

## **Safari Snapshot Promo**

### **Context:**

This video is going to be a promotional advert for a game called “Safari Snapshot”. The ad is designed to be shown to teachers as a way to convince them to buy the game and use it to teach their students about animals. The voiceover vibe for it is kinda playful and kid-friendly but at the same time professional because it’ll be shown to adults as an advertisement. Thank you so so much again for doing this! I really appreciate it. The deadline for it is monday or tuesday but as soon as possible is best.

### **Script:**

Hello and welcome to “Safari Snapshot”, the game where a fully-fledged animal safari is only a click away. Developed with teaching in mind, “Safari Snapshot” is designed to supplement your lessons and help to enhance your students’ understanding of animals. This video will highlight some of the key features before previewing gameplay footage.

Let’s start at the beginning: the player begins their adventure in the main village, this is where various quests are handed out. Each quest requires the player to embark on a journey into the vast safari landscape to find a specific animal and take a picture of it using the in-game camera. Each quest requires players to correctly identify an animal, using clues that increase in difficulty as the student plays on. Easier quests will give the students the name of the animal upfront, while harder quests may only supply specific pieces of information about the animal. This requires students to remember what they were taught in class and use critical thinking skills to correctly identify the animal using only key features about them.

After a quest is accepted, students will have to leave the village and explore the vast safari landscape. Let’s take a closer look at what this landscape is like. The main playing area is modeled after what an authentic african safari looks like. Everything from the lakes and beaches, to the flowing clouds and tall grass has been designed to be as close to real life as

possible. In addition, the map is entirely open to players which allows them to explore even when they are not actively engaged in a quest.

Inhabiting this land is over a dozen different species of safari animals. Utilizing a complex system of artificial intelligence, each animal exhibits unique and complex behaviors that are designed to mimic their real-life counterparts as closely as possible. Each animal inhabits different sections of the map that correspond to their real life sub-biomes. In addition, some animals can even be fed using bait that students receive as a quest reward. By utilizing this realistic system, the game provides the opportunity for students to see the lessons they learned in class play out right in front of them!

With the students at all times is their trusty camera. When a picture is taken, the animal in frame is identified and compared to the animal required by the quest. If it matches up, the quest is marked as completed and the student may go back to the village to start another quest. This feature allows for the most creativity, as each student is allowed to approach the photography in their own unique and personal way. In addition, students are encouraged to take photos even when they aren't required by the quest, just for fun. These photos are viewable in a photo gallery and are accessible to the instructor.

These are the core features of safari snapshot. Together, they allow for a cohesive and complex learning experience that your students are sure to enjoy. Without further adieu, we present to you some in-game footage where you can see all these components in action. Thank you for your consideration, we hope that Safari Snapshot can find a home in your classroom.

*This segment is separate and will be played after the gameplay demo is over:*

Thank you for watching this showcase of Safari Snapshot. Our team has worked very hard on this project and we are exceptionally proud of the product that we were able to create. If you are interested in utilizing this program in your classroom, please contact us. Thank you, and have a wild day!