Chapter 17

Out of the Ordinary

This final chapter contains no source code. I’m not even going to talk much about the cocos2d engine. Instead, I’d like to focus on where you can go after you’ve read this book—for example, to ask questions and to learn more. But you should also investigate which technologies may be useful to implement in your game, such as advertising, analytics, one of the many social networking libraries, and even server technology used in persistent world games.

Everything you ever wanted to know is probably somewhere on the Internet. It may simply be hiding. If you want to know where to find art, audio, and freelancers, I’ll provide good starting points. And I’ll continue to provide more information and links on my blog, so be sure to visit my web site, at www.learn-cocos2d.com.

I’m also giving you a glimpse into marketing and public relations in this final chapter. Those are topics that are often asked about, full of mystery and misunderstandings. They include working with a publisher and how you can benefit from such a relationship and also how to market your game and yourself.

For an independent developer, it’s very important to be recognized by the community as a creative, enthusiastic game developer and to connect with the community. All of your social networking efforts will then help you promote your game simply by being able to reach out to more like-minded people. If you can build a network of followers, the success of your game will follow. A lot of people get that mixed up and think it’s the other way round. It’s not.

You’ll also learn about the reference games and apps made available with cocos2d. They’ll give you a good impression of what’s possible with the cocos2d game engine and also what you can achieve as an independent developer. One of the most exciting learning tools is other people’s source code, so I’ve included a list of commercial cocos2d source code projects that are on sale for exactly this reason.

Most of all, out of the ordinary should be the guiding principle for whatever you do. Create something that’s different, and don’t be afraid to be different.
Additional Resources for Learning and Working

The purpose of this section is to help you find answers to your questions, get support for a particular problem, obtain more source code to learn from and base your own games on, and of course introduce you to all the cocos2d tools and some of the best cocos2d reference games.

It is also the purpose of my blog at www.learn-cocos2d.com/blog. You’ll find the latest updates and cocos2d game development tips and tricks in my blog where I post a new article on average once per week.

Where to Find Help

Whether you are facing a technical problem that you can’t solve on your own or need more people to work on your game, you can get help. In addition, if you’re looking for art, audio, or tools, I know just the places where you can find what you’re looking for, or at least where you can begin your search.

**TIP:** If you get stuck and you don’t know what else to try, it can help to just write down what the problem is, what you’re trying to achieve, and what you’ve done so far. Most of the time it frees your mind to think of things you haven’t tried yet, and more often than not it leads to a solution. If not, you now have a summary that you can post to a forum or Q&A site, which will help you get a good answer more quickly. The art of asking questions is all about making it easy for others to answer them.

Cocos2d Home Page

This may seem obvious, but if you have a question related to cocos2d, you should stop by and join the cocos2d community in the forum: http://cocos2d-iphone.org/forum.

In the cocos2d forum, you can ask about anything related to cocos2d. It has subforums for hot topics like audio programming, physics engines, social networks, cocos3d, and ads, as well as a general forum for Objective-C and iPhone SDK–related questions. For the most part, the cocos2d community is friendly and very helpful, and a lot of great example code and development stories have been shared on the forum.

Before asking questions, be sure to search both the forum and the official cocos2d documentation wiki: http://cocos2d-iphone.org/wiki/doku.php.

In addition, you can announce your newly released game in the cocos2d games forum. Don’t forget to also add it to the list of games made with cocos2d. You can do this on the cocos2d Games page: www.cocos2d-iphone.org/games.