**(Game Title)**

# **Index**

[Index](#niovi6truei1)

[Change Log:](#zida1vue7ey2)

[Game Type:](#eiiuys77a2is)

[Player Cycle:](#cz610r1devj5)

[Quick, basic gameplay flow and cycle for the user(s).](#bookmark)

[Win/Lose States:](#hq4c08e6rbud)

[Selling Statement & Innovation:](#q293xfu6lc6x)

[Difficulty Settings:](#anfobo24y62b)

[Tech Challenges:](#q9h99jxjtqrl)

[Visual Aesthetic/Theme:](#n0unxge8o6mb)

[In-game purchases/DLC:](#fb0olqxukeuq)

[Terminology:](#ewxloonpx)

[Game Term 1](#p6ad5kfce1ag)

[Game Term 2](#beg31svn0rlk)

[Game Flow:](#t1xzlf9wr0sn)

[Game Flow (Summary):](#wwqx7sr8ac1)

[Game Scenes:](#zp693azbe0)

[Game-Specific Mechanic Description 1:](#gcehogq0z4n)

[Game-Specific Mechanic Description 2:](#f8ztp2nx7scz)

[Stretch Goals:](#cbpeaxq5tfzc)

# 

# **Change Log:**

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# **Game Type:**

Base game type and description. What’s the unique mechanic(s)?

# **Elevator Pitch:**

Describe your game in 2-5 sentences, or within 20 - 30 seconds.

Feel free to make a shorter pitch to be used repeatedly at expos and a longer one for actual pitches, but still keep it short!

# **Selling Statement & Innovation:**

What makes this game stand out from the crowd? What makes someone stop and pay attention? Where do you currently see the most potential for innovation in the market that this game addresses?

# **Visual Aesthetic/Theme:**

What is the unique look and feel of your game? What makes it stand out from all the rest? Unfortunate or not, unique visual hooks are what grab a stranger’s attention and turn them into a player. While strong unique mechanics are the first true foundation of any game, lacking a cohesive visual aesthetic can mar sales and marketing, especially around release.

# **Tech Challenges:**

What technical challenges do you believe will slow the pace of production? What new systems will have to be created that will take additional time to produce? Are there similar systems in our library that you can pull from/innovate upon in order to more quickly execute this new system?

# **Terminology:**

List all of the words/terms specifically used for this game. These are essential for communicating consistent ideas with a shared vocabulary during development.

## **Game Term 1**

Game Term 1 description

## **Game Term 2**

Game Term 2 description

# **Moment-To-Moment Summary of Player Loop:**

## The quick, basic gameplay loop the for the user(s) playing the game. What are they doing moment to moment?

*Examples:*

* Collect coins, avoid enemies, jump over platforms, and reach the end of each level.
* Kill enemies, gain experience and money, upgrade skills in shop, kill stronger enemies
* Put on headset, hide objects, set traps, switch headsets
* Put on headset, find objects, avoid trap

# **Win/Lose States:**

What it takes to win and lose the game.

# **Game Flow (Description):**

Here you can describe the entire gameplay flow in better detail.

# **Game Flow (Flow Chart):**

Take what you wrote above and visually show the flow of the game in a flowchart:

(Image of Flowchart)

# **Game Scenes:**

List the planned game scenes:

1. Menu *(example)*
2. Level Select *(example)*
3. Hallway Scene *(example)*

# **Game Mechanic Description 1:**

Here you can describe a game-specific mechanic.

# **Game Mechanic Description 2:**

Here you can describe a game-specific mechanic.

# **Balancing Difficulty and Challenges:**

Pre-set difficulty modes? Modular/customizable difficulty? Physics-based difficulty?

# **In-game purchases/DLC:**

Does this game have any plans for additional or downloadable content for purchase?

# **Stretch Goals:**

Here you can list any stretch goals or ideas that may fit outside of the initial pitch.