

Proposer	
Company Name	Junkfish Limited

Concept	<b>Briefly describe the high concept for the project, list any USPs / Key features</b>
	<p>Design and build a minimalistic Galactic Conquest/Mining game for mobile devices, which ties into and promotes our upcoming release <a href="#">Attack of the Earthlings</a>. The game would be built around a simple gameplay loop which can be played in short periods of time - such as on the bus, or in waiting areas, etc.</p> <p>Students will have a large amount of freedom in determining the actual mechanics of the game and designing the moment to moment gameplay. Although we generally imagine it to fall into a genre with strategic/tactical elements aping those of AotE such as a 'management clicker' or 'tower defence', for example: managing 'drills' on different planets with different biomes that affect their performance and/or the enemies that interfere with them.</p>
	(200 words max)

Purpose	<b>Outline the purpose of the project. What is it you hope will be achieved, what does a successful project look like?</b>
	<p>A successful project would:</p> <ul style="list-style-type: none"> <li>• Showcase the satirical humour and comedy contained within the world of Attack of the Earthlings</li> <li>• Incorporate some strategic / tactical elements</li> <li>• Inspire them to discover (and hopefully buy) the full game on Steam.</li> </ul> <p>Ultimately we're hoping to raise awareness for our full-price game rather than directly make money from this app. As a stretch goal we would encourage the team to include a way of rewarding players for inviting friends to play or sharing through social media, however care should be taken to ensure this feature does not become too annoying.</p>

Audience	<p><b>What is the intended audience of this project, who would use it and what does it do for them? (fun, productivity, learning etc). If the audience has any unique needs (accessibility, special hardware etc) mention those here</b></p>
	<p>The audience would be casual gamers, with an interest in strategy, ages 12+ due to the nature of the humor and characters of the world. We imagine they are seeking an entertaining diversion during day-to-day downtime or, if they have already purchased AotE on steam an expansion on the universe.</p>
	<p>(200 words max)</p>

Deliverables	<p><b>List in bullet points what you would hope/expect to receive at the end of the project. As a minimum projects will deliver “Project Documents” &amp; “the Prototype” but feel free to highlight any other deliverables you feel are essential (e.g promotional materials)</b></p>
	<ul style="list-style-type: none"> <li>• Prototype</li> <li>• Associated promotional art (web banners, icons and marketing imagery)</li> <li>• Game Design Document</li> <li>• Expansion ideas</li> <li>• Post Mortem</li> </ul>
	<p>(150 words max)</p>

## Influences, Tone & Images

**Describe the gameplay, audio & visual style you think would fit this project. Reference existing media where possible. You may and probably should relate this to the desires of your identified audience**

The game's tone and art should match the stylings of [Attack of the Earthlings](#) which we're ultimately trying to promote. This means a crisp & clean art style (we're happy with 2D) with a comedic, bawdy narrative layer. The gameplay should be strategic but not too 'hardcore' or overly difficult, it shouldn't take 20 minutes to weigh up your best move. The player should be rewarded for taking simple actions with ample visual and audio feedback.

Stylistically we imagine something akin to:

[The Simpsons: Tapped Out](#)

With gameplay in a similar vein as:

[Adventure Capitalist](#), [Fallout Shelter](#) & [Brass](#)

The above mobile titles can be played in short bursts while still offering a reasonably strategic experience and, especially in the case of Tapped Out, some laughs.

*(300 words max - use links to images / other media)*