

Game Concept Document Template

This template is not a complete Game Design Doc, but rather a tool to be used to outline and pitch new game ideas.

Game Title & Tagline (What's your game called? What sticks in people's minds?)

Describe this section here. Use bullet points, examples, or sketches where possible.

One-Line Pitch (The hook of your game. What's interesting about it?)

Describe this section here. Use bullet points, examples, or sketches where possible.

Genre(s) & Influences (What kind of game is it? Perhaps list inspirations such as Elden Ring meets Settlers of Catan)

Describe this section here. Use bullet points, examples, or sketches where possible.

Intended Players & Mood (Who is going to play this game? How do we want to make them feel?)

Describe this section here. Use bullet points, examples, or sketches where possible.

What Makes It Special (What's unique about this? Why should people play your game over other games)

Describe this section here. Use bullet points, examples, or sketches where possible.

Snapshot of Player Experience (What can a player expect to be doing? What are their goals, obstacles, and tools to overcome them?)

Describe this section here. Use bullet points, examples, or sketches where possible.

 **Game World & Narrative Style (Where does this game take place? How does the player experience the story?)**

Describe this section here. Use bullet points, examples, or sketches where possible.

 **Visual Style & Mood (What does the game look like? Realistic, stylized, 2d, 3d etc.? Add Concept Art If You Have It)**

Describe this section here. Use bullet points, examples, or sketches where possible.

 **Sound Identity (Music / SFX Direction. What does it sound like?)**

Describe this section here. Use bullet points, examples, or sketches where possible.

 **Core Gameplay Loop(s) (What are the player's main actions and feedback and how does it repeat? What is the moment-to-moment gameplay? What is the player doing and why? Include flowcharts and diagrams.)**

Describe this section here. Use bullet points, examples, or sketches where possible.

 **Why It's Engaging (What emotional, psychological, or sensory rewards does the player gain from playing? How does short-term vs long-term engagement differ?)**

Describe this section here. Use bullet points, examples, or sketches where possible.

 **Target Platforms, Tech & Tools (Where will the game be available? How will it be made?)**

Describe this section here. Use bullet points, examples, or sketches where possible.

Monetization or Value Proposition (How will the game make money?)

Describe this section here. Use bullet points, examples, or sketches where possible.

First Milestone / MVP Goal (What point in development does this project/prototype need to reach to determine if the idea is playable, fun, and worth continuing? What layers are in our vertical slice?)

Describe this section here. Use bullet points, examples, or sketches where possible.