



Working Game Title

Game Pitch

by

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- What follows is a template
 - There are MANY ways to organize this type of presentation
 - There are many ways to convey the information
- Simple outline:
 - Step 1: Tell them your game is a great idea
 - Step 2: Show them why/how
 - Step 3: Summarize to them you have now proven your game is a great idea
 - Step 4: Tell them they want in on this great opportunity

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- Critical information to include

- Game Name

- and Your name and contact info

- One-Two Liner Marketing Description

- Genre, Platform

- Description (narrative)

- Key/Unique Game Features

- Core Gameplay (technical description)

- Rules, goals, “win/lose” conditions, points, scoring...
- General walk through of game flow

- Art Style

- Implicit and/or explicit description
- Feel of the game’s appearance/nature

Elevator pitch
can summarize all this

This is an extended version
-- it may not need to be

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- More optional information is
 - User Interface
 - Usually changes during development, regardless of pitch
 - Useful to show how the gameplay might work
 - Sound
 - While optional for a pitch, it could sell it
 - Story
 - Explicit details are not needed
 - Descriptions usually imply
 - Extra detail typically not needed for a pitch, but might sell it
 - Levels
 - Implicit in game mechanics and flow
 - Extra detail may be useful
 - Meta-purpose
 - May or may not be one, if there is then mention it

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- More optional information is
 - Schedule, Personnel, Tools, Asset Requirements
 - Good to have to handle questions (may not need explicit inclusion in pitch)
 - May give a feel of how things will work and can be done
 - Useful in proving the game idea is reasonable and can be successfully implemented
 - Comparison to existing ‘competition’
 - Useful in QUICKLY establishing feel general idea of game
 - BUT might make it seem like just another knockoff
 - HIGH RISK if your unique points are difficult to see or poorly explained
 - May help establish feasibility of successful completion
 - But there are other ways to accomplish that
 - May be required if you have limited time (or a dense/slow audience)
 - Other items
 - Unique points should be explained and sold
 - They might not fit into the typical description or may need more emphasis

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- In sum of what MUST be included
- Cover the critical stuff
 - How and how detailed is up to you
- The optional stuff
 - You know your game idea
 - You likely are the only one who knows it
 - You must decide what will sell it
 - Knowing your audience helps
 - What they like
 - What they want to achieve

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- Advice:
 - Say what must be said as clearly and succinctly as possible, say no more

 - You WANT questions
 - Lead the audience to ask them
 - Be ready to answer them
 - Even the ones you did not want

Working Game Title

- *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...



Working Game Title

Description (narrative)

- 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.
- Remember the visual aspects too
 - Use them well throughout the presentation

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Key Game Features

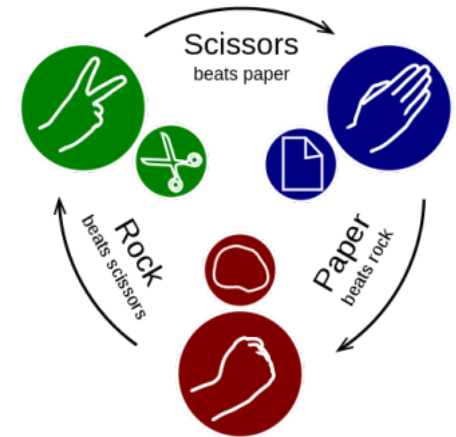
- Key Game Features
 - Create a list
 - List the unique and interesting aspects of your game
 - Sell your game
 - Be descriptive. Look at as many examples as you can
 - Keep it brief
 - Keep the list around 5 points, never more than 10
 - Use visual enhancements
 - Images may complement these bullet 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



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Game Play Description

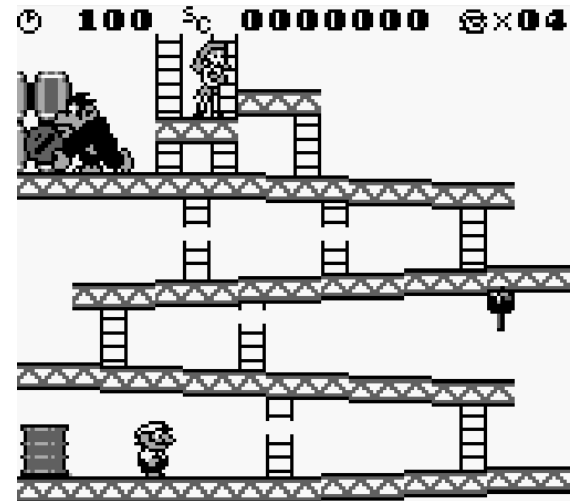
- **Game Mechanics: Core Gameplay and Game Flow**
 - In a paragraph or less describe the essence of the game.
 - These will be words from which the design grows. This is a more technical (non-narrative) description.
 - Game flow may be illustrated with a diagram or words or both.
 - Trace the flow of 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 (do that elsewhere if at all)
 - 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?



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Gameplay (good to have)

- **Within ‘gameplay’ include:**
 - Points/Scoring
 - 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?
 - End Game
 - 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?
- A “sketch” prototype might be useful in establishing this and other gameplay aspects
 - A video showing the prototype being played could be useful
 - If comments were made as it played through
 - Or if gameplay basics were discussed prior to playing it



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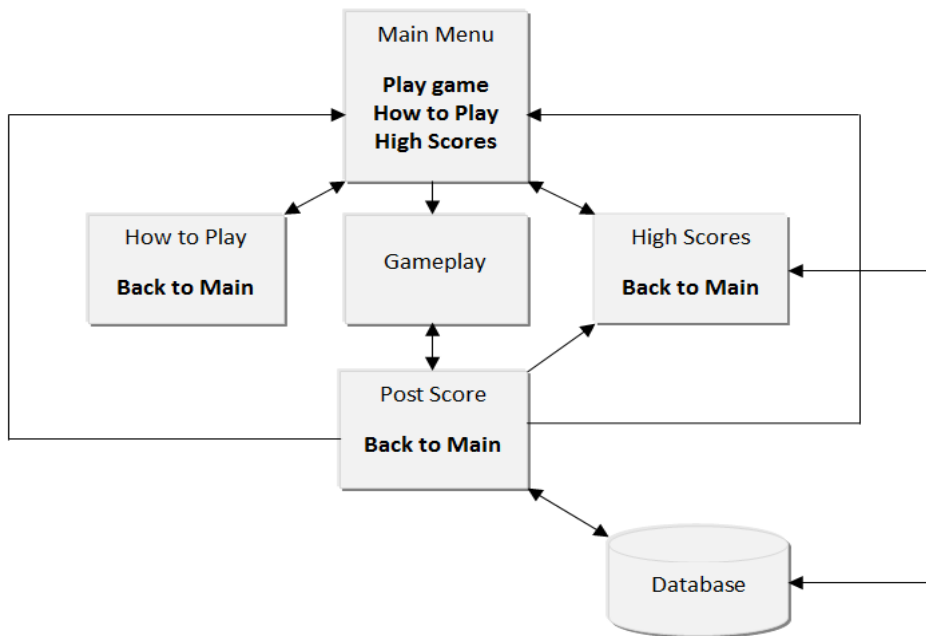
- Add detail as needed, things such as:
 - Game Mechanics
 - Additional details for clarity or demonstration of FUN/unique
 - Core Gameplay and Game Flow
 - User Interface
 - Art and Sound
 - Story
 - Levels
 - Meta-Purpose
 - Schedule and Planning
 - Personnel
 - Tools
 - Asset Requirements
- Emphasize the UNIQUE and FUN parts of your game
 - Show how and why they are so
 - Make the FEEL of your game clear and obvious

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Optional Extra Information As Needed

- **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.



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Optional Extra Information As Needed

- **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/show how it will be.
- Discussion of cut scenes, or other video playback within the game, may also be useful.

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Optional Extra Information As Needed

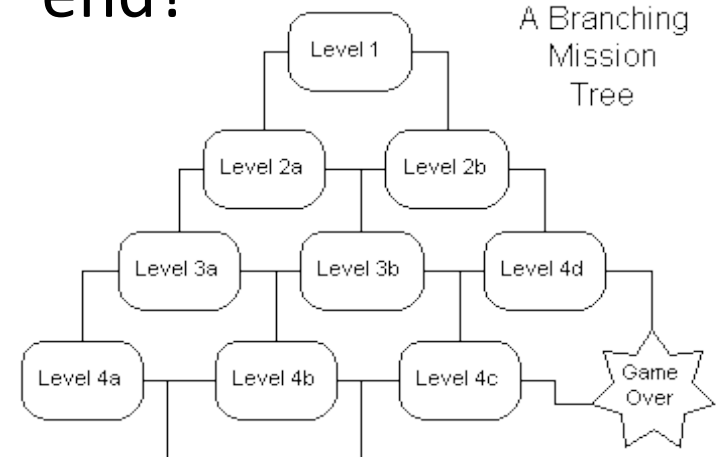
- **Levels**

- 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?



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Optional Extra Information As Needed

- **Meta-Purpose**

- 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?

- A meta-purpose may offer a new context to re-task or reuse an old or previously implemented game setup
 - i.e. A “new spin” on an old idea

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Optional Extra Information As Needed

- **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?
 - Can/will the game make money? How? Why?

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Optional Extra Information As Needed

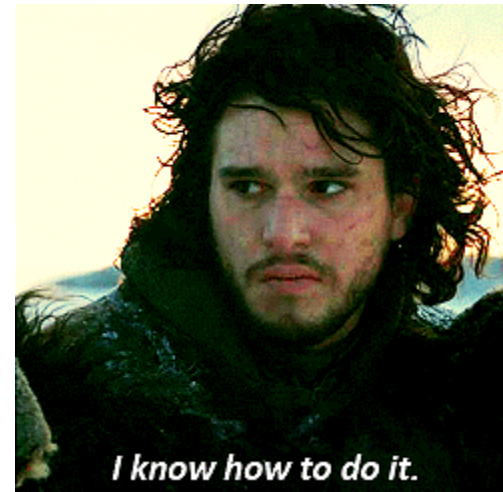
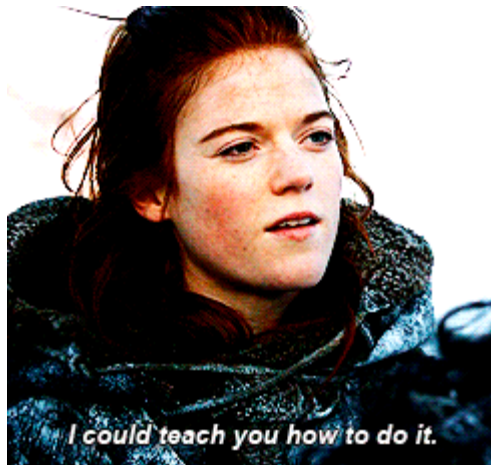
- **Story**

- 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
 - BE BRIEF
 - 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.

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Optional Extra Information As Needed

- In the end
 - Sell your game
 - Convey the idea and feel



Working Game Title Summary

- **Summary**

- This game will be **AWESOME**

- It has many opportunities
- It has **AMAZING** gameplay



- I look forward to working with all of you!

- This class will be **GREAT!**

THANK YOU

