

# Splash Damage

## Keeping game development creative

**Studio:** Splash Damage, United Kingdom

**Theme:** Empowering Artist Creativity

**Autodesk Solution:** The Media and Entertainment Collection

Co-Founder and CEO Richard Jolly will be the first to admit that Splash Damage has grown up a lot over the years. The studio was born out of the gaming community: the founders met online playing games, none of them had any development experience, and they worked together remotely for a year before meeting in real life. Their big break came when their first game deal came along, which allowed them to move into an office and start working together, face-to-face. Since then they have worked on games such as *Wolfenstein: Enemy Territory*, *Brink*, *Dirty Bomb*, and the *Gears of War* franchise.

While the studio has grown to a team of almost 350 people today, they have made a point to stick to their guns when it comes to their values, 'Always Learn, Always Improve'.

### Challenges

- Development requires flexibility. Game developers today need to be able to scale up and down fast to hit deadlines on time.
- As an art-focused studio, Splash Damage wants to ensure artists are continually honing their skills and empowered to put their best creative foot forward.
- From a hiring and onboarding perspective, they need to be able to bring on the best talent for the job – regardless of the tools they use.



Images courtesy of Splash Damage

### Solution

Splash Damage decided to go with the Media and Entertainment Collection because it allows them the flexibility to scale up their team as needed, continually improve their creative skills, and liberate artists to talk creativity, rather than tools.

“ I think that to be an art-focused studio, it's important that we're always honing our skills and not resting on our laurels. To not have software get in the way is really important for us. ”

- Richard Jolly, Co-Founder & CEO



Images courtesy of Splash Damage

## Benefits

### The flexibility to scale

It's not uncommon for game developers to scale up at the end of projects to get over the finish line. Often, Splash Damage has to bring on as many as 10-15 people for that final crunch. The studio handles this fluctuation by using subscription licensing to their advantage.

“In the past, [scaling up] would've required a really large capital outlay, whereas now we can add these licenses short-term to the seat count, so we can pay just for what we need when we need it.”

- Ben Hopkinson, VP of Information

### Being an art-focused studio

Splash Damage believes in expanding their knowledge and striving to learn more. As the industry becomes more competitive, they recognize the importance of honing their skills to set themselves apart. The collection was an ideal choice for Splash Damage as it provides their artists with a suite of tools to continually grow their capabilities. Having subscription licenses also means they always have access to the latest features and updates as they're released.

“Learning doesn't stop when you leave education. Things are changing on a month-by-month basis, to the point where you have to keep your skills honed.”

- Richard Jolly, Co-Founder & CEO



“With the Media and Entertainment Collection, the benefit is that if we have some downtime, an artist can teach another artist how to use 3ds Max or how to use Maya, and they can further build on what they know already.”

- Lily Zhu, Lead Environment Artist



### Empowering artists with a choice of tools

Splash Damage empowers their artists with the tools they need to get the job done and the freedom to make creative choices as they see fit. This mindset drastically increases productivity for the studio as employees use tools that they are familiar with.

The collection also enables them to hire the best talent for the job, regardless of their preferred creative tool, and makes the onboarding process easier, so they can quickly ramp up for large projects and that final crunch at the end of game development.

“Having the freedom to use whatever tool you need to use means, ‘Yeah, sure, I can do this.’ As long as I have the tool, I always can do this.”

- Lily Zhu, Lead Environment Artist

## Learn More

Learn more about why Splash Damage chose the Media & Entertainment Collection on [AREA](#).

Get access to the creative tools used by top game developers in the [Media & Entertainment Collection](#).

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