# Design Brief - Carnival Game

## Product Description

You are required to create an extended reality experience that replicates a small ‘sideshow’ attraction or game that you might find at a circus, carnival or fair. The product must capture the feelings of wonder, fun and excitement as found at a carnival. However, the product should elevate the original game in some way, justifying its implementation on a VR platform.

Programmers and artists will be contracted in toward the end of the project to assist complete the game build and implementation on the VR platform.

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# Project Scope

The product will be small in scope, consisting of one attraction or carnival game. It will have one major mechanic with a single win condition. The game environment is to be limited to one room/attraction box. The game itself must be simple enough to be played by a large audience of many ages (13+) and capabilities and must focus on the fun of carnival games.

During the prototyping stage grey boxing or Asset Store asset/s must be used so that artists have the necessary technical information to produce art assets.

The final deliverable must be polished, showcasing high quality through simple design.

*Note: The product should be created with the intention of using it as a portfolio piece.*

# Design tone / feeling

In planning the project tone and feeling, you are encouraged to think creatively about themes that relate to circus, carnival, or fete genres. You will determine the level of detail but the product must be cohesive and feel ‘real’ within the virtual game world. The aesthetic must be consistent throughout the game, including art assets, audio assets, UI elements and special effects if applicable.

The visual direction and asset list must be realistic, given the scheduled timeframe for art production, while still meeting the project tone/feel.

The tone/feel of the game is low-mid poly (50,000 triangles) with a highly polished, stylized aesthetic.

Each artist is required to produce a minimum of two (2) optimised 3D models, exported and running on the platform. The following is recommended;

* minimal number of materials/shaders
* use of vertex painting where possible
* optimisation of game project to have 150 batches or fewer for performance i.e: consider merging objects, using less material instances, keeping to one or two texture atlases.

# Format Specifications

Final product is to be developed using the Unity game engine, to be played using Oculus Go / Google cardboard hardware. Prototyping and initial design can be conducted however necessary but final deliverable must be on the Oculus Go / Google cardboard platform.

Players will be stationary, either standing or sitting, using simple mechanics such as grabbing and throwing or headset aiming.

Testing must be conducted throughout development. Appropriate documentation to be created using Microsoft Word, Excel and/or PowerPoint.

All art assets must be tested prior to exporting to ensure compatibility with platform. Optimisation will be required.

## Production Documentation

### Designers:

* Game design document
* Project HacknPlan production plan

All features and designs outlined in the GDD must be adapted and ‘tasked’ out in HacknPlan. Programmers and artists will access the HacknPlan and accept tasks.

To provide as much information as possible to the contracted programmers and artists the HacknPlan must be as detailed as possible. It will include;

* flow-charts (journey maps)
* wireframes
* feature sets
* art mood boards
* art asset lists.

Appropriate sprints and milestones must be defined before handover.

### Artists:

* Project art bible
* Evidence of iteration and amendments to project HacknPlan production plan

A style-guide and concept art must accompany the art tasks listed in HacknPlan.

### Programmers:

* Evidence of iteration and amendments to project HacknPlan production plan

# Milestones

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| **Schedule** | **Deliverables** |
| Week 1 | * Development team (designers) established * Game Design Pitch High developed and documented * HacknPlan production plan (designers) developed and established * Hardware familiarity established * Initial prototype completed (pre-production) |
| Week 2 | * Initial game and usability testing conducted * Initial iteration of prototype implemented (production) * Art direction mood board established * Production plan finalized with tasks for programmers and artists (including asset list and mood board on HacknPlan) |
| Week 3 | * Secondary game and usability testing conducted * Secondary iteration of game implemented (alpha) * Art Bibles and Style Guides developed and established |
| Week 4 | * Art asset integration commenced, reviewed, and finalised * Final game and usability testing conducted * Final iteration of game implemented (beta) * Presentation of product to client |

## Target Audience

The target audience of this product is broad. It consists of people (families and individuals) who might typically attend a circus, fair or exhibition. To ensure current industry safety and age guidelines are met developers are to assume children are aged 13+.

Users must be able to wear the desired platform (Oculus Go headset / Google cardboard) and must be able to use any auxiliary hardware to interact with the product (eg Oculus Go controller or Google cardboard, virtual menus).

## Demographic Persona

A typical persona profile has been provided below to assist with design planning.

A screenshot of a cell phone

Description automatically generated