

GAME 400/490/610

Documentation
and
Expectations

PRESENTATIONS

SELLING YOUR GAME

- Now that you have your game designed... mostly... and documented; how do you sell it?
- For this class, your presentations are all going to be ‘pitch presentations’.
- This means that your presentation isn’t a status report or a book report, it needs to be engaging.
- Play to your audience, make them want to buy your game, give you money, etc.

THE ELEVATOR PITCH

- Think about this. You have a few minutes to sell your game. How do you get this done?
- Start off by thinking about the following scenario.
- The CEO of <Your favorite publisher> just got on the elevator with you. You have until you reach the lobby to get him sold on your game... go...
- What did you talk about?

TELL A NARRATIVE

- A good pitch will present a story about why someone would like your game.
- Give some info to make them interested.
- Answer any questions that might seem natural based on that interest.
- Repeat this until they understand why should love your game.

WHAT SHOULD I INCLUDE?

- It might depend on your game, but here are some must haves.
 - Title / Logo
 - Overview of the game
 - Unique selling points
 - Explanations of the USP
 - Recap

SHOW IT!

- Use visuals.
- If you don't have art, use concept or reference art.
- If you are explaining something, draw something simple.
- If you have one, include a video of the game as part of the presentation.

WORDS VS. PICTURES

- Unlike this presentation...
- Yours should include both words and pictures.
- People don't want to read a book so keep it succinct.
- You should never have just pictures, they lack context.
- A good mix of words and pictures keeps people interested and grounded.

OFFLINE ACCESS

- One thing to consider.
- Your presentation should be able to stand on its own.
- If you had to send it to an executive without you there, would it be able to be understood?

EXAMPLES

- In the course content folders I've included some examples from past classes.
- Please note, these are examples and they contain good and bad stuff.
- Look them over and think about this.
 - Do you understand the game they are making?
 - Would you buy it? Play it?
 - What could they have done better?

FINAL THOUGHTS

- You will be doing a presentation at least four times in this class.
- For each one, you should be updating it and keeping it current.
- Pretend like your audience has never heard about your game before.
- Do not assume they will understand things.

THE END

**Get Ready
to Pitch!**