

Game Design Concept and Pitch Template

*This is a skeleton/reference for a game design concept.
Your full design documents will be much longer!*

High Level Concept/Design

Working title *Divine Fishing Nightmare*

Concept statement *The game in a tweet: one or two sentences at most that say what the game is and why it's fun.*

Genre(s) *Minigame, collection*

Target audience *Mobile gamers, kids*

Unique Selling Points *Critically important. What makes your game stand out? How is it different from all other games?*

Product Design

Player Experience and Game POV *Who is the player? What is the setting? What is the fantasy the game grants the player? What emotions do you want the player to feel? What keeps the player engaged for the duration of their play?*

Visual and Audio Style *Colorful scenery to entice all types of gamers.*

Game World Fiction *Briefly describe the game world and any narrative in player-relevant terms (as presented to the player).*

Monetization *How will the game make money? Premium purchase? F2P? How do you justify this within the design?*

Platform(s), Technology, and Scope (brief) *PC or mobile? Table or phone? 2D or 3D? Unity or Javascript? How long to make, and how big a team? How long to first-playable? How long to complete the game? Major risks?*

Detailed & Game System Design

Core Loops *Explore -> Catch fish -> Upgrade gear*

Objectives and Progression *How does the player move through the game, literally and figuratively, from tutorial to end? What are their short-term and long-term goals (explicit or implicit)? How do these support the game concept, style, and player-fantasy?*

Interactivity *How are different kinds of interactivity used? (Action/Feedback, ST Cog, LT Cog, Emotional, Social, Cultural) What is the player doing moment-by-moment? How does the player*

move through the world? How does physics/combat/etc. work? A clear, professional-looking sketch of the primary game UX is helpful.