

# Game Concept Document

For

Super Mario

By

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## Introduction

The game is a 2D side-scrolling platformer where players control a character navigating through a series of levels filled with obstacles, enemies, and platforms. The objective is to reach the end of each level while collecting coins, power-ups, and defeating enemies. The game is inspired by the classic "Super Mario" series, known for its precise platforming mechanics, iconic power-ups, and memorable level designs.

## Game Treatment

### Premise

Players guide Mario (or a similar character) through a series of side-scrolling levels, jumping on platforms, avoiding pitfalls, and defeating enemies like Goombas and Koopa Troopas.

### Hook

- **Classic Platforming Gameplay:** Simple, intuitive controls combined with challenging level designs.
- **Nostalgic Graphics and Soundtrack:** Pixelated graphics and chiptune music evoke the feel of retro games.
- **Power-Ups and Secrets:** Includes mushrooms, fire flowers that add depth to gameplay.
- **Replay ability:** Multiple levels with increasing difficulty encourage repeated playthroughs.
- **Iconic Characters and Enemies:** Familiar characters and enemies create a strong connection with players.

## Game Mechanics

Core concepts of gameplay, including:

### RULES OF PROGRESSION

The player moves through each level from left to right, overcoming obstacles and enemies. Collect coins and power-ups to increase the score and gain abilities. Each level ends with a flagpole.

### CHALLENGE MECHANICS

The game challenges players with precise platforming, timing, and enemy patterns. Later levels introduce new mechanics like moving platforms, and flying enemies.

## Needed to play

The game requires a PC, console, or mobile device with either a keyboard, controller, or touch controls. The gameplay involves controlling Mario's movement and actions, such as jumping and using power-ups.

## Monetization

### Production Plan

- **Game Designer:** Develops the overall concept and level designs.
- **Programmer:** Implements the game mechanics, physics, and AI for enemies.
- **Artist:** Creates character sprites, background art, and animations.
- **Sound Designer:** Produces sound effects and music that align with the classic Mario aesthetic.

### Target Audience

The game appeals to both new players and fans of classic platformers. It is suitable for all ages and designed to attract both casual gamers and those who grew up with similar games.

### Marketing Plan

Focus on online promotions, particularly through social media and gaming communities. Utilize nostalgia-driven marketing to attract older players. Merchandise such as T-shirts and collectibles can enhance brand visibility.