

Name of Game

"YOUR GAME IN ONE LINE" (Witcher e.g.: "Skyrim, but with Story of Game of Throne")

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Short abstract of the game (max 150 words)

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1 Overview

Main features and aspects of your game on a first page, describing story elements. -> "selling page", publisher should be able to decide after reading this single page whether to buy in or not

1.1 Main Concept

describe you main concept in one paragraph

1.2 Unique Selling Point

describe you unique selling point in one paragraph

2 References

research on similar games, what are the core features, how does your game differ?

3 Specification

description of target group, platform, art style, who to attract of how to attract

3.1 Player(s) / Target-group

who is the target group?

3.2 Genre

what is the genre of the game?

3.3 Art Style

the art style of the game?

3.4 Forms of Engagement

thinking of Hunicke's 8 kinds of "fun" - what would you like to focus on?

(1. Sensation - Game as sense-pleasure 2. Fantasy - Game as make-believe 3. Narrative - Game as drama 4. Challenge - Game as obstacle course 5. Fellowship - Game as social framework 6. Discovery - Game as uncharted territory 7. Expression - Game as self-discovery 8. Submission - Game as pastime)

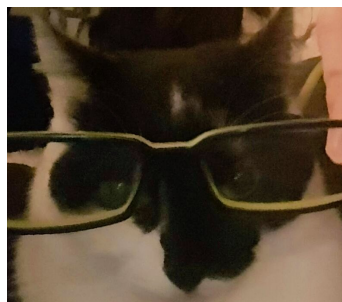


Figure 3.1: Art example

4 Gameplay and Game Setting

be specific about the core game features

4.1 Mood and Emotions

what mood and emotions does the game create

4.2 Story

the story of the game

4.3 World/Environment

what is the settings of the game

also, add here a map of your environment or a picture of your world if necessary

4.4 Objects in the Game

what objects will be in the game?

4.5 Characters in the Game

who are the characters in the game?

4.6 Main Objective

what is the goal / main objective of the game?

4.7 Core Mechanics

very important section: what are the core mechanics? be specific

4.8 Controls

describe the controls of the game also, add here a controller diagram if necessary

5 Front End

description of front end such as start screen, menu screens,...

5.1 Start Screen

5.2 Menus

5.3 End Screen

6 Technology

what technologies is the game designed for, what is the target platform, what technologies are used for the development?

6.1 Target Systems

what platforms is the game designed for

6.2 Hardware

what hardware is needed to play the game? any additional interface? recommended controllers?

6.3 Development Systems/Tools

please describe the tools you are using (game engine, art tools, ..)

7 Marketing and Publishing Strategy

describe here your plan how to get attention for your game (e.g. send to youtubers, twitter strategy, events)

8 Timeline

planned schedule

Milestone	Description	Date
	Official Start Date	01.12....
1	Milestone Description ..	01.12....
2	Milestone Description ..	01.01....
3	Milestone Description ..	01.03....
	End of Project	01.04....

Table 8.1: Example Schedule.

9 Team and Credits

most important - who are you, who takes what role?

e.g. : Project Management:

Programming:

Art:

Design:

Additional Credits (e.g. sources of art, audio,..)