GAME TREATMENT

One-Pager

Ten-Pager

GAME TREATMENT

- This week you need to refine and pitch your game idea by creating the following documents:
  - One-Pager
  - Ten-Pager

AUDIENCE

The one-pager and ten-pager are Pitch Documents.

Pitch documents are written towards people that will play, buy, or fund your game.

Use language that will engage the reader and invite them to imagine themselves in the game.

EXAMPLES OF ENGAGING LANGUAGE

BAD

- The player will explore the planet as the protagonist using words to defeat enemies and win the game.

GOOD

- You are the Litforce commander! Use your exposition shoes to explore an ancient world and your trusty staff of contradictions to eliminate and confuse your enemies and rescue grammar!

ONE-SHEET

THE ONE-SHEET

- This is a pitch document.
- It should:
  - Give a quick overview of the game.
  - Entice the reader.
  - Use language to engage the reader.

THE ONE-SHEET

- Should include the following:
  - Game Title / Logo
  - Intended Game Systems (platform)
  - Target Age of Players
  - Intended ESRB Rating
  - A summary of the game's story, focusing on gameplay
  - Distinct modes of gameplay (as applicable)
  - Unique Selling Points
  - Competitive Products

UNIQUE SELLING POINTS

- USPs sell the gameplay and game.
- Think of them as the bullet points you would see on the back of your game box or on the game's Steam page.
- These should not be generic.
- Use specific examples from your game if possible.

USP EXAMPLES

BAD

- Unique characters abound!
- Traverse multiple levels!
- A different type of story!
- Your decisions change the world!
- Awesome low-poly art style!

GOOD

- Choose from characters like the stealthy Batmancer or the vibrant Snuggler!
- Experience crazy vistas as you soar from Spire Point or dive into Lava Lamp Lake!
- The world responds to your presence as you experience a mind-bending coming of age tale!
- Experience a colorful cel-shaded world that will delight your eyes!

COMPETITIVE PRODUCTS

- These are games that are similar to your game.
- They help a reader relate to your game.
- Make sure your comparisons are successful and known.

EXAMPLE OF ONE PAGERS

- The following pages are examples of one pagers.
- They are also available in the course content area of the class.

Bedbug: Rooftop Rumble (game title) concept overview

iOS/Android/Kindle (game platform)
Target Age: 8-up (target audience)
(Rating goes here – note no rating is necessary since ESRB doesn't rate "mobile" games)

Game Summary: Bedbug, the leaping lawman, protects the citizens of Silicon City from the forces of evil. Unbeknownst to him, **Player One**, the couch jockey of crime, has "leveled up" Bedbug's arch-villains with video game technology, turning them into super-powerhouses! Can Bedbug run fast enough, punch hard enough and jump high enough to defeat his vilest villains? Only **you** can decide!

(Include a beginning, middle and end of the game story. Keep it short and sweet.)

Game Outline: As Bedbug, the player runs and jumps across the rooftops of Silicon City, earning points for punching out criminals and rescuing citizens. Collect enough points to execute super-moves or earn the assistance from favorite Bedbug characters like Captain Superior, Blue Tiger or Elvira. The player can purchase and stock their utility belt with power-up items that aid them in their fight against crime. Using Bedbug's jumpin' boots, players can launch themselves into the air to avoiding hazards and break height and distance records. Watch out! Super-villain bosses will attempt to stop the leaping lawman, forcing the player to change tactics to survive.

(Don't go into great detail, but give an indication of the gameplay genre, the player's objectives and gameplay elements.)

USP: (Unique Selling Points)

- Superhero jumper meets superhero endless runner
- Stock your utility belt with gadgets like gas pellets and the bug-bite zapper
- Over 50 gadgets and power-ups pack a super-powered punch
- Summon heroes like the Vampire Bat and Battle Girl to come to your aid
- Battle Bedbug's fearsome foes like Grave Robber, Scrapper and the Boogeyman
- Compete with and against your friends in "Duo Duel" mode

(Use USPs to highlight cool and unique features – gameplay style, game modes, single or multiplayer, technology innovations, cool features. Don't use more than 5-7 of these.)

Similar competitive products:
Punch Quest, Knightmare Tower, Rayman Jungle Run
(Choose competitive products that are successful, recent or very well known – preferably all three.)

A Compelling Story, A mystery that unfolds thru cinematic and puppet story sequences

Excitement! Fun! Heroic!

MAXIMO VS The ARMY of ZIN

A Single Player Combat / Action Game!

The Sequel to **Maximo: Ghosts to Glory**

TEEN (Violence) Rated

The Second Saga Begins....
Eight months have passed since Ghosts to Glory and Maximo and Grim have searched in vain for Sophia... Their search is suddenly interrupted when they encounter a maiden menaced by a strange "clockwork" monster...

Maximo's appearance reflects his status!

MAXIMO:
* **More Heroic** - Maximo has to save others not just his own skin!
* **More attack moves!** Cool Combat Motions & combos, simple to command!
* **Get Stronger!** - Build up your character with the new experience system to gain effective and powerful abilities, armor and new weapons!
* **Responsive movement and combat feel** - Satisfying to play controls
* **Customize your character** with unique boxers and abilities!

Maximo's character image:
* He's Brave, Heroic and Impulsive!
* He's a man of action! Physical in nature.
* Will always do the right thing even if it's to his disadvantage.

Maximo's telling character traits:
* He is always holding a sword
* He fights even in his underwear
* He has Death as a companion

THE ARMY OF ZIN
Unique, marketable and Very Cool
* Created by the famous artist Susumu Matsushita
* **Enemy Variety** - Different size, shape, movement and method of attack and defeat.

FUN TO PLAY AND EASY TO GET INTO!

The Zin Legend....
500 years ago the Army of Zin attacked! The forces of man rallied and in a great and terrible battle the Zin were defeated and placed in the Great Vault. There they tick away the centuries waiting to freed so they can march once more.

Collect Death Coins to play as DEATH!

Grim finally shows his true nature as the reaper, an invulnerable and unstoppable floating force!!

Innocent and not so innocent characters for Maximo to interact with and rescue!

Keep collecting Koins to buy unique items!

Unexpected game play situations, enemies and story twists!

Jump over obstacles and beat the crap out of stuff with style!

The Besieged village:
This once peaceful village is bombarded into ruin by the army of Zin. Maximo must search out the mysterious Gearmaster who lives in the dark forest.

Cool dark atmospheric stylized creepy environments!

The Haunted Forest:
Maximo must brave the horrors of the haunted forest where even the trees don't want him to leave alive. Maximo learns about the Zin from Tinker, the cute and intelligent Gearmaster, before being abducted by Lord Bane.

Hazardous obstacle courses and physical puzzles!

The Crystal Mountains:
Maximo will have to cross teetering bridges and crumbling paths to reach Castle Hawkmoor and the great Vault. Maximo duels with his old rival, the Baron, to gain access to the Great vault.

Active environments that move and change as you smash stuff!

The Dead Sea:
The Dead Sea has been sucked dry by the Zin Fortress and the mysteries of the deep uncovered. Maximo must battle his his way to the Soul crusher.

The Zin Fortress:
Maximo must survive the grinding gears to rescue Tinker, destroy the soul crusher and the soul stones that power the Army of Zin.

TEN PAGER

THE TEN PAGER

- This is a Pitch document.
- The one page outlined your game, now you get to define it.
- Think of it as a broad stroke or synopsis of your game.
- This document is more about selling the game and features that describing everything about how to make it.
- Think of it like an old school game manual or the website for a game.
- Ten pages is just a guideline…

THE TEN PAGES

The following are what most Ten-Pagers will cover:

1. Title Page
2. Game Outline
3. Character
4. Gameplay
5. Game World
6. Game Experience
7. Gameplay Mechanics
8. Enemies
9. Multiplayer / Bonus Materials
10. Monetization

TITLE PAGE

- **Should include: (as applicable)**
  - Game Title
  - Team
  - Date
  - Intended Systems
  - Target Age
  - ESRB
  - Projected Ship Date

- **Use a Logo and art, even if basic.**
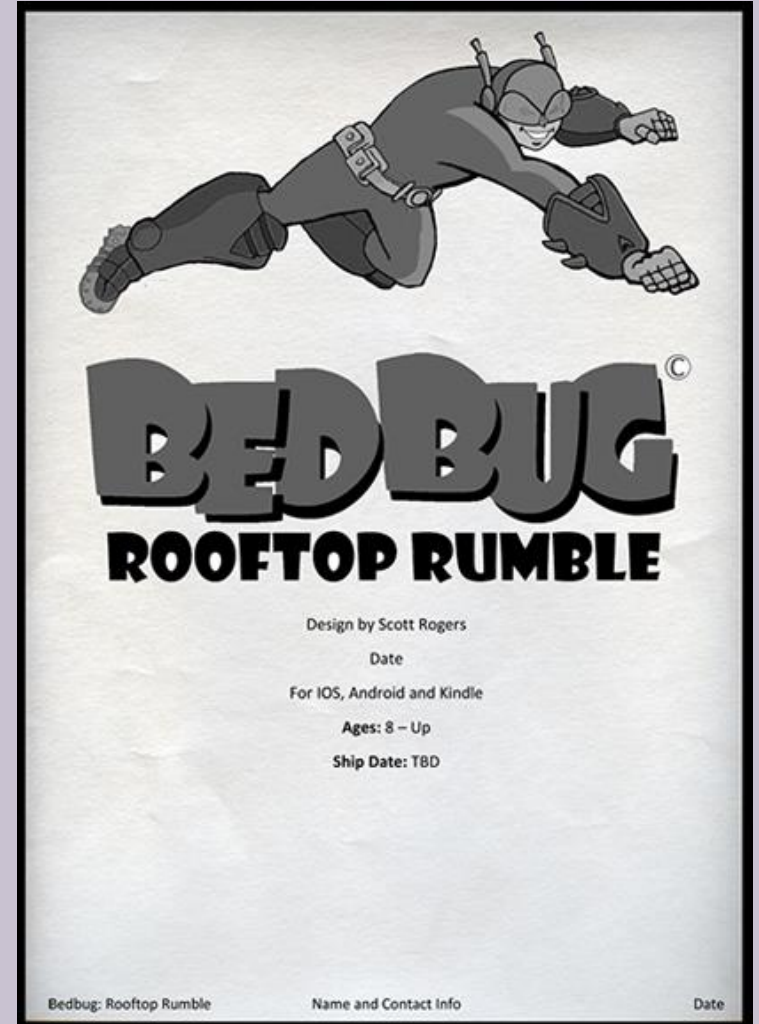
GAME OUTLINE

- **Game Story Summary**
  - Fleshed out from one-pager
  - Include beginning, middle, & end

- **Game Flow Outline**
  - Flow of the game
  - Environments
  - Challenges
  - Progression
  - Victory
  - Gameplay to story

Game Story Summary: Bedbug, the leaping lawman, protects the citizens of Silicon City from the forces of evil. Unbeknownst to him, **Player One**, the couch jockey of crime, has "leveled up" Bedbug's arch-villains using his holographic video game technology; turning the bad guys into a super-powerhouses! Can Bedbug run fast enough, punch hard enough and jump high enough in this endless runner/jumper?

Game Flow Outline: Bedbug: Rooftop Rumble is a side-scrolling endless runner/jumper that finds Bedbug, the single-father superhero dashing across the rooftops of Silicon City. Using Bedbug's jumpin' boots, the player can launch themselves into the air to avoiding hazards and break height and distance records. The player punches out criminals and rescues citizens to earn Pow! points. Earn enough Pow! to execute super-moves or earn the assistance from favorite Bedbug characters like Captain Superior, Blue Tiger or Elvira. Watch out! Super-villain bosses will attempt to stop the leaping lawman, forcing the player to change tactics if they hope to survive. Players can defeat bosses and earn (or purchase) Bug Bytes to restock their utility belt with power-up items that aid them in their never-ending fight against crime! Players can try to improve their high scores and post them to Game Center. Or compete against friends in "Duo Duel" mode.

BOSS INCOMING!!!
Grave Robber
816

Bedbug: Rooftop Rumble   Name and Contact Info   Date

CHARACTER

- **Character(s)**
  - Details pertinent to game
  - Concept Art
  - Backstory
  - Special moves /abilities
  - Character Controls

CHARACTER: As a child, **Buddy Sprang** wanted to be a superhero when he grew up but a tragic accident resulted in an injury that confined him to leg braces and crutches. Turning to computer programming and the internet, Buddy created a search engine he sold for millions. Using his newly earned fortune, he built jumpin' boots that allow him to not only walk but jump as high as a building and kick hard enough to dent steel and shatter concrete. He spends his days taking care of his daughter, Elvira and nights as **Bedbug**; striking terror into the hearts of criminals who fear the Bedbug's bite!

CONTROLS: **Bedbug: Rooftop Rumble** use the following touch-controls to play:

- Bedbug **runs** constantly, requiring no player input, but Bedbug will slow down if he takes damage or runs into an enemy or obstacle.
- **Tap** the left hand side of the screen to **uppercut**. This allows Bedbug to jump over obstacles and leap high into the air. Upgrade his Jumpin' Boots for higher jumps.
- **Tap** the right hand side of the screen to **punch**. Punch enemies to defeat them and collect Pow!
- **Tap** both the left and right hand side simultaneously to **block**.
- **Tap** on a utility belt pouch to use an equipped **gadget**. Players can equip up to four utility belt gadget during one game session. Each gadget is a one-time use power-up.
- Bedbug automatically collects Bug-Bytes and Super-Helper power-ups. Players can spend Bug-Bytes for gadgets and upgrades. Super-Helpers are one-shot advantages to help Bedbug – from summoning the destructive power of Captain Superior and the flashing claws of Blue Tiger to the healing aid of his daughter Elvira.

Bedbug: Rooftop Rumble   Name and Contact Info   Date

GAMEPLAY

- Gameplay
  - Genre
  - Sequence of play
  - Big set pieces
  - Features
  - USPs!
  - Diagrams
  - Platform specific stuff?

GAMEPLAY: Bedbug: Rooftop Rumble is an endless runner, where the player automatically runs from left to right over the rooftops of Silicon City. Along the rooftops, he will find criminals to fight, innocent victims to rescue, Bug-Byte chips to collect and super-villain bosses that bar his way. But the action doesn't restrict itself to the horizontal plane! Bedbug uses his Jumpin' Boots to launch himself up the sides of buildings, dodging hazards and enemies as he goes.

All of the controls in Bedbug: Rooftop Rumble are optimized for touch screen play. A simple tap can make Bedbug punch, jump, and block or use one of the gadgets from his utility belt.

As Bedbug defeats bad guys – from muggers and bank robbers to costumed criminals – the player will earn Pow! Once a player has collected enough Pow!, the player will be attacked by one of Bedbug's super-villains. Unfortunately for our hero, all of the baddies have receive high-tech upgrades from Player One, turning them into holographic versions of famous video game enemies. Bedbug will have to keep on his toes and the player will have to change tactics with each boss encounter if they want to survive.

But Bedbug isn't without his tricks. Players can either collect Bug-Byte chips or spend real money to buy gadgets for Bedbug's utility belt. Flash pellets temporarily stun enemies. Bug-bite zapper causes more damage. Snacks can restore health. The player can also collect Super-Helper power-ups that summon help from Bedbug's family and fellow superheroes – from the Blue Tiger's spectral claw attack that clears the screen of enemies to a simple hug from Elvira that restores all of the player's health.

The levels in Bedbug: Rooftop Rumble are programmatically generated – changing up enemy placement, mechanics, hazards and background art to keep things fresh for the player. The player can try to beat their best time (and display it in Game Center and at Google Play Games) or fulfill the requirements of over 50 achievements to earn more Bug-Bytes.

DUO DUEL MODE: Players can compete against each other in Duo Duel mode: an asynchronous game mode where players take turns "ghosting" each other's moves for points. Think of it as a game of H-O-R-S-E with far more punching, jumping and super-villains!

Bedbug: Rooftop Rumble   Name and Contact Info   Date

GAME WORLD

- Game World
  - Environments
  - Images/descriptions
  - Mood/music
  - Flow diagram
  - Maps, etc.

GAME WORLD: It's bad enough that the rooftops of Silicon City is a dangerous place filled with hazards like sparking electrical wires, swinging crane arms and treacherous drops but it's also a haven for ruthless criminals who prey on the innocent. Fortunately for the citizen of Silicon City, Bedbug patrols these rooftops.

Leaping from building to building, the leaping lawman helps those in need and battles crime no matter where it shows up – whether on the urban sprawl of downtown to the smoky rooftops of Little India to the gleaming spires of the Cassandra Building.

When play shifts to vertical leaping sections, the player will jump past hazards like dropping plant pots, flocks of pigeons and open windows – some hiding criminals while others show amusing vignettes of city life and cameos from Bedbug supporting characters.

As the player's run continues, the locations will randomly change to prevent the scenery from getting boring – shifting in color and lighting to indicate to the player that they are making progress.

Bedbug: Rooftop Rumble   Name and Contact Info   Date
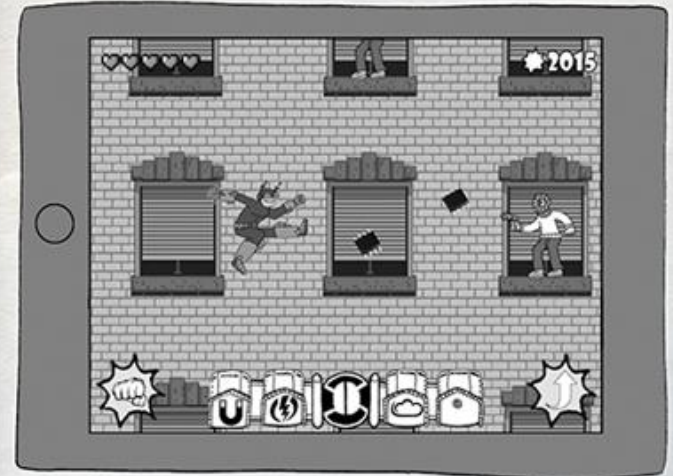
GAME EXPERIENCE

- Gestalt
  - Talks about the mood of the game
  - Describes the UX and possibly UI
  - Music
  - Brings all design elements together

GAME EXPERIENCE: After the Bedbug Games logo, the player is taken to the start screen. The player will have three options: Shop, Play and Duo Duel. Shop allows the player to buy Bug Bytes, power upgrades and gadgets for the utility belt. Duo Duel starts the two-player competitive mode. Play starts the game.

A short cut scene shows Player One in his lair vowing revenge on Bedbug. The camera pulls back to reveal he is speaking to all of Bedbug's greatest foes. Then Player One presses a button on his gamer glove which shoots out a beam of energy and imbues the villains with a mysterious power. Cut to Bedbug running along the rooftops – this is where gameplay begins.

The world and characters of Bedbug: Rooftop Rumble isn't grim like Batman: Arkham Origins, but it isn't a parody like the Middle Manager of Justice. The overall feel of the game and its world is of a classic American comic book from the 70's and 80's. The stakes are high, the danger is real even if it's from super-villains wearing holographic armor based on classic video game characters. That's not to say there isn't room for humor in the game. The reaction of an enemy getting defeated by an attack or super-move could be look or sound funny, as long as it doesn't descend into the realm of silliness.

The music in Bedbug: Rooftop Rumble should be up-tempo and heroic – either orchestral or rock. It should be something you never get tired of hearing even after the 100th time a player attempts to break their distance record.

Bedbug: Rooftop Rumble   Name and Contact Info   Date

GAME MECHANICS

- Gameplay Mechanics
  - Mechanics
  - Hazards
  - Power-ups
  - Collectibles
  - Economy
  - Etc.

GAME MECHANICS: These are some of the hazards, purchasable gadgets and collectable items available to the player.

HAZARDS: The rooftops can be a dangerous place for even a superhero! In addition to enemies and super-villains, here are some of the hazards that our hero faces:

Sparking neon signs	Collapsing walkways	Falling flower pots
Smoking chimney tops	Whirling air conditioners	Flocks of dangerous pigeons

GADGETS: Fortunately, Bedbug's utility belt is packed full of gadgets including:

- Steel gauntlets – does double damage to enemies
- Smoke pellets –
- Flash bomb - temporarily stuns criminal enemies
- Bug-bite taser - zap baddies and earn double the Pow!
- Boot Boosters – gives Bedbug a longer and higher jump
- Jamming device – reduces projectile accuracy by 50%
- Nighty-night gas pellets - knock out an entire screen of enemies
- Kevlar body suit – provides 25% protection from melee damage
- Nomex body suit – provides 25% protection from projectile damage
- Snacks – replenish 25% health
- Tech magnet – makes bug bytes easier to collect

SUPER-HELP: At random intervals, Bedbug can collect Super-Help Icons. Super-Help icons instantly summon Bedbug's family and allies

Captain Superior: The leader of the Super Battalion upstages Bedbug again by zooming in and attacking enemies before Bedbug even gets near them. Be sure to collect the resulting Pow! or you might lose it!

Blue Tiger: This mystical member of the Super Battalion unleashes the power of his spectral tiger gem, creating a flurry of claw attacks that does major damage to all enemies on screen.

Vampire Bat: The late-night avenger unleashes his flock of bats that collects all Pow! and Bug Bytes pickups for a short period of time.

Battle Girl: This princess of patriotism uses her mystical spirit shield to protect Bedbug temporarily from any damage.

Mistress Mind: The mistress of mind-control mesmerizes all enemies on screen, stunning them and leaving them easy targets for Bedbug to mop up!

Elvira: Bedbug's daughter arrives for a big hug – that replenishes all of the player's health.

Bedbug: Rooftop Rumble   Name and Contact Info   Date

ENEMIES

- Enemies
  - NPCs
  - AI
  - Bosses

ENEMIES: Bedbug fights a wide-variety of crooks, thugs and low-lifes on the rooftops of Silicon City. From pipe-wielding punks to safe-crackers with bundles of dynamite to machine-gun blasting hoods, Bedbug has his work cut out for him!

BOSSES: What's a superhero game without super-villains? That arch-fiend of the arcade, Player One, has assembled Bedbug's greatest foes to play a game of life or death with our hero!
Bedbug: Rooftop Rumble's rogue's gallery includes:

- **Grave Robber:** Normally satisfied to rob convenience stores, Grave Robber has newfound bravery now that he's at the helm of a holograph skull-bot! Watch out for those twin machine guns, Bedbug!
- **Calamity:** The cowgirl of crime rides atop a holographic Millipede. Jump and punch away at its multiple sections before it can make a meal of our hero!
- **Scrapper:** Player One's holographic ape suit amplifies Scrapper's already superhuman strength. But where did those explosive barrels come from?
- **Rook:** Rook flies high above Bedbug with a fleet of Invading Aliens. Watch out for their dropping bombs and swooping attacks!
- **Boogeyman:** The normally sinister Boogeyman has to suffer the indignity of Player One's Mushroom Princess holographic armor. While the Crime Ghoul might look ridiculous in frills, his maniacal mushroom minions are no laughing matter.
- **Player One:** The couch jockey of crime has saved the best holographic armor for himself – a laser-shooting, rocket-blasting, mind-controlling Master Brain! Can Bedbug shatter the super-ego of this game-obsessed super-villain once and for all?

Bedbug: Rooftop Rumble   Name and Contact Info   Date

MP AND BONUS

- **Multiplayer and Bonus**
  - MP/Co-op/Solo?
  - User Generated content
  - Achievements
  - Unlockables
  - DLC?

BONUS MATERIALS: Players that download **Bedbug: Rooftop Rumble** will also get a digital copy of Bedbug #1. This exciting 32 page comic features the origin of Bedbug, three additional Bedbug adventures, four who's who guides to Bedbug's greatest allies and enemies and never-seen before artwork.

ACHIEVEMENTS: Each game, **Bedbug: Rooftop Rumble** players can attempt to earn three achievements. New achievements replace older ones when collected. There are over 30 achievements that will challenge the player's skills, endurance and patience!

- **Crime Smasher:** Defeat 100 criminals
- **Combo Artist:** Get a 100 hit combo
- **Punching Bag:** Get knocked out 100 times
- **Block Master:** Block 200 attacks
- **Friends for Life:** Collect all six Super-Help icons in a single game
- **Blow Back:** Deflect a dynamite bundle back into its thrower
- **Pow! Procurer:** Didn't miss collecting a single Pow! during a game
- **Fully Loaded:** Purchase all utility belt gadgets

Bedbug: Rooftop Rumble   Name and Contact Info   Date

MONETIZATION

- Monetization
  - How it will make money
    - One time payment?
    - DLC?
    - Free-to-play?
    - Combination?
  - How do purchases affect game?

MONETIZATION PLAN: While **Bedbug: Rooftop Rumble** will be a paid game ($1.99) Players will still be able to make in-game purchases. There are no hard gates within the game, rather the player will be able to collect and spend two currencies in the game: **Pow!** and **Bug Bytes.**

POW!: Players earn Pow! every time they defeat an enemy. The bigger the baddy, the more Pow! is rewarded. Players must collect Pow! by tapping on it or collect it with a power-up, gadget or Super-Help ability. Earn enough Pow! to unlock Boss Fights and new gadgets.

BUG BYTES: Bug Bytes are small microchips that are collected throughout the game. Players can also earn Bug Bytes by defeating bosses. Use Bug Bytes to purchase gadgets, one-shot boost power-ups and special costumes. Players can visit the in-game shop to purchase packages of Bug Bytes (at .99, 4.99. 9.99 and 19.99 increments) or a one-time purchase Bug-Bite Zapper ($1.99) to double the Pow! yielded from defeating a bad guy.

Bedbug: Rooftop Rumble   Name and Contact Info   Date

THE END

Examples are provided in Course Content in Blackboard!