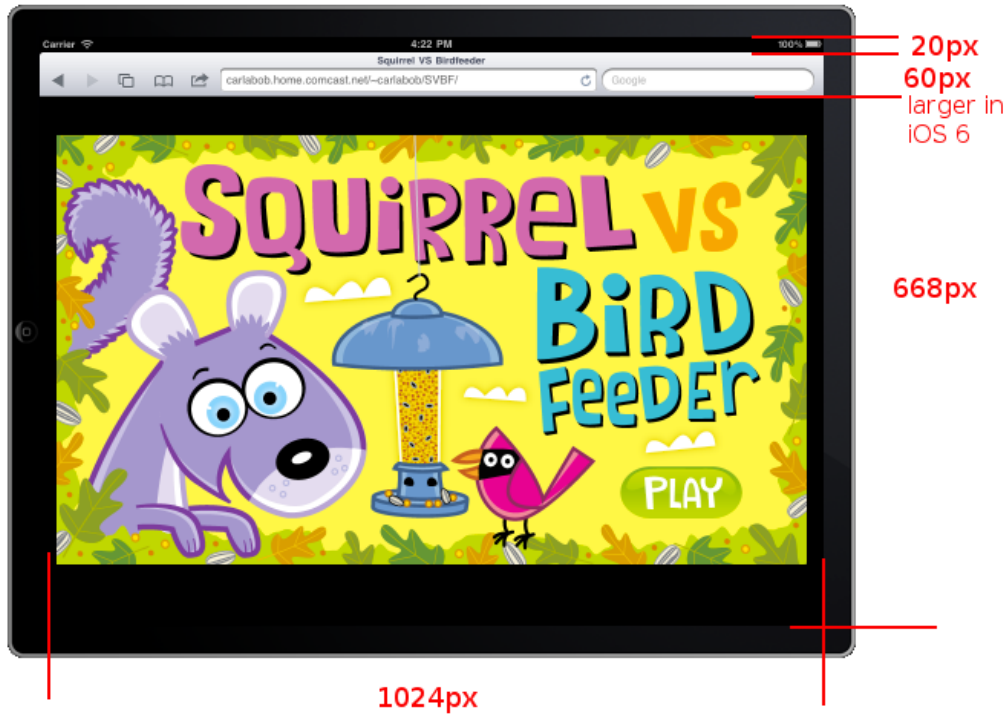
Options:

- Leave space on your title screen where you can put your logo(s) for your organization and potential a sponsor's logo.
- Add a "More" button of some kind on your title screen that allows you to bring up a page with branding or any cross-sell information.

<u>Sizing</u>

Dimensions - When designing for a website, you want to make a game that fits nicely into your design. However, if there is a possibility that you will want to make that game into an app later, you need to keep in mind that the app needs to have dimensions/aspect ratio that work well on most devices.

Note: After May 1, Apple is requiring that your title screen have the dimensions to fit the iPhone 5. You can accommodate this variability of size by having a title screen with a solid color background that stretches to fit the dimensions of each device, such as a black or white background.

<u>Sound</u>

Timing - When your developers add sounds to your HTML5 game, they will program the sounds assuming that the player is downloading the sounds over the internet. When the game is an app, the sounds come much faster because they are already on the person's device. As such, the timing of the sounds will likely need to be revisited.

Button on Title Screen - When you make your game into an app, you will need to add a button that allows someone to turn the sound on and off easily on your title screen. When the game is on your website, you often do not bother with this because you assume people will control sound using their volume setting.

In-Game Instructions

In some games, at the first levels, you may provide instructions such as how to navigate around in the game. If you have built the game to allow both mouse navigation and keyboard navigation, your instructions might mention a keyboard. You need to remove the keyboard style of navigation on your mobile app.