

Video Game Pitch Document

Game Title: The Arkan Project



Concept Overview

- **Elevator Pitch:**

The Arkan Project is a unique horror/survival game with resource management and very in-depth lore. The gameplay loop of The Arkan Project is very fun and never gets old.

- **Why will players want to play it?**

Players will want to play The Arkan Project because of the suspenseful and challenging gameplay and its interesting and engaging lore and story.

- **Genre:**

Horror/Survival

- **Target Audience:**

Teenagers and young adults who like horror games and difficult gameplay

- **Core Gameplay:**

Combat and material collection

Story and Setting

- **Narrative Summary:**

You are a police officer and you crash a helicopter in this mysterious laboratory.

- **World/Environment:**

Deep forests with mountains on all sides

- **Key Characters:**

The Boss, Steve, Julius, Anderson, Benjamin, Mystery Scott (Main Character)

Gameplay Features

- **Core Mechanics:**

Base building, collecting weapons

- **Controls:**

1,2,3,4,5,6,7,8,9 = Hotbar

W,A,S,D = Forward, Backward, Left, Right

Mouse = Camera Movement

Space = Jump

- **Unique Selling Points:**

Art and Sound

- **Visual Style:**

The world will be relatively empty and apocalyptic like The Legend of Zelda: Breath of the Wild. The game will have darker lighting to create suspense. The game will also have a visual style very similar to that of Call of Duty: Zombies.

- **Audio Design:**

Music and sound design will be used to create suspense and the development team will create all of the sound effects and music themselves and will not use any online stock sound libraries, other than BandLab's MIDI library.

Market Research

- **Competitive Analysis:**

The Arkan Project has similar music and map design as The Legend of Zelda: Breath of the Wild, similar gameplay as Sons of the Forest, and similar aesthetics as Call of Duty: Zombies, with outstanding lore and character design on top of that.

- **Player Motivation:**

Owen will personally threaten and harass the player to play the game and we will infect your computer with malware if you do not finish the game within a set amount of time.

Development Plan:

- **Team Roles:**

Eli W: Sound Design/Lore, Map Design

Henry B: Composer, Animation, Logo/Character Design

James S: Modeling, Map Design

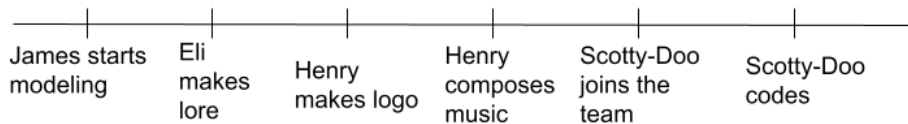
Owen T: Sound Design

Scotty-Doo: Animation, coding

- **Tools/Software:**

Unity, Tinkercad/Blender, Github, Audacity/Bandlab, Photoshop

- **Timeline:**



Monetization and Distribution

- **Pricing Model:**

Free on Steam

- **Platform:**

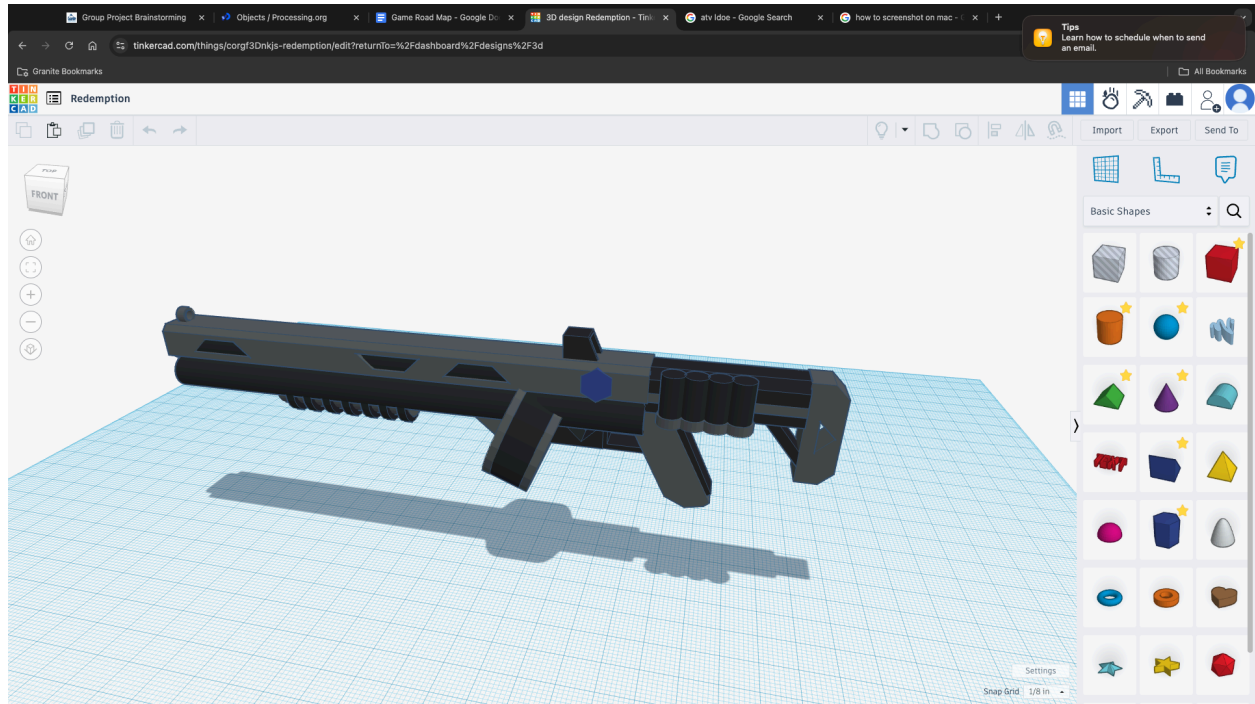
Steam

- **Marketing Strategy:**

We could market and advertise our game on social media, including TikTok, YouTube, and Instagram. This will help our game spread via word of mouth for free.

Mockups and Illustrations

- Include any concept art, sketches, or prototype screenshots that illustrate your



Appendices

- **Include any additional information, such as gameplay flow diagrams, level design**

This game will have a mix of slow, horror sections and fast paced combat in small rooms and an open world