**Title**

*“Write your pull quote here.”*

**High Concept**

Your X statement goes here.

**Who Are You and What Are You Doing?**

Explain the player’s role, motivation, and goal.

**Interface**

Explain (or better, draw) the interface of several key screens in the game. What will the player see? Help you audience visualize what it will be like to play the game. Explain what kind of controls will be used to get the player’s input.

**Gameplay**

Explain the mechanics of the game in more detail here. Make sure to include the conditions under which you win or lose (or why no such conditions exist). Make sure to include a description of the various game modes, number of players, etc.

**Mood**

Give a brief description of the look and feel of your game, followed by some example images that are representative of that mood.

**Target Audience**

Who will play your game? What other similar games does this audience play? Why will yours appeal to them? What will your game be rated?

**Technologies**

What platform will your game be produced on? Will it be 2D, 3D, or other? What engines or other technologies will be used to create it?

**Production**

How many art assets will need to be created or bought? How many programmers will be needed? How long will it take? Break down the time and cost into phases, such as pre-production, development, alpha testing, beta testing, and release.