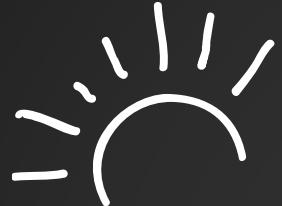
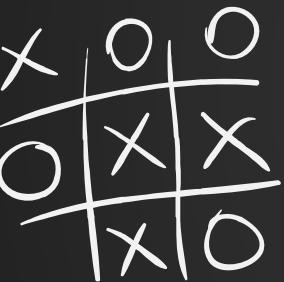


THE SMOG



PRESENTED
BY
Group 5



THE SMOG



First Page

Game Title: The Smog

Intended Target System: PC/Mac

Designers: Xinchen Wang, Yi Qin, Chengrong Wang,

Yi You, Yue Wang

Target Age: Teens and up

Project Release Date: 14th July, 2017

Game Outline

- This is a tower defense game.
- Your basic goal is to protect your living areas and develop the environment-protecting technology of factories. Fully developed technology of all factories leads to your win.
- You can choose many methods to get rid of the smog eternally or temporarily, in case it will damage the living areas.
- The smog is mainly produced by factories and your income is also relied on the factories. You have to balance between the income and the damage brought by the factory.
- Sudden events are also included.



Game World



The game is set in a world much cuter than our real world~

In this world, people want development, thus they build a lot of factories, then pollution becomes serious, the most significant one is smog.



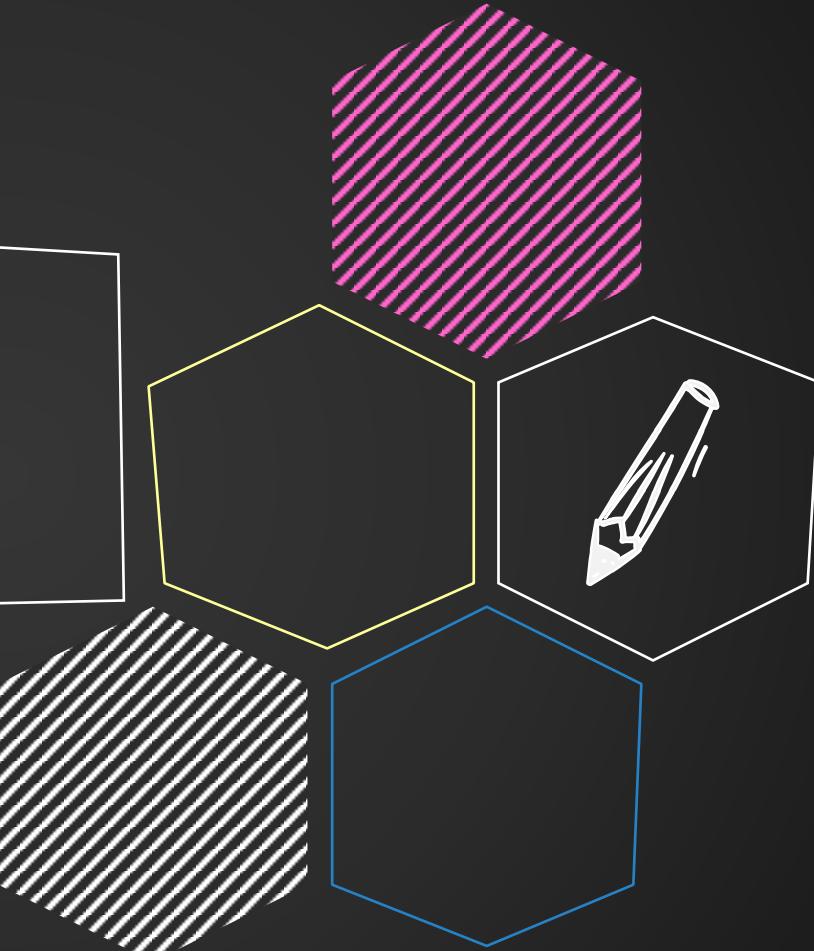
Characters

- The Defender (player): to take different measures to handle with different events, including normal factory pollution and some other sudden events.
- Operations:
 - right-click to close / left-click to reopen / middle-click to upgrade the factory.
 - click to chose and then click to place the tool.
right click to sell the staff.



Gameplay Goals

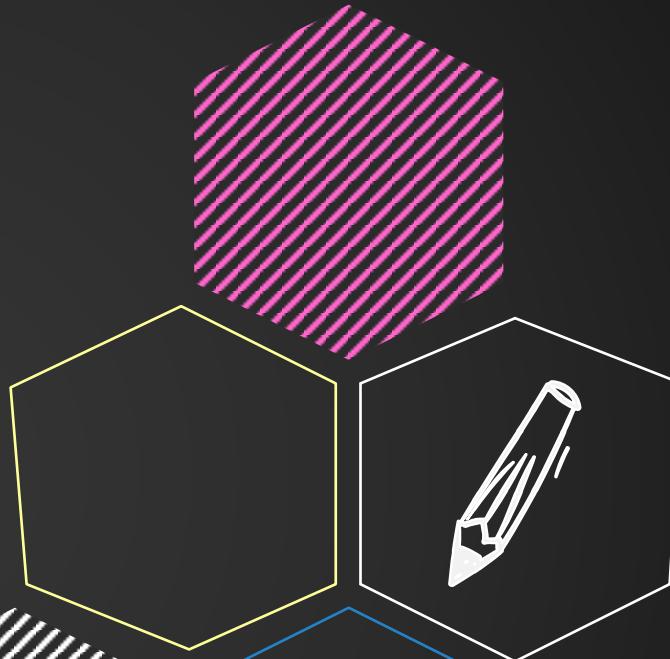
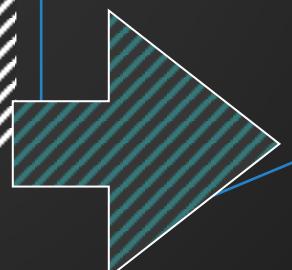
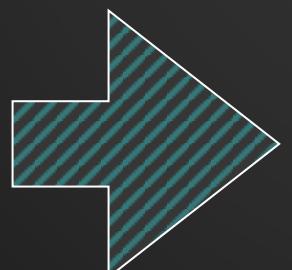
- Defend the residential area from smogs' attack
- Finish developing the technology





Gameplay Goals

- Defend the residential area from smogs' attack
- Finish developing the technology





Gameplay

Buy a dust collector

sweep the smog when it passes by

Use a Smog-driving missile

temporally wipe out all the smog in a small range



Plant a tree

slow down the spread speed of smog

Build a smog-driving tower

shoot the smog when it passes by



Gameplay

Buy a dust collector



Use a Smog-driving missile



Actions

&

Feedbacks

Plant a tree



Build a smog-driving tower





Gameplay

Sell the stuff

get back 60 percents of
the purchasing money of
the specific stuff

Reopen the factory

recover the regular
running of the factory

Actions

Feedbacks

Close the factory

stop producing smog, but
make no money during the
closing time

Upgrade the factory

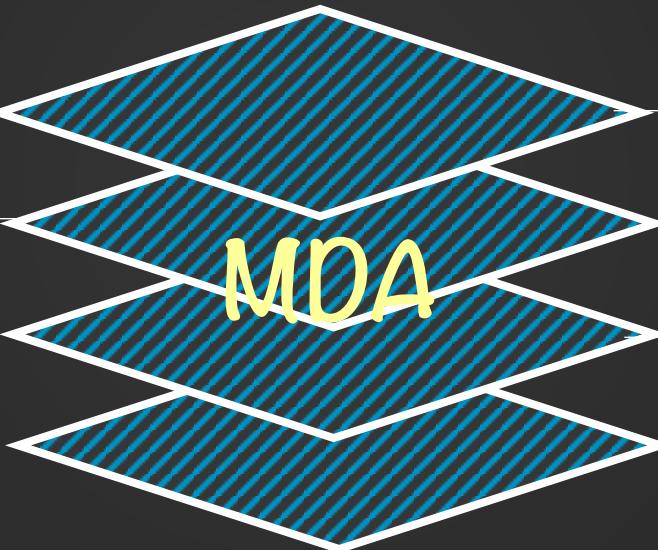
raise the efficiency, make
more money and less
pollution.



Gameplay

Mechanics:

- stronger and stronger enemies, faster and faster appearance
- unpredictable events push you out of closing all factories passively
- enemies move along the road to the living area



Dynamics:

- decision to buy and place tools to attack, or to upgrade
- wrong tool decisions can be held back, but it costs

Aesthetics:

- At first the player would feel it easy to win, but then it becomes difficult if lasting a while, which would cause anxiety.



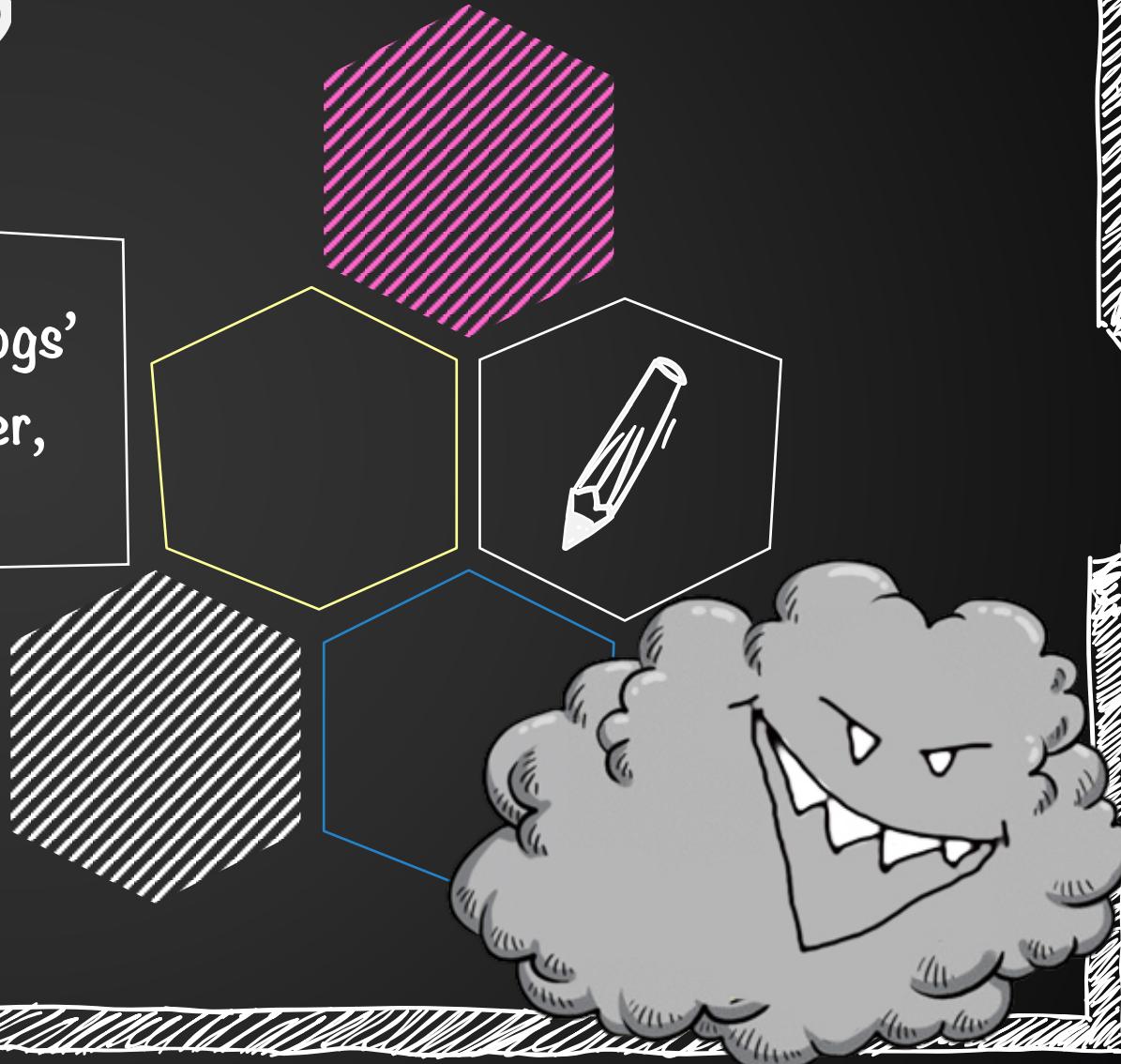
What is more?

Enemies

Smog monster: As time flies, the smogs' HP and the spawn rate become higher, increasing the difficulty.

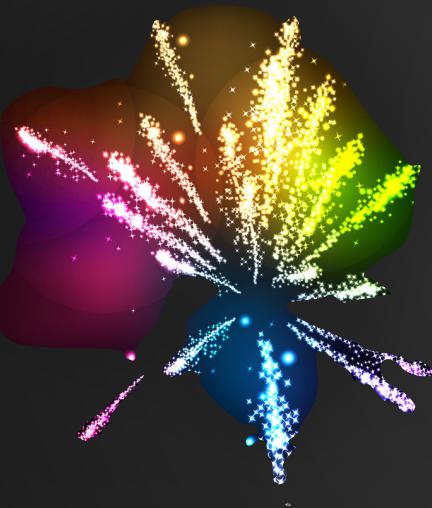
Monetization

The game is \$0.99 and can be installed on Steam and AppStore.





Hazards



the celebrating
fireworks causes
air pollutions.



Hazards



New Year Festival

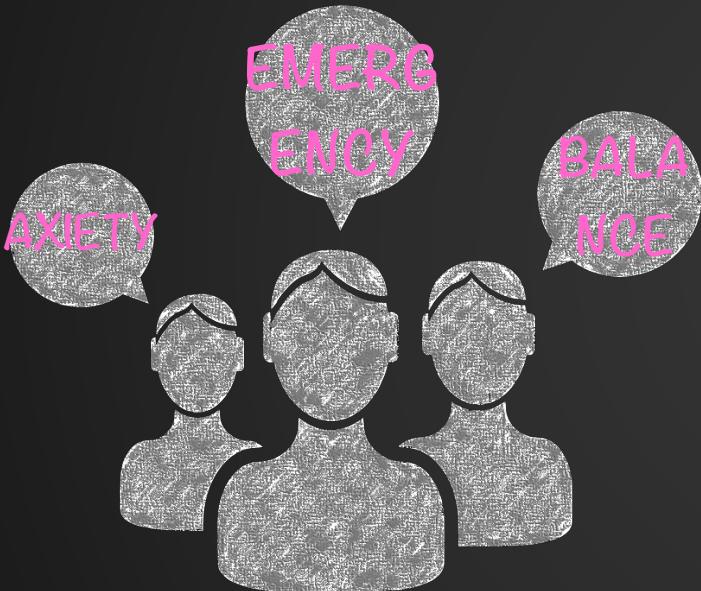
the celebrating fireworks causes air pollutions.

Sand-storms

pollute the air for a period of time along the road.



Game Experience

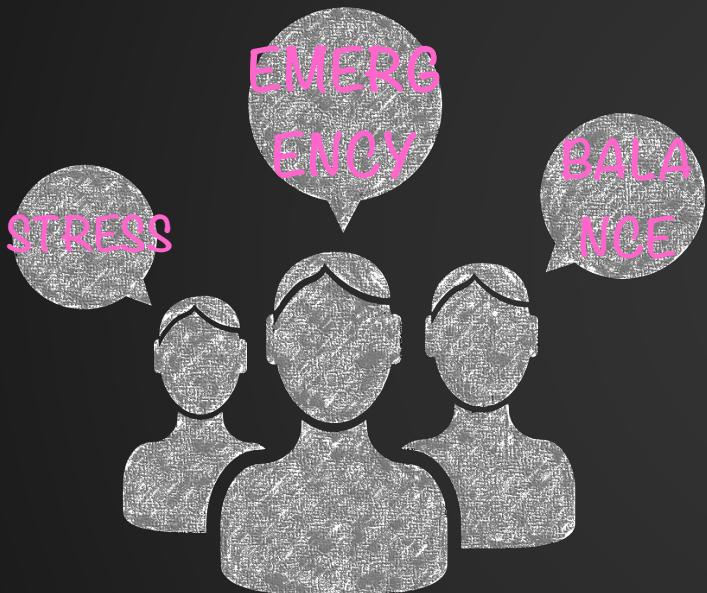


- 😅 a roommate of our group member continually tried 5 times today!

- Engagement:
The cute images and sounds make it fun to play.
- Engrossment:
When seeing the smogs becoming more and more, while lacking of money to take measures, the player will feel anxious.
- SUDDEN EVENTS force the player to make decisions quickly.
- Total immersion:
It's extremely easy to start up a new game
- the player will experience a simulation fighting with the smog, feeling upset when fail to protect the citizen...

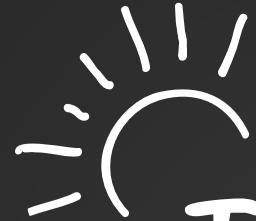
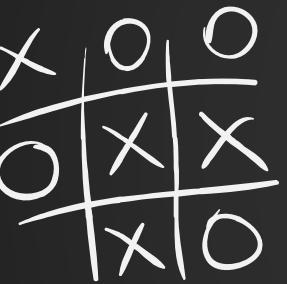


Metagame



- It should be a beautiful world!

- As time flies, the smog is harder and harder to handle with, which is similar with the reality. So we should handle with them ASAP.
- Since it is NOT EASY to “kill” smogs, the better way is to reduce the production of pollutions. People would be aware of the importance to develop the environment-protecting technologies in our real life.



THANK
YOU

Welcome to play the
demo!

PRESENTED
BY
Group 5