

Game Concept Pitch - Keynotes

Cow Stealer



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1. Game Core Setting:

The year is 2050. Humans have finally managed to get rid of fossil fuel usage, swap plastic by biodegradable options and clean polluted regions and oceans with the help of state-of-the-art technology. However, one final goal is stopping humans from creating a better life quality on earth and mitigating the effects of global warming: meat consumption! Fast food chains keep getting bigger and so does human's appetite for all kinds of cow meat. This has led to extreme measures. The higher-ups at the National Intelligence and Defense Office of the United States, who have long been in contact with aliens without mere mortal's knowledge, have turned to aliens to solve the problem. Under the operation code name "Bovine Cattle Dissolution", aliens have been tasked to capture as many cows as possible.

The player, playing the role of an alien, will be aboard his UFO spaceship and travel to several barns (levels) and capture cows as they go through the presented obstacles in order to defeat all the farmers (enemies) trying to protect their cattle. In a typical level, the farmer throws blocks of hay against the UFO that this needs to dodge them in order not to fall to the ground and must take off again.

"Cow Stealer" will be a 2D side-scroller game and it will be possible to play it in single-player or a versus mode, in this case, player 2 will play as the alien's enemy. There will be more easy barn levels than hard barn levels and higher the difficulty, higher the minimum number of cows to capture. It will be possible to go through all the barn levels in single-player mode or versus mode.

In each barn, the players can gain up to three stars. Each star will need a minimum number of cows to be earned.

2. Player's actions: What can players do in the game?

- As with most side-scrolling games, the player will be able to move in the game, it can move up, down, left, and right. The player will also be able to dash attacks and pull cows into his UFO spaceship with a traction beam that comes out of it. Sometimes the beam hole can become clogged with other animals, in this situation the player can shake the UFO to expel them.
- The UFO cannot fly below a certain altitude.
- The UFO cannot move while it is pulling a cow.
- The player can also pick up “power ups” that appear throughout the game by touching them with the UFO. The “power ups” give the UFO temporary special abilities:
 - **Phantom UFO:** If the blocks of hay collide with the UFO, these will go through it without hitting it.
 - **Ultra UFO:** The UFO blocks the farmer’s attacks and throws back the block of hay against the farmer, stunning him temporarily.
 - **Speed Demon UFO:** The UFO will move faster.
 - **Ray Ultra Speed:** The UFO will be able to pull the cows faster.
 - **Double Ray:** The UFO will be able to pull two cows at once.
 - **Beam Switcheroo:** Instead of the UFO pulling the cow, the cow pulls the UFO.
- **Versus mode actions:**
 - In this mode the second player will play the role of the farmer, being able to select the direction he wishes to throw the hay blocks with the mouse pad and special actions depending on the level. Also, there will be a time interval between each launched attack.
 - Throughout the game a meter bar for the farmer’s special attack will fill up. When the meter is full the second player will be able to launch a special attack against the UFO.

3. Player's Motivations:

The Hoth planet (the alien’s planet) is going through an Ice Age catastrophe. But there is hope, if the Aliens capture enough cows, they will be able to cause a global warming event in their home planet and raise temperatures in order to prevent all its extraterrestrial inhabitants from freezing. The problem is that, despite the agreement made with the US officials, the farmers are not happy to see aliens stealing all their cows. Will Hoth be saved from global brain freeze? Will planet earth be saved from rising heat?

Quantic Foundry's Game Motivation Model:

These three motivational traits are very prevalent in our game:

- **Social:** Since the game has the possibility of playing versus mode against another player, this game creates social motivation for players to beat each other and try to avoid the other player from completing his/her goal. (Competition).
- **Mastery:**
 - Players will feel challenged and will want to steal as many cows as they can, dodge all the farmer's attacks and deal with each extra difficulty specific to each level (Challenge).
 - The player will gain power by catching the available "power ups" that will appear throughout the game (Power).
- **Achievement:** The player will be able to explore all barn levels and its themes and extra specific difficulty. In each level the player can earn all three stars of each level, and by the end of the game, earn all the stars and save both planets (Completion). The total number of earned stars reflects how many degrees the Alien's planet has heated, and how many degrees planet Earth has cooled.

These two motivational traits are mildly present in our game:

- **Action:** You must dodge, pay attention to the environment, do not let your guard down (Excitement).
- **Immersion:** There's a purpose for stealing cows. You're saving two planets (Story).

4. Visualization of the game:

Our game will be very colorful and feature 2D pixel art designs. We will also be taking inspiration from old 80's arcade scrolling games.

Some examples of our inspirations:

- **Moon Patrol:**



- Cuphead – Don't Deal with the Devil:



- 1941 – Counter Attack:



First draft of “Cow Stealer”:



5. Value of our concept:

“Cow Stealer” will be a classic side-scroller game. Side-scroller games were very popular during the 80’s and through our game, players can relive those games and have a nostalgic trip through time. Despite this, “Cow Stealer” will have several twists that will make the gameplay “fresh”, fun, and less repetitive, such as:

- The versus mode component that promotes competition between players.
- There will be a storyline which allows the player to make decisions at the end of each level, which will determine to which level the player will move on next.
- Each individual level can be restarted and revisited if the player wishes to earn more stars.
- Unlike most Arcade games, our game does not feature a “how many lives left” system and instead the player must pull the minimum number of cows before time runs out while dealing with obstacles.
- Each level, besides having the basic game mode, features a different gameplay since we will add specific extra difficulties and different design themes in each of them. Each level will not have all available “power ups” and instead selects one or two “power ups” from the list of available “power ups”. A few examples of these levels are:
 - **Old Macdonald had a Farm Level** - In this level there will be several farm animals, where:
 - There will be a higher number of sheep and chickens than cows.
 - If the player pulls a sheep or a chicken by accident into the UFO, it clogs the beam hole.
 - This level will have the “Double Ray” “power up”.
 - Versus Mode:
 - The second player controls the farmer.
 - The special attack allows the farmer to fill up the farm with more sheep and chickens.
 - **Bully Level** – In this level the player must deal with the alien’s old high school bully from another planet where:
 - The bully is constantly stealing the player’s cows.
 - This level will have the “Double Ray” and “Ray Ultra Speed” “power ups”.
 - Versus Mode:
 - The second player controls the bully.
 - There is no special attack ability in this level.
 - **Feeding Time Level** - In this level the farmer can feed grass and vodka to the cows where:

- Each time a cow eats a block of grass it gains weight and becomes heavier.
 - Heavier cows take longer to pull into the UFO.
 - Drunk cows “vadkas”, when pulled into the UFO make the screen temporarily blurry.
 - This level will have the “Ray Ultra Speed” and the “Ray Switcheroo” “power ups”.
 - Versus Mode:
 - The second player controls the farmer.
 - The special attack is to turn every cow into a “vadka” or an overweight cow.
- **(Boss Level) Natural Catastrophes Level** - In this level the player will be hit by several natural catastrophes, such as:
 - Thunderstorm
 - The player hears a thundering sound before a thunder appears.
 - When thunder strikes, it flashes the screen white temporarily.
 - If a thunder hits the player, it stuns the UFO temporarily.
 - Volcano:
 - A volcano erupts and the UFO must avoid the lava falling from the sky.
 - Holes on the floor may appear and cows may fall through them
 - Hurricane
 - The strong wind currents make it difficult for the player to move.
 - This level will have the “Phantom UFO” and the “Ultra UFO” “power ups”.
 - Versus Mode:
 - The second player controls the farmer.
 - The special attack is to release the catastrophes.
- It is worth noting that some of these features may be subject to change during the development of the game.