Group Project Proposal – 3DAE

With this document you submit a “Group Project Proposal” for the 3rd year DAE students. It’s important that you take your time to fill in the proposal in detail. Based on the info and the quality of the document, we decide with the module managers whether your project qualifies for a “Group Project”. You can add additional information if you wish. (graphic impression, business model, innovative aspect, prototype, gamedesign document,... )  
   
You send the “Group Project Proposal” to Joost Ingels, [joost.ingels@howest.be](mailto:joost.ingels@howest.be) before Sunday 22/10/2017. You will then be notified if your group project is accepted or not.  
  
Success in writing your Group Project Proposal!  
*The Group Project Team.*

**1. Project owner**

|  |  |  |
| --- | --- | --- |
| 1.1 | Name of the company | Robodog Companions |
| 1.2 | Name contactperson | Lukas Boonen |
| 1.3 | Function | Artist |
| 1.4 | E-mail | lukas.boonen@student.howest.be |
| 1.5 | Phonenumber | +32 487 325 952 |

**2. General description of the project**

|  |  |  |
| --- | --- | --- |
| 2.1 | Project Name | Rewired |
| 2.2 | Keywords of the project | Robot, revenge journey, factory, side scroller, puzzle |
| 2.3 | Category of the project | Indie Game |
| 2.4 | Website of the project |  |
| 2.5 | Status of the project | |
|  | ☐ I only have an idea. X I have an idea and a prototype. ☐ I have a product.  ☐ I have a product and a business model, but I want to develop it further.  ☐ …………………………………………………………………………………………..  I have an idea and a prototype. | |
| 2.6 | Description of the project min. 300 and max. 600 characters | |
|  | A short game that revolves around the story of a single robot in a robot factory that unexpectedly gains a conscience. | |
| 2.7 | What do you want to achieve with the project? | |
|  | Make an atmospheric side scroller puzzle game that tells a simple but clear story. Furthermore improve our skills as technical artists, ue4 users and game developers. | |
| 2.8 | What is the added value for the user? | |
|  | To have a short immersive experience with our puzzles and atmosphere. | |

**3. Budget and planning of the project.**

|  |  |
| --- | --- |
| 3.1 | Which team do you need for the project? |
|  | …2……. GD …3……. GGP ………. IGP ………. VFX |
| 3.2 | Set up a schedule for 10 weeks in function of your team. |
|  | **2 weeks:** Finish prototype, research which building blocks we need and which mechanics  work best. **5 weeks:** Production, create different interesting rooms/puzzles/mechanics. Progress through the story.  **3 weeks:** Polish. We stop adding rooms, story or mechanics. We do with what we haveand try to make that as good/smooth as we can. |
| 3.3 | What do you expect at the end of the 10 weeks? |
|  | To have a small but finished game that is also a good portfolio piece for all the contributors. |

**4. Technology and platforms.**

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| --- | --- |
| 4.1 | Which technology do you want to use? |
|  | Computers. Photoshop, 3DS max, Unreal Engine 4, Substance Painter, Substance Designer,  Zbrush, Maya, Visual Studio |
| 4.2 | For which platforms do you want to develop? |
|  | PC Game |

**5. Market of the project, commercial strategy and business model.**

|  |  |
| --- | --- |
| 5.1 | Short description of the market environment of the project. (service / product)  Try to give an idea of ​​the target market, current demand in the market, competition, commercial strategy,... |
|  | The target audience for project “Rewired” will be the type of people who enjoy small, well designed indie games with elements of puzzle solving and storytelling. We do consider our target market to be general PC gamers.  The demand for well-made indie games is high – we are seeing many indie games flooding the market with little to no polish and gameplay wise those games tend to fall flat. That is were “Rewired” will really stand out.  As “Rewired” will be an indie game, a commercial strategy that is cheap and spreads around fast would be best. Such as facebook posts, tweets and putting the game on websites like itch.io or taking the game to festivals like Indiecade. These are cheap ways to get the word around about the game. |
| 5.2 | Short description of the business model |
|  | The Rewired team expects that the total costs for ten weeks of development (at 8 hours a day, 5 days a week per team member) will be around 60000 euros. These funds will be utilized for start-up expenses in addition to production, staffing, distribution and marketing costs related to "Rewired." |

**6. Attachments   
You can add additional info that enhance your Game Project.**- sketches, mockup, game design, life design, character design, moodboard, ...  
- game monetization (retail, in-game transactions, subscription, freemium, crowdfunding,…)