

GDD 450 Pitch and Inception Doc

Due: September 14, 2015, 8:00 AM

All items and details subject to change – always check with instructor and deadlines for dropboxes in D2L (Learn@UW-Stout)

Overview

Minimally:

Create an original game pitch. The idea should be uniquely your own

Create a 4 to 7 minute presentation and an inception document

Completion of the minimal will, at best, result in a grade of C

Things that get better grades: Completion of extras, getting ahead of schedule, exemplary execution...

The Short of It

Create a 4 to 7 minute game pitch presentation and be ready to present in class

Create an associated Inception Document

Maximum length 2 pages (*prefer 1, if possible*)

Details

Inception Document:

See example below, look online for more. Note the content/information that is typically presented, and how. Intent: capture the attention, hold it, and sell the game idea.

Presentation:

An elevator pitch would be a good place to start

Content is similar in scope to the inception document (example below)

Intent Again: capture the attention, hold it, and sell the game idea

A mockup prototype is not required, but may be useful.

Assumed audience for both is a potential investor/producer, wise in the way of games.

The game should be:

Feasible to create with the resources and people in your class (in the time available)

Creative and Exciting (something you AND others want to work on)

Have something unique (what makes it better/different than everything that already is)

Having a story/narrative (of some kind) also helps

Turn-In Directions

Correctly submitting your work is worth 0 points

but if not done correctly will likely result in nothing to grade.

Material Files to Submit

Before the due date, turn in:

Presentation (*as pptx or other instructor approved*)

Inception document (*as a docx or pdf or both*)

An example of the layout of an Inception Document follows

--- you may alter/create/use your own format, it is only an example, be creative.

More examples may be found online (D2L)

Ask questions when needed.

Working Game Title

Your Name and email address

The Introduction and/or Marketing tagline goes here. This is the catchy line or two that attracts attention and really makes the reader want to find out more!

Genre: Perhaps a genre?
Platform: PC, iOS, Wii, Xbox...

Description: Describe the game to the reader as if they are the player. Do this from the second-person perspective (you). This description should be very exciting and thrilling. You will find it can then be a mesmerizing and imagination capturing storyline for your game. It should tell of grand adventure and daring deeds. Detailing how you will experience all the adrenaline and spine tingling sensations that can be imagined as you explore and do great and magnificent things. It might start with words like: *It was a dark and stormy night, you were out by the... when... You now find yourself...* This description should be a single paragraph.

Key Game Features

- Create a list: List the unique and interesting aspects of your game
- Sell your game: Be descriptive. Look at as many examples as you can
- Keep it brief: Keep the list around 5 points, never more than 10
- Use visual enhancements: Images may complement these bullet points nicely
- Define your game: These points are the what, how, and why your game should be made
- Summarize your items: Each bullet might be a topic word or two, followed by a description

Gameplay: Beyond the above there should be a paragraph or a diagram or both or something more to give the feel of how the game will actually play. Typically this is addressed in a description or outline of game mechanics, user interfaces, and descriptions or presentation of game images, videos, sounds, and music. Sometimes it will include a comparison to existing games to convey such ideas, be sure to identify how your game is different though. Also make mention of networking and multi-player abilities if needed.



You have 1 to 2 pages to sell your game. The above is minimal. Organize the information well. The above is only ONE way to organize things. Rearrange things. Use more images. Highlight differently. Apply different fonts. You can use document layout, font selection, and other subtle details to imply additional aspects of your game. You do NOT have to use two pages, sometimes one is enough.

On the next page several additional topics are presented. You should carefully select if you will mention any, all, or none of them in your document and how detailed you want to be. Focus on things that will SELL YOUR GAME IDEA. Be certain you are conveying the LOOK and FEEL of the game. Know your audience. Guide them to the desired conclusion of how great your game is.



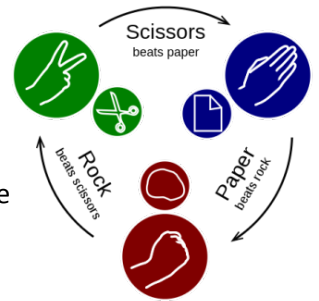
This page is the "STANDARD" CONTENT for an Inception Document
 – all these points MUST be included in yours. Alter the layout, font, anything as you desire.
 But cover the content in full.

Inception Document Template Example

GDD

Game Mechanics: Core Gameplay and Game Flow

In a paragraph or less describe the essence of the game. These will be words from which the design grows. This is a more technical (non-narrative) description. Game flow may be illustrated with a diagram or words or both. Trace the flow of gameplay with a description of player activity. Focus on the progression of challenges and entertainment. Be specific about what the player does. Do not describe the GUI. Describe what the player can and will typically do. The game flow activity should be an extension from the core gameplay.



Having an explicit description of the game's rules is also valuable: What can the player do? What is the nature of the game's environment? What does it do?

Important parts of Game Mechanics include:

Points/Scoring ← This really should be addressed in every Inception Document

What are the players trying to accomplish? How will they know they succeeded?

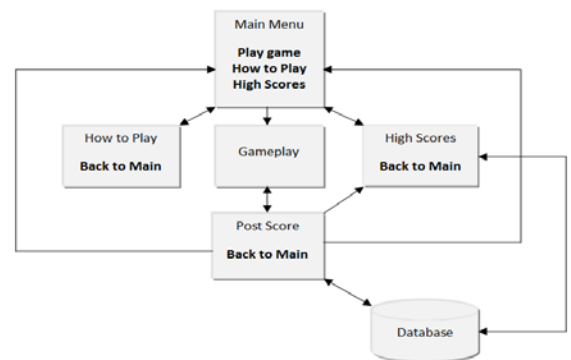
Is it score based? How is the player scored? What achievements do players get as they play?

Endgame ← This too should be addressed in every Inception Document

How does the game end? How does the player win? How does the player lose? Can the game be played again? Why would it be played a second time?

User Interface

You may provide a flowchart to demonstrate how the player will navigate through various screens. You may use mock-up sketches to illustrate your main gameplay screen and the information it will convey to the player.



Art and Sound

Art style can be described in words or implied by included artwork. The use of sound in your game will require words (voice acting, sound effects, music). If sound is going to be a major component of your game then describe how it will be. Discussion of cut scenes, or other video playback within the game, may also be useful.

Story

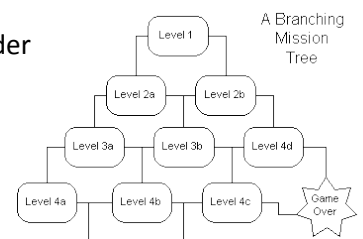
A synopsis of your game's story is good to have. This is implied greatly from the above descriptions. Additional details may be explicitly mentioned – briefly. Leave room for adaptation. Story provides context for how the player got to where the game starts and how they will win or lose or forever play the game.

Levels

What are levels in your game? How does the player go through them? Is a specific order required? What, if any, level defines the "end?" How does the player get there?

Meta-Purpose ← May offer new context to re-task or reuse old/proven game setup

Does the game have educational or training aspects to it? Does the game test a new interface? Does the game trick players into accomplishing something that is beyond the explicit game?



Schedule, Personnel, Tools, and Asset Requirements

What is needed to make this game? How long will it take? How much will it cost? Will support tools need to be created (e.g. level design tool)? How many people (of what skillsets) will this require?

All items on this page are optional points for an Inception Document - Detail and inclusion of any/all of these varies. Decision of what to include is based on what will "sell" the game.