

Concept Document

Title Page

Actually make a separate page out of this, as a cover sheet for the document. The title page includes general information about the game:

- Game Name:
- Game Logo
- Game Catch Phrase:
- Document Type:
- Document Version:
- Game Document Author:

Introduction

The introduction should include a brief sentence or two about the game, its genre, player type, technical form, references and theme. Everyone that reads this should be able to understand what the basic idea of this game is.

It can be wise to start with an “elevator pitch,” describing the game in a single sentence, following a pattern such as: *A player controls [something] in [a certain setting] to [general activity and obstacles], trying to ultimately [achieve something]*. For example, “The player steers a space shark around the galaxy to eat space fish and avoid space squid, trying to ultimately not die from hunger.”

Another purpose for the introduction can also be the reason for the concept and history of the game the concept is based upon. Here is a short list of subjects to address in the introduction:

- *Genre*
- *Player Type*
- *Game Play*
- *Technical Form*
- *History*
- *Reference*
- *Theme*
- *Design Intentions (original or cloned)*

GAME DESCRIPTION

- **Genre:** Describe the kind of game.

- Example:
 - Role-play
 - Adventure
 - Strategy
 - Puzzle
 - Simulator
 - Construction & Management
- **Game Elements:** Game elements are the basic activities the player will be doing for fun during the game.
 - Example:
 - Shooting
 - Collecting
 - Chase
 - Combat
 - Dodging
- **Game Content:**
 - Example:
 - Horror
 - Thriller
 - Humor
 - Drama
- **Theme:**
 - Example:
 - Western
 - Sci-Fi
 - Fantasy
- **Style:**
 - Example:
 - Real
 - Old School
 - Manga
- **Game Sequence:**
 - Example:
 - Linear- Storylines that unfold in the same order for each player
 - Branching- Storylines that the player can influence
 - Simulation
- **Player(s):**

The Number of players that can play the game at once.

Who will your target audience be (for example, ages 3-10)?

GAME REFERENCE

Game Taxonomy:

- Game Taxonomy means we classify the game here, as a reminder to the team of what the design direction is.
- Will the game be a Simulation? Will the game be Narrative-based, unfolding like chapters in a story? Or some other type?
- Will the game be fiction or non-fiction?
- Examples: Xyanide is a Fictional/Narrative game, while Sim City is a Non-Fictional/Simulation Game.

Player Immersion:

- This is an attempt to understand what kind of enjoyment the player will receive from the game.
Example:
 - Tactical
 - Strategy
 - Narrative
 - Physical
 - Emotional
 - Mental

Reference:

- Compare your game to a known game or product, including screen shots and descriptions in case the person reading is unfamiliar with it.
- References can come from anywhere.
- The idea is to describe your game's story, play, and style with references.

GAME TECHNICAL

<u>Technical Form:</u>	Basically, the choice is 2D graphics (Flat) or 3D graphics (Form)
<u>View:</u>	Camera view the player will experience the game from
<u>Platform:</u>	iOS, Android, Mac, PC
<u>Language:</u>	C++, Ruby, Java...
<u>Device:</u>	PC, Mobile, Console

Game Atmosphere

In the game atmosphere section, it is best to have a mood board or a clear description of the game's style. This is a good place to start interacting with a graphic designer.

- Atmosphere Mood Board
- Character/Units Sketch & Description
- A Level (Locations) Sketch & Description
- Audio Description

Game Play

The game play section is utilized to create a descriptive paragraph about how the game is played, the idea is that you want the person to imagine they are actually playing the game. Try not to use generic (i.e. broad, non-descriptive) names when writing about the game play.

Example: Few readers want to hear statements such as: "enemy_1 will have more hit points than enemy_2," Instead, it is better to make statements such as: "the Lazarus Fighter has more armor than the Apollo Fighter,"

This outline will vary according to the type of game.

- Opening the game application
- Game Options
- Story Synopsis
- Modes
- Game Elements
- Game Levels
- Player' s Controls
- Winning
- Losing
- End

IMPORTANT: add a paragraph addressing the key question, “Why is all this fun?” What will the player enjoy doing? Put some thought into making gameplay intuitive (rather than confusing and awkward) and rewarding (feed the user rewards to string them along).

Player Properties

Make a list within the player properties section that defines the properties for each player. Player properties can be affected by player's action or interaction with other game elements. Define the properties and how they affect the player's current game.

A suggested list of player definitions may include:

- Health
- Weapons
- Actions
- etc.

Each property should mention feedback that occurs when the property changes.

User Interface (UI)

This is where a description of the user's control of the game can be placed. Think about many possible ways to configure the controls, then decide carefully which buttons on a device would be best suited for the game.

A visual representation can be added, where we relate the physical controls to the actions in the game.

When designing the UI, it may be valuable to research quality control and user interface (UI) design information.

Heads up Display (HUD)

The HUD section is for a description of any graphics that will represent information during gameplay.

Have a visual representation (mock-up) here.

This is a good place to seek the advice or collaboration of a graphic designer.

Player View

The player view section should include a mock-up screen shot and a description of how the camera moves for the player.

And have a mock-up overview showing the size of the level relative to the size of what the user sees on screen, to help create a perspective of relative sizes.