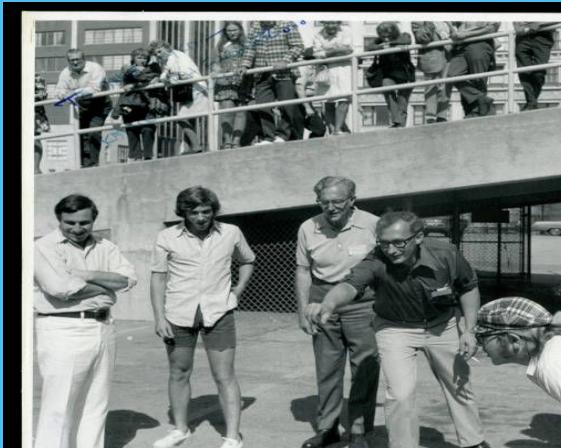


Disney · PIXAR

TOY STORY PENNY UP

A Multiplayer AR Experience
Callum, Jacob & Kevin

THE GAME WE CHOSE: PENNY UP



Pitching pennies is a very old game, the game was known to be played by the Ancient Greeks using bronze coins. It is believed that this game was used in the first Olympics but was later removed due to lack of entertainment value and apparently this is where the idea of the Gold Medal comes from.

Gulick, Charles Burton (1902). *The Life of the Ancient Greeks: With Special Reference to Athens.* New York, NY: D. Appleton & Co. p. 77.
OCLC 415193.

THE STORY/NARRATIVE INSPIRATION

TOY STORY MAIN THEME = Constant time restricting scenarios causing panic/jeopardy

Buzz has a rocket attached to him and the audience is on **edge** as he flies with a near **exploding** rocket on his back. The scene ends in the rocket coming off and the feeling of **relief and success**.

When buzz and woody get trapped in sid's house they have to escape and they are on a time limit as they need to get to Andy's car as they are moving house and this puts people on edge and adds jeopardy to the scene.



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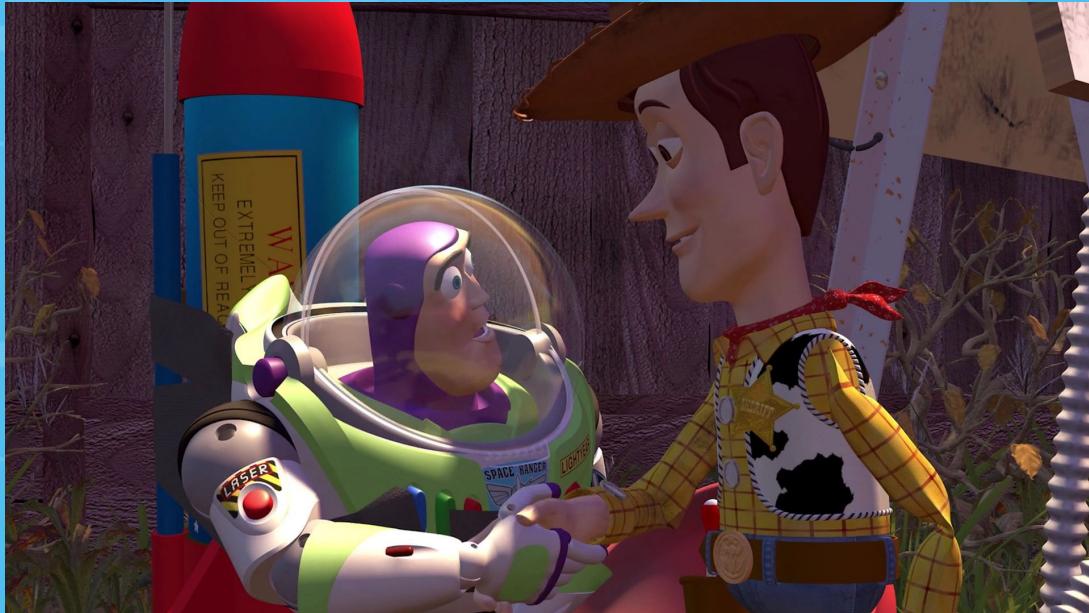


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Constant time restricting scenarios causing panic/jeopardy



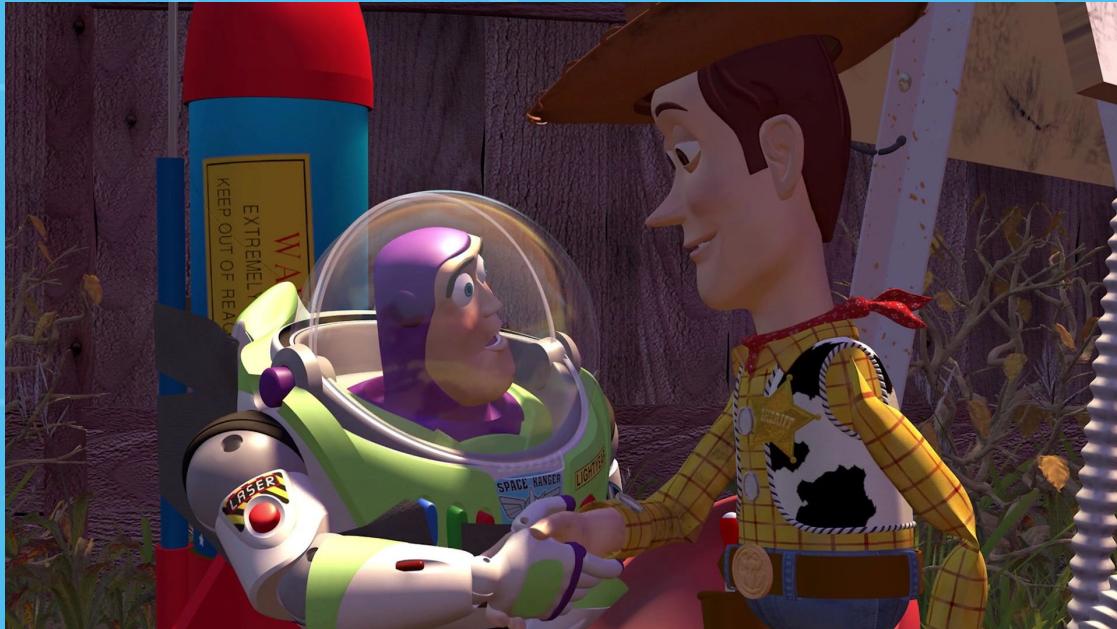
JEOPARDY MEANING

Hazard or risk of or exposure to loss, harm, death, or injury: For a moment his life was in **jeopardy**. peril or danger: The spy was in constant **jeopardy** of being discovered. Law . the danger or hazard of being found guilty, and of consequent punishment, undergone by criminal defendants on trial.



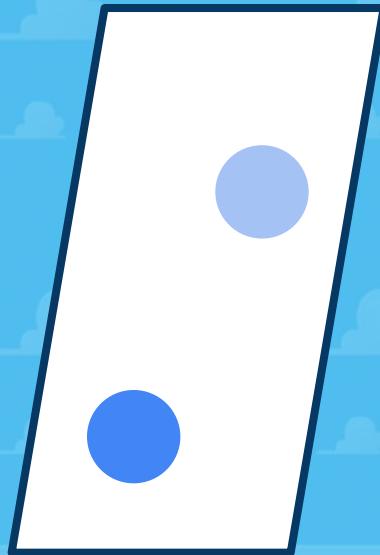
THE NARRATIVE WE ARE CHOOSING

The closer your pennys get to the wall the close you become to be Andy's favourite toy.



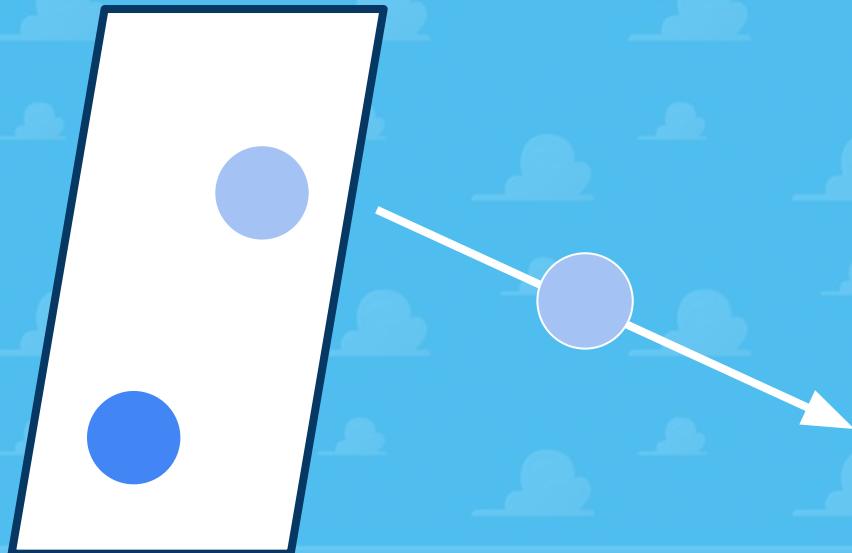
THE IDEA

THROW PENNIES FROM SCREEN



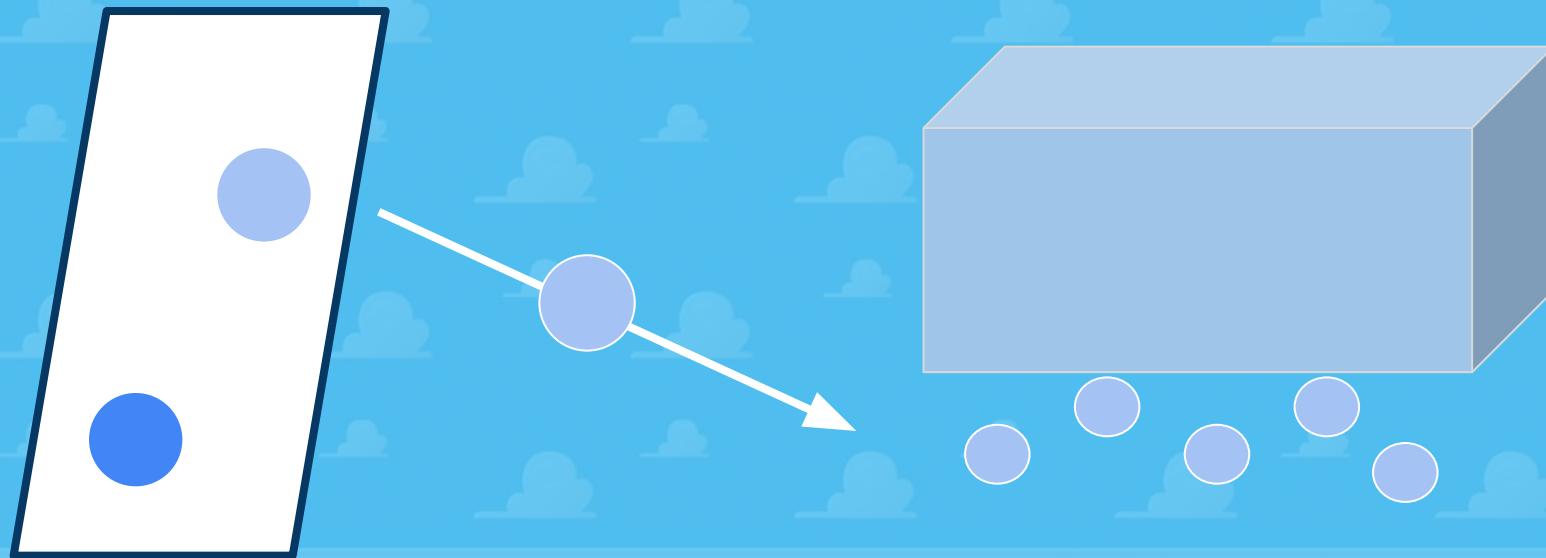
THE IDEA

THEY GO INTO THE REAL WORLD USING AR



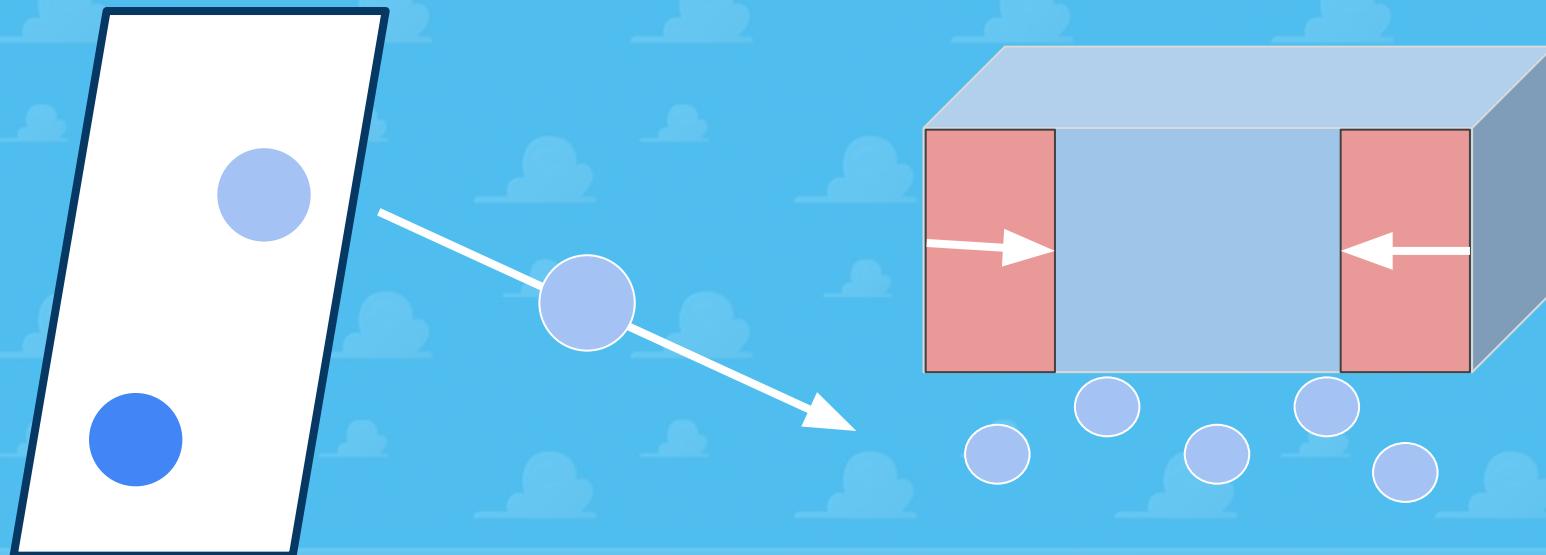
THE IDEA

THE CLOSER THEY GET TO THE WALL THE HIGHER THE POINTS



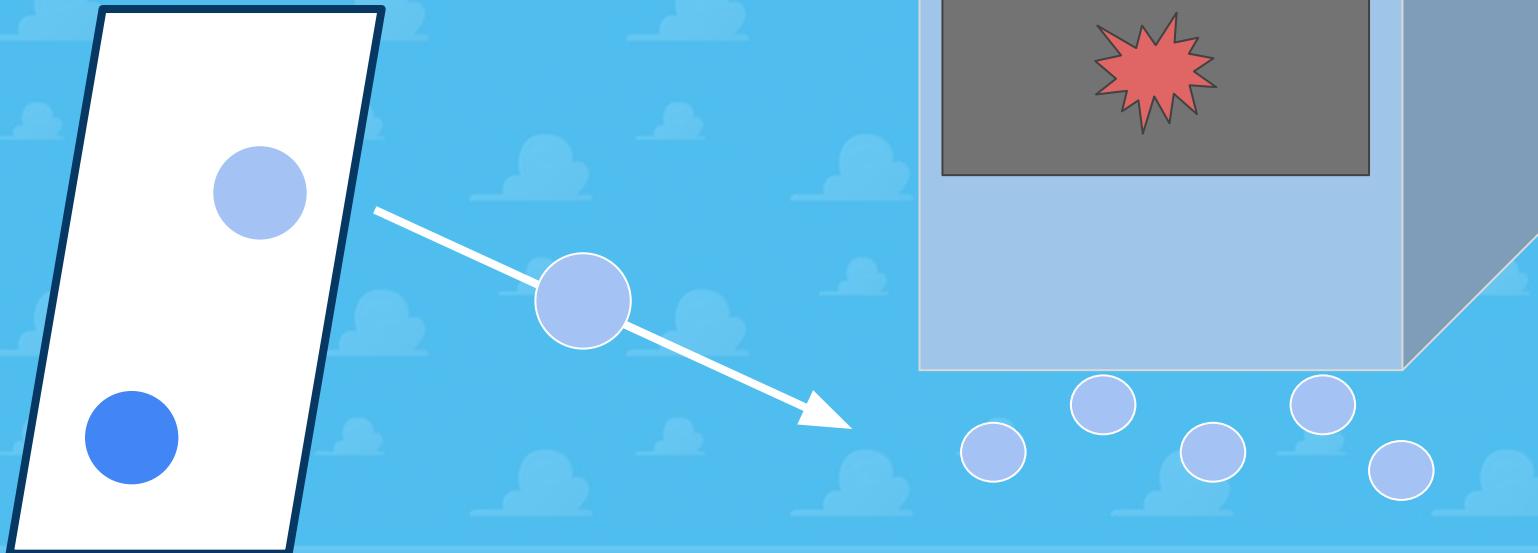
ONE GAME MECHANIC

Using the same theme from toy story we wanted to add a time based element in the game in order to make people on edge and feel like they have to get higher points before they 'die' / 'lose'



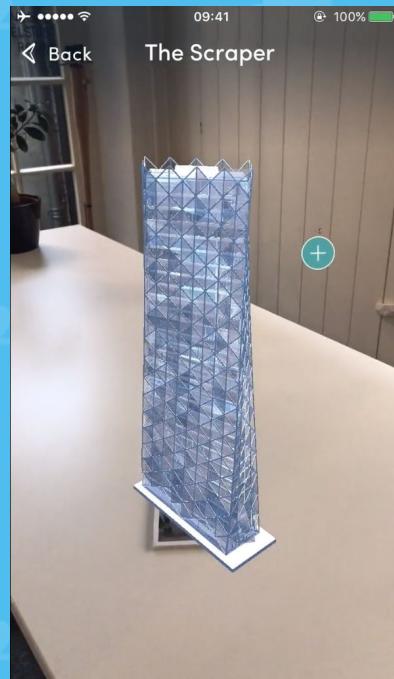
ANOTHER GAME MECHANIC

Still using the same theme of time restriction. The more coins that get close to the wall the more the fire goes out. If coins don't reach the wall in time the fire will burn down the wall.



SUGGESTED TECH

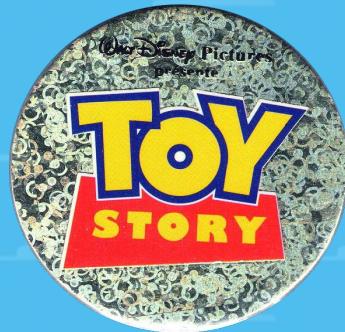
AR



TOY STORY TOKENS

We could potentially substitute a penny for a token (Toy Story Token). This would take the game away from gambling and could appeal more to the younger audience.

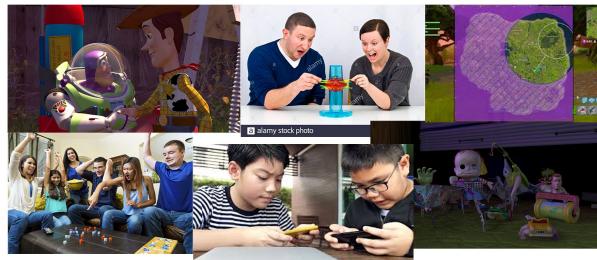
We could also implement a customisation feature for the users token, where they can have different toy story characters tokens. For example you start with a blank token then once you start gaining more wins you start earning points which can be used to purchase a new skin for your coin, ie buzz lightyear could be 100 points to unlock or woody 50 points.



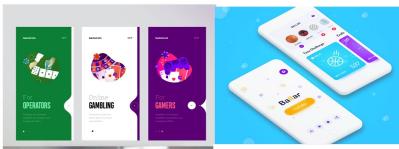
VISUAL MOOD BOARDS

CALLUM'S

STORY/EMOTIONAL REFERENCE



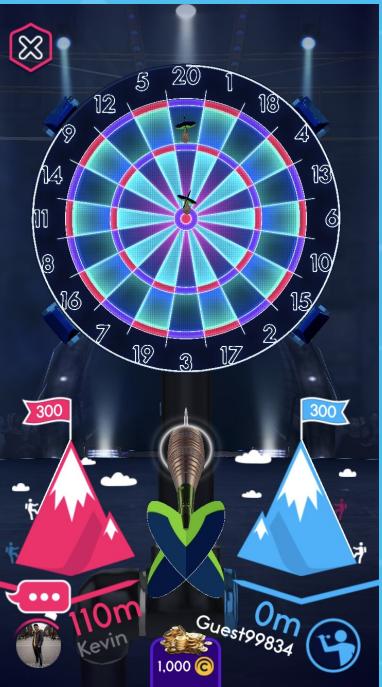
DESIGN REFERENCES



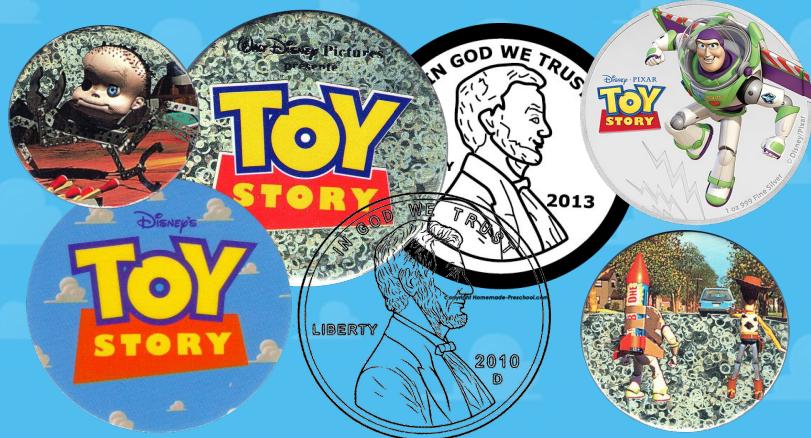
SUGGESTED TECH



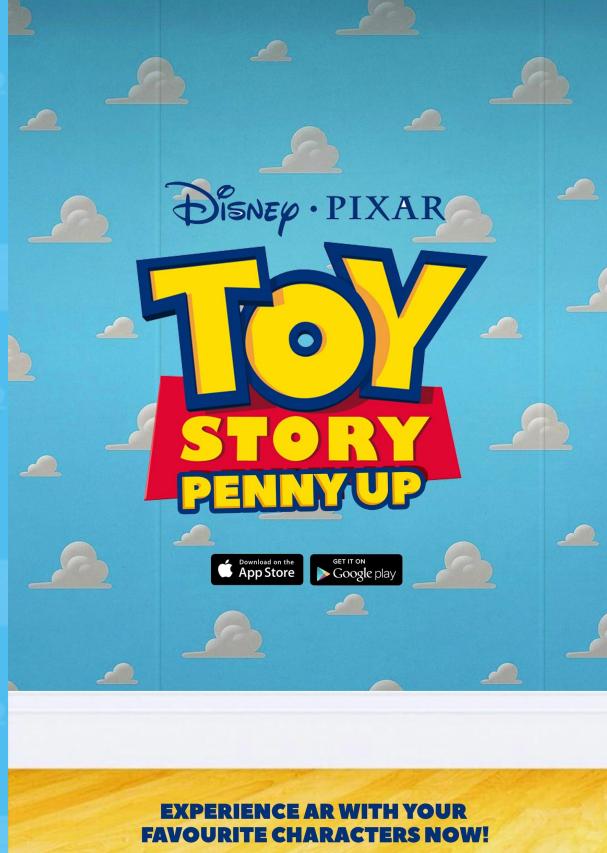
KEVIN'S



JACOB'S



POSTER



SOUNDS

Sound of coins jingling when the coin hits the virtual wall.

Toy Story specific sounds and songs.

Sound of the penny when you swipe the device.

Key Familiar jeopardy style soundtracks within Toy Story.



THE GOAL



WHAT IT WILL LOOK LIKE

