1. Executive Summary

1.1. Objective

1.2. Goals (of project)

1.3. Target Audience

1.4. Problem (social issue)

1.5. Solution (how the game will address)

1.5.1. Elevator pitch (1-2 sentences)

1.5.2. Core features (unique selling point)

2. Proposed Concept

2.1. Overview (high level concept)

2.2. Background (on issue, themes & origins of the project)

2.3. Informing Elements (influences, type & examples)

2.4. Synopsis (description "you" POV, goal of experience, genre, platform)

2.5. UX, UI &/or Game Mechanics (key features)

2.6. Storyworld World (structure, plot, characters, setting)

2.7. Other Design Considerations (look & feel, sound design, tone)

2.8. Tech Spec (target platform, front end, back end, db)

3. Recommendations

3.1. Suggested Team (roles & name, bios)

3.2. Estimated Budget (for all phases, design & dev)

3.3. Rough Timeline (for all phases)

4. Appendix

4.1. Concept Art

4.1. References

\* please included a title page, table of contents, as well as page number & section breaks.