

Video Game Pitch Document

Game Title: The Arkan Project



Concept Overview

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

Players will want to play The Arkan Project because its interesting and engaging lore and story with simple game play.

- **Genre:**

Base defence with light exploring.

- **Target Audience:**

Teenagers and young adults who like story and difficult gameplay

- **Core Gameplay:**

Combat, base defense and material collection

Story and Setting

- **Narrative Summary:**

You are a soldier boy 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

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. Hades with less vibrant colors.

- **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:**

Engaging story and gameplay

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

Paul Tokhtuev: coding

- **Tools/Software:**

Unity, Blender, Github, Audacity/Bandlab, Photoshop

Monetization and Distribution

- **Project Budget:**

The project budget will be 0 as we are going to use free software and post it on a free distribution website.

- **Pricing Model:**

Free on Itch.io

- **Platform:**

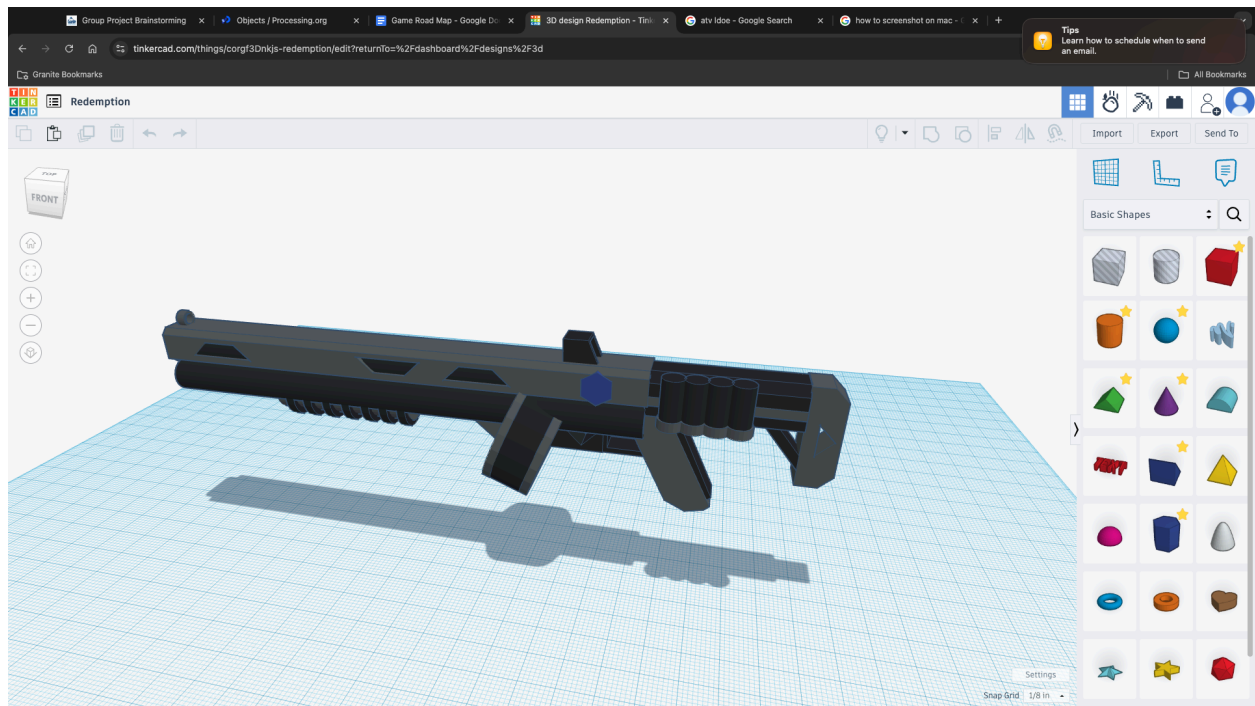
Itch.io

- **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

It will include base building and defense and combat.

Project management

We will be using trello to assign task to people and make deadlines.