For visual novel games, core creators such as the scenario writer and the original image artist tend to have a very prominent presence. In fact, the popularity of a new work largely depends on the past reputation of the core creators. That means core creators will put their stamp not only on individual elements of a game but on the entire game. One consequence of this is that creators who have a successful work under their belt find it relatively easy to strike out on their own, relying on their reputation to get more work. Conversely, bringing in one of these independent creators is an easy way for developers to hitch their game to an already successful creator’s reputation. It is not unusual for independent creators to join a development company’s original project.

1. Uneven schedules + single-game pipelines

When it comes to music, cinematic sequences, the surroundings of the system, and so on, demand for work is concentrated at particular times and almost nonexistent during the rest of the development period. A major company with multiple games in the pipeline can continue to provide work to music or video creators by shuffling them between projects. However, since most visual novel games development companies are micro-enterprises that focus on only one game, they must rely on outsourced staff for this kind of work. Some development companies do produce cinematic sequences or music in-house, but in such cases, the creators of these elements are kept busy with writing or graphics-related work during times when there is are no cinematic sequences or music to create.