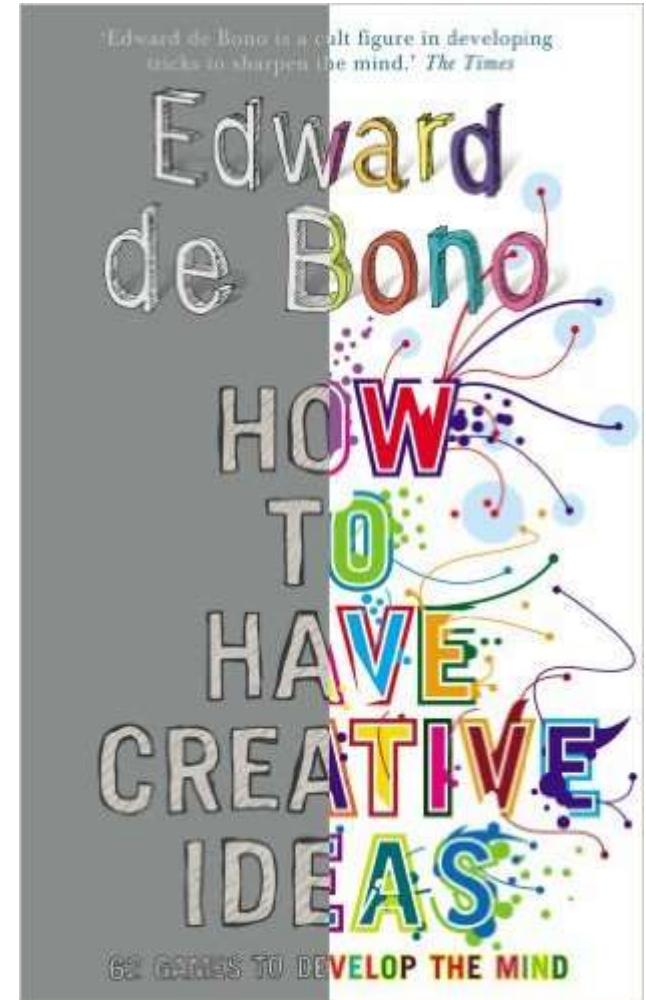


# Game Concept

The idea – How to be creative when you  
have to

# You need

- Pen
- Paper
- A device with internet connection
- The will to make a game
- Method: lateral thinking
  - Edward de Bono: *How to Have Creative Ideas: 62 games to develop the mind*; ISBN-10: 009191048X



# Method

- Taken from [thelegendofjohnny.com/tutorials/generating-game-ideas](http://thelegendofjohnny.com/tutorials/generating-game-ideas)
- Lateral Thinking
  - Helps the mind to wander
  - Digs out unusual ideas
  - Keep usually discarded (or wrong) ideas present (useful later)
- Works with random words
  1. Google “random word generator” or [creativitygames.net/random-word-generator/randomwords/1](http://creativitygames.net/random-word-generator/randomwords/1) [www.randomword.net](http://www.randomword.net) (with image).
  2. Generate 6 random words (Do not pick a set you like!).
  3. Out of these 6 words find groups of 3 linked words and write down the link in 1-2 sentences
  4. Repeat step 3 a few times with different 3 word groups out of the same 6 words.

# Example

- **WORDS:** lasso; escape; toilet paper; reindeer; press; cough
- lasso; escape; toilet paper – *Both lasso and toilet paper could be used to escape from a tall place. Only one of them with chances of success.*
- reindeer; press; cough – *If all Santa Claus' reindeers have a bad case of cough, it will be in all press.*
- lasso; escape; reindeer – *Because a lasso may be used to capture a reindeer, which naturally tries to escape of being captured.*
- toilet paper; reindeer; cough – *A reindeer with human behavior, coughing and using toilet paper to clean its nose.*
- reindeer; lasso; toilet paper – *A reindeer hero, using a lasso as a tool and toilet paper as a weapon.*

# Exercise

- 8 causal links

# Example Game 1

- *lasso; escape; toilet paper – Both lasso and toilet paper could be used to escape from a tall place. Only one of them with chances of success.*
- *You're a princess living in a castle, imprisoned by an evil witch. You need to escape through towers and walls. You will use lassos and toilet paper! But there's a problem: you have a limited amount of both. They have different characteristics: toilet paper may be used in different quantities, the more paper the thicker. And the thicker, the more it lasts without ripping. Lasso is indestructible (at least with a princess's weight), but there's not much of it. So, the game is pretty much a puzzle where you have to decide how to use your resources as you go down, risking breaking your neck, going to freedom!*

## Example Game 2

- reindeer; press; cough – *If all Santa Claus' reindeers have a bad case of couch, it will be in all press.*
- *A childish hidden object game. The intro shows a newspaper saying all Santa's reindeers have a bad case of couch, which will make it impossible to distribute gifts this year. Kids will have to help Santa as he gets the different ingredients to make a potion which will save Christmas.*

# Example Game 3

- lasso; escape; reindeer – *Because a lasso may be used to capture a reindeer, which naturally tries to escape of being captured.*
- *You're a keeper in a natural wildlife park, alone for the weekend, for some reason. This is the weekend all reindeers decided ('a la "Chicken Run") to make a great escape. You have to use your faithful lasso in different ways to get them all. Humor from the ways they try to escape (steal your jeep, disguise as bunnies, etc).*



# Exercise

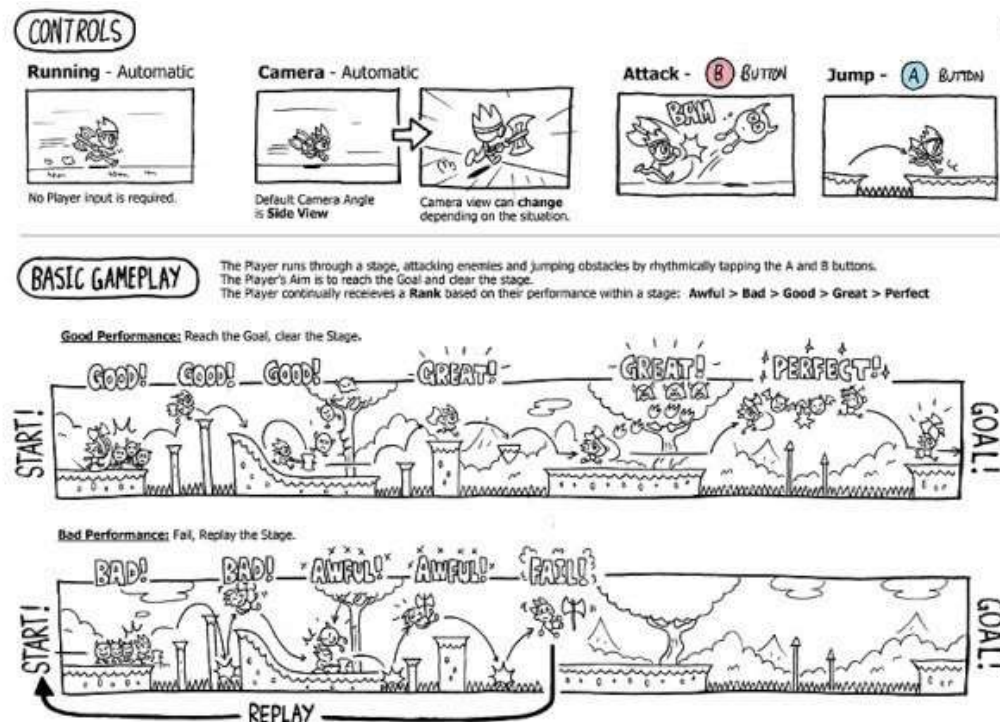
- 3 game ideas

# Game Concept

Principal points – what should be in your  
concept talk

# Goal

- Sell your idea
- Help others to get a clear picture of the game
- Sketches, visualization are worth 1000 words



# Pitch – examples

- Summarize your game in 1-2 sentences, an image, ...
- Make it come alive
- Sell it
  - *What if MacGyver and Rapunzel had a daughter, and she needed to escape the tallest tower of a castle using only toilet paper and a lasso, and somebody made a game about it?*
  - *In Grand Theft Auto, the player takes the role of a small-time criminal trying to make it big with the mob. Stealing cars, doing jobs for the gangsters and behaving generally anti-social are the way to success.*

# Pitch – examples

- *Rampage meets Black and White Creatures in a Fully Destructible Environment*



# Player motivation

- Player's role and goal
- What type of player will play the game
  - compete, solve puzzles, explore, ....
- Example
  - *The player takes the chosen princess through the entire castle, trying to escape without falling and dying. The princess jumps from platform to platform, and uses the lasso and ropes made of toilet paper, together with other objects she may pick. The player must chose how, where and when to use the toilet paper, avoiding to use it all. Each level gives the player points, which may be used to unlock extras.*

# Features

- Bullet list
- Max 2-3 sentences for each idea
- Describe look and feel of the game
  - Mental image of game
  - How is it to play this game?
- < 10 items

# Features – examples

- *Control a princess through a 2D side view castle, using the environment, toilet paper, a lasso and other objects you may find to escape an evil witch stepmother. But mind your feet: if you fall from too high, no happy ending for you!*
- *A rich, colorful cartoony look, but with some twists that make it unique, funny, and crazy. **It's like Disney's classic princess' movies on LSD.***
- *The lasso stays with you, but can only hold you for so long. The toilet paper is limited, and can be used in different folds, which define the weight it holds. Use it wisely, for the more you fold it, the faster it ends.*
- *Three princesses to chose, three different body masses, three difficulty levels. **The fatter the princess, the harder the game.***



# Design goals

- Define your aims for the game as an experience
- Define briefly how the game will achieve each goal
  - *Comedy: Beginning with a stupid premise that toilet paper can be used as a rope, and building a nonsense environment, with unrealistic yet funny elements, and "pop" references, the game wants to make the player laugh.*
  - *Durable: With three difficulty levels, and different ways to pass the levels, there's a lot of repeating value in this game. Also, the collectibles which the player may unlock with points give the player a new goal.*
  - *"Mobile": A game to be played "on the move", whenever and wherever the player has 5 minutes, with short levels and able to be saved at any time.*

# Concept Examples

- <http://thelegendofjohnny.com/tutorials/high-concept>
- <http://eriq.lecture.ub.ac.id/files/2012/03/High-Concept-Documents.pdf>
- <http://www.jason.cootey.com/highconcept.html>
- <http://www.gamepitches.com/>
- <http://www.cs.cornell.edu/courses/cs3152/2013sp/assignments/assignment2.php>