**Pitch ideas for Abyss**

Use the elevator sales idea – i.e. try to pitch your idea to a person in the elevator, where you have the time it takes to get on and off an elevator ride to convince the person to invest into your idea

~ 2 seconds

Use trite tropes, i.e.  *Viva Piñata: Party Animals was "Mario Kart meets Mario Party in an episode of The Amazing Race"*

**Example**

Abyss: is “*Zork meets Undertale in an episode of Amnesia: The Dark Descent*”

**Full Pitch**

**Time**: ~~30 minutes to an hour or more~~ 20 minutes

**When**: Prepare your Full Pitch when you believe you have fully developed your game concept

**Goal**: Communicate your concept and convince the person you’re pitching to that your game should be made

**Tools**: You, your ideas, your body language and your voice plus ‘props’ to support your pitch like sample art, diagrams and even a playable game demo

**What To Cover**

**Opening**

* **Introduce yourself**
* **Game Title** – it should be memorable and appropriate to the game
* **Core Concept** – Be prepared to describe what the game is about in one sentence and in one paragraph.
* **Target Audience** – Who is the game designed for? Young kids, older kids, adults? Boys, girls or both? Is the game designed for hard-core players who like deep, highly challenging games or casual players who like to play a little bit each day? Don’t say “everyone”!

**Platform** -- Is the game designed to be played on a game console? A mobile device? The web? A good game design targets a specific platform and uses the capabilities of that platform to its advantage.

**Genre** – What kind of game is it? Popular genres include action, adventure, sports, strategy, puzzle, racing, platformer and role-playing. Is the game a mix of genres (e.g. action-adventure or a clever combination that’s never been tried before)? Or maybe you have created an entirely new genre! Use well-known games as examples if it helps you get your point across.

**Gameplay**

**Core mechanic** – What does the player do in the game? This is often best described through active verbs like running, jumping, racing, counting, puzzle solving or exploring.

**Goals** -- What is the player trying to accomplish in the game (i.e. what is the ‘win state’)? What does he or she have to do to achieve that goal? What barriers or obstacles exist that make achieving that goal difficult? How can the player fail at achieving the goal(s) (i.e. ‘loss states’)? What kind of feedback does the player get on progress towards the goal? How is the player rewarded when a goal is achieved?

**Components** -- what kinds of things are there in the game, for example enemies, objects in the environment, power-ups, points, etc. What do they look like? What do they do? How can the player interact with them?

**Controls** -- How does the player control what happens in the game? What does pushing a certain button on the controller do? Can the player move a block by touching the screen and dragging it?

**User** **experience** -- When the player starts to play the game, what steps do they follow? What screens will they see? How are levels in the game structured? How does the player move from one part of the game to the next?

**Characters, World and Story** -- Not every game needs characters and stories – for example, many puzzle games don’t have them -- but if your game does, this section should describe them. Does the player have an avatar? Does the character get help from other players? Are there non-playing characters (NPCs) or other live players (for example, in a multiplayer game)? Are there enemies? Does the game have a story? Is there a fictional world or setting for the game that we should know something about? Sample artwork to show what the characters and world look like can be a big plus.

**Visual Style** – What does the game look and feel like? Where does the game take place: in the real world? A fantasy world? Space? Underground? In the past? In the future? Is the game a 2D world? A 3D World? What does the art look and feel like: is it gritty and realistic, beautiful and fantastical or something else? Once again, sample artwork can really help!

**“Tilt” – What makes your game special?**

What makes your game different?

Why would someone want to play it?

Why should we care about it?