LOGO

Game Name

Game Studio Project

Example Game Design Document

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1. Introduction

Aim for a one or two page introduction to the game concept. You might like to have one page of

images and one page of text, or to mix them over the two pages. Think of this section as more like a

pitch (e.g. audience is a publisher) to grab attention and get the reader interested in the game.

1.1 Overview

What is the game about? Consider: characters, environment, gameplay.

1.2 Unique Selling Points

What’s special about the game? How does it appeal to its audience?

2. Marketing Report

The purpose of this section is to demonstrate that you’re thinking about who your game is for and

that it’s got potential as a commercial product.

2.1 Market Research

Do an internet search for relevant information. Do

not

conduct your own surveys or sample people

outside your group (this is primary research and needs approval).

2.1.1

Target Market

Who is the game for? What are they interested in? How will you reach them? How many of them are

there? You can describe an ideal player ‘persona’ if you wish. Give references using BU Harvard

format.

2.1.2

Competitive Landscape

Identify 3 or 4 key competitors. What are their products? What are their monetisation strategies and

price points? How do they reach their markets?

What makes your offering stand out from the competition?

Give references using BU Harvard format.

2.2 Monetisation Strategy

How will the game make money?

How will this strategy affect the game design?

3. Game Details and Style Guides

This section provides more detailed concept descriptions and art style direction for the key aspects of

your game. Don’t list every prop or design here, just the main aspects. Add extra sub-sections as

needed which are relevant to your game concept / genre.

3.1 Art Style Guides / Overall Look and Feel

Provide moodboards, broad concept art and descriptions for the overall style of the game. The idea is

that this gives your team a clear guide for how the game should look and feel, which every aspect will

then tie into.

3.2 Characters / Enemies / NPCs

Describe and illustrate the main characters in your game. What are their personalities, motivations

back-stories, etc.

3.3 Story & Themes / Emotions / Progression

Outline the story (if there is one) and identify themes within this. What emotions should be evoked

and at what points? How does the story draw the player into the game? How does the story

progress?

3.3.1

Key Moments

Are there any important moments of gameplay? Describe and illustrate these. Use storyboards if

possible / needed.

3.4 Levels & Environments

Where will the game be set? Describe the game world and illustrate the key environments in which

the game will take place.

Use diagrams, maps, walkthroughs and concept art.

3.5 Props / Vehicles / etc

Describe any key prop items that are useful in the game. Not everything needs to be presented in

detail here, just pick out the key elements.

Use diagrams, descriptions and concept art. Please put

lists of assets in the appendix.

3.6 Gameplay

Describe: mechanics, items, power-ups, progression. Think about the required player skill level – fine

motor, memory, problem solving; and how these relate to the target market.

3.7 User Interface

Give annotated mock-ups of the expected UI and a walkthrough of the menu system.

3.8 Audio

Describe the audio and music elements of the game. How do these reflect elements in the game?

How does it build mood? Are there any dynamic aspects? Please use the appendix to list all audio

assets and sources.

4. Technical Development Details

Use this section for more specifics and technical details that are relevant for your game, but don’t go

into too much detail.

E.g.:

4.1 Testing Strategy

E.g. Describe how you structure your playtesting sessions to get the most valuable feedback.

4.2 Technical Design

E.g. system architecture, class hierarchies, technical descriptions of core systems, tools that needed

to be developed, etc. You can reference any algorithms you used. If you developed something neat,

like a procedural system, describe it here. Use sub-headings and include technical diagrams and

flowcharts where possible.

5. Project Plan

5.1 Main Tasks

Break down the main tasks and just the first level of sub-tasks. The purpose is to demonstrate that

you can break a big complex task down into smaller tasks (which you’ll then need to schedule in the

Gantt chart).

This can be done in a number of ways:

•

Task-based breakdown

, where you break the tasks down by discipline. E.g.:

o

Concept art

♣

Characters, Environments, UI, Etc.

o

Modelling

♣

Hero character, Enemy character, Castle part of scene, Plains part of scene,

Etc.

o

Animation, Gameplay programming, UI, etc.

•

Feature-based breakdown

, where you break the tasks down by type:

o

Characters

♣

Concept art, Block models, Hero models, Animations, Etc.

o

Gameplay

♣

Mechanics, Etc.

o

Environments, Inventory, Quests, etc.

•

Agile-based breakdown

, where you work on Sprints in which your team looks at User Stories

which describe features from the user’s perspective. This will look very different to the

above methods. Example User Stories include:

o

"As a player, I want a character that moves around the environment"

◊

start of

character movement

o

“As a player, I want to start a game, play, and restart after I lose, so I can replay the

game.”

◊

start of game loop, game win conditions, basic UI

o

“As a player, I want a character model, so I can visualise my character in the world.”

◊

character design

o

Etc.

5.2 Gantt Chart

Visually show the timings and who will work on what task. If you’re using an Agile / Scrum approach,

this should show your Sprints and your Backlogs.

5.3 Milestones

Identify around 5 milestones in your project. These should be key points, such as specific work being

completed, that are important to overall progress. E.g. at a minimum this must contain:

•

Vertical Slice Demo Complete

•

Full Game Complete

5.4 Workflow

Visually show how work moves from task to task, including tools used.

6. References

List your references using BU Harvard format:

https://libguides.bournemouth.ac.uk/bu-referencing-

harvard-style

7. Appendices

Use this for anything else that doesn’t fit or breaks the flow of the above sections. It’s a great place

for lists.

7.1 Asset List

You must list the sources of your assets: 3

rd

party and in-house.

E.g.:

Asset

Team / 3

rd

Party

Source (URL / who made it)