**Space Shooter**

**Robert Thompson**

**Statement**

Space Shooter is a first person endless runner type game where the player pilots a spaceship and shoot enemies and asteroids.

**Features**

**Features**

The rest of the first page should be devoted to a bulleted list of the key features of the

game. Each item should consist of two or three sentences, no more. Remember that

unless you have included a concept drawing, your reader doesn’t have a mental picture of

the game, so this section needs to build one for him. It’s much more important at this

point to convey the game’s look and feel than to give the details about how it works.

You’re not selling the game’s internal economy or its AI; you’re selling the player’s

experience.

Avoid letting the feature list run on to the next page, if you can. More than about 10

bullet points in a row starts to look like a mass of text to read and discourages the eye.

You might want to put the items that you think are the most fun, the most innovative, or

the most important in bold type, just as you would in a résumé.

**Overview**

In this section, beginning on the second page, you summarize the key commercial

considerations about the game: what machine it’s for, who would buy it and why, and

what you’re hoping that the game will achieve. Consider including any or all the

following items:

**Player motivation.** This is a short statement that indicates what the player is

trying to accomplish in the game—his role and goal. This helps indicate what sort

of person the player is. He can be driven by a desire to compete, to solve puzzles,

to explore, or whatever.

**Genre.** Indicate the genre of the game, or if it is a mix of genres, indicate that.

**License.** If you intend for the game to exploit a licensed property, say so here.

Also include any facts and figures about the property’s popularity, recognition

value, and appeal to particular markets—but no more than a sentence or two.

**Target customer.** What kind of person will buy this game? If age or sex is

relevant, indicate that; more important, tell what other kinds of games they like to

play.

**Competition.** Are there already games on the market like this one? If so, list their

names and indicate how this one is different or better than they are. This section

isn’t absolutely necessary, but it can reassure your reader that your game isn’t just

a copy of something else.

**Unique selling points.** What’s new in this game? How will it stand out from what

has gone before?

**Target hardware.** Tell what machine the game is intended for. Also indicate

whether the game requires or can make optional use of any special hardware or

accessories.

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**Design goals.** In this section, list your aims for the game as an experience. Don’t

just say “fun”—that’s too broad. Be more specific. Are you trying to provide

pulse-pounding excitement? Tension and suspense? Strategic challenge? Humor?

A heartwarming story? The ability to construct or create something of the player’s

own? For each item, indicate in a sentence or two how the game will achieve the

goal.

**Further Details**

In the last section, you can include additional material that you think the reader will enjoy

learning about the game. You might include notes about the characters, the artwork, the

music, the plot, or anything else that might pique his interest. Don’t add so much that it

makes the document too long, however.

**A Sample High Concept Document**

The following is an old high concept document for a simple console or arcade game. It

was written before the currently popular “extreme” sports games existed, so although this

game was never made, some of its ideas did find their way into other games.

**Street Football—2 on 2!**

**Ernest W. Adams**

**High Concept**

The game at its grittiest. No pads, no helmets, no refs, no field. It’s just you and

the guys, a ball, and a lot of asphalt. Choose up sides and go for it, two on two.

**Features**

The point of view is derived from fighting games, with large, detailed players.

You choose teams just like in real sandlot football, taking turns picking

players from the neighborhood crowd. Each person has a different look,

attributes, and set of skills. Not all the kids are available all the time.

The “field” is an urban alley about 50 yards long. Sidewalks are out of

bounds. Garbage cans, potholes, and junked cars create additional obstacles.

Tin cans mark the yard lines.

As in a fighting game, it’s the personal interactions that count. Dodging,

ducking, faking, jumping, diving, and tackling are all essential parts of the

game. Certain players have special moves or abilities.

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Five pass plays, five running plays, and the field goal make up the whole

playbook. Field goals and extra points are kicked through two guys holding

their arms out and up like goalposts.

Health meters show the players’ level of injury and fatigue. If you lose a

player, you can pick another one, but you forfeit two touchdowns.

Rules are adapted for street football: You have four downs to get into your

opponent’s territory, and four more downs to score. Otherwise, you turn over

the ball—no punting. No penalties except offsides, but expect a fistfight if it

gets too rough.

Lots of comedy touches: ball breaks a window—player flies into garbage

can—player slips and skids on oil slick—van drives down alley and flattens

football—little kid rides tricycle across the field—rival gangs appear and tag

buildings, and then disappear—nerdy bystander gets called home to supper.

**Player Motivation**

Players pick teams and try to win a 20-minute game of street football. In

tournament mode, two-player teams made up of all available players compete for

the championship.

**Genre**

Sports arcade action with strong fighting-game overtones.

**Target Customer**

Sports arcade players looking for something new.

**Competition**

None

**Unique Selling Points**

Fighting moves in a sports game

Fighter-type personalities in a sports game

Comedy in a sports game

Team selection process

**Target Hardware**

Sega Genesis or Super Nintendo

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**Design Goals**

**Simple:** Very simple play-calling combined with fighting-game controls makes

this an easy game to learn and play.

**Hot:** Fast, arcade-style action. No timeouts, no players running on and off the

field, no stats or halftime summaries: just raw football.

**Deep:** Because teams are made up of pairs of different individuals, lots of

possible teams are available. It takes a while to find the best pairings, not to

mention playing your way to the top of the championship tree.

**Characters**

Each of the characters has certain attributes that define how well he or she plays,

and each player also has a relationship with the others in the group. Characters

who are not playing can be seen watching from the sidelines, and the observant

player will notice things going on that give hints about them. Here are a few

possible characters:

**Joey:** All-American guy, a natural quarterback. Great passing accuracy,

good scrambling, good pass distance, very good speed. Not a great

receiver or blocker. Good stamina.

**Butch:** The bruiser on the block. Big and strong, hard to tackle, but slow.

Great pass distance, but poor accuracy. A fair receiver. Excellent stamina.

A loner, he usually stands by himself—he’s not especially good with any

other player.

**Dana:** She’s lithe and agile, a good scrambler, and the fastest runner of

the bunch. A good receiver and a fairly accurate passer, but her range is

short. Fair stamina. Dana is Joey’s girlfriend and stands with her arm

around him, so they make a good team.

…etc.…