**Game Design Document**

***In groups of 3, Create a Game Design Document*** *of* your own game (2D or 3D) with two levels. There must be clear objectives and goals for your game. Your game must have a menu screen with navigation buttons inside the game if the user decides to quit or pause the game. There needs to be a backstory and a fluent style throughout the game. The game must be bug free. The more creativity, the better your grade will be.

Total: 200 Points

**Overview:**

Introduction (20 points)

Style Guide (10 points)

Mechanics (25 points)

Story (25 points)

UI/UX documentation (25 points)

Systems Designs (25 points)

Technical Documentation (20 points)

Monetization Strategy (10 points)

Costing per features (10 points)

Production Guide (20 points)

Marketing Overview (10 points)

*The sections below describe what is required, and will be updated.*

1. **Introduction**

One paragraph describing the video game, think of it as a revised pitch.

1. **Style Guide**

Create a Style Guide for your game design documentation. This plan should concentrate on visuals but also touch on other elements of Aesthetics. The primary focus should be: “What do we want our game to feel like?” Include rules for asset creation, common colors, etc. Include references from other games and if possible, try to create some original art (like a main character turnaround, icon mockups, or branding). Remember visual references/examples are key here but must be supported by written justifications of your thought process (a bunch of images is not enough).

Include 1-2 pages of concept art.

Aesthetics - What are you trying to say? All aspects of game aesthetics should drive toward what you want people to feel when playing your game.

What player types will like your games?

1. **Game Mechanics**

Rules, player goals (realtime, each level, whole game). Actions the player can take in the world.

Camera perspective, gameplay type.

Modes (stealth, vehicle, swim, etc)

Dynamics: the emergent behaviors that arise from gameplay when Mechanics are put into use. They describe the runtime behavior of the mechanics acting on the player inputs and each other’s outputs over time. Dynamics work to create aesthetic experiences. For example, challenge is created by elements like time pressure and opponent play.

Add more basic actions

When basic actions combine there are opportunities for emergence. Be willing to discover emergent actions as you discover more about your game mechanics.

Set goals that can be achieved more than one way

Allow players to discover their way of doing things.

Have secondary behaviors in your game (side effects) that occur because of basic actions and change the constraints on a player.

**4. Story**

Story overview - 1 to 5 paragraphs

Character backgrounds & motivations (eg: hero, villain, party members)World overview (eg: magical crystals are power source, demons roam the land)Player choices

Story curve & Interest curves.

Typical Interest Curves for successful games rely on a pattern made up of a three-tier system of interest:

Overall Interest curve -Something that grabs your interest early, followed by a series of interest peaking events, ending with a major climax

Each level’s Interest Curve - New Aesthetics and/or challenges engage the player providing rising interest until the end of the level which is often finished with a final challenge like a boss battle.

Each challenge - Every challenge has a micro interest curve, high interest introduction, rising steps in the challenge, and a culminating pay off.

**5. UI/UX documentation**

What information we give to the player (health, score, stealth meter, etc).

Game mockup in Photoshop or Unity

UI Elements - describe which elements are on-screen all the time, part of the time, or only occasionally.

Control scheme - map out the control scheme for your game, include all systems you plan to ship to.

Localization - which parts of your game require translation? Are there symbols you will use in your game, list them (eg: warning signs, religious symbols, etc)

**6. Systems Designs**

What will need to be custom coded for your game?

Describe in-detail:

combat systems (action or turn-based)

simulations

weather

map unlocking

crowd AI &/or enemy AI

player content creation

**7. Technical Documentation**

Platform, engine requirements, graphics technology, major technical hurdles.

Figure out which game engine is the best fit for your game design, consider the release platforms, and similar existing games. List your top two choices for game engines (only 1 can be proprietary). <https://en.wikipedia.org/wiki/List_of_game_engines>

Write about any Research & Development that would need to be done, where “out of the box” solutions aren’t available and would need to be custom coded (eg: hire a multiplayer programmer to make a Battle Royale type game).

Also look at the graphics requirements, what kinds of platforms are going to be able to run your game? List the type of graphics technologies you would need (eg: pixel art, high res textures, advanced lighting).

Helpful Links:

<https://www.gamesparks.com/blog/game-engine-analysis-and-comparison/>

<https://www.websitetooltester.com/en/blog/best-game-engine/>

**8. Monetization Strategy**

How will we make money off this game? Put it in a box & sell it, microtransactions, in-game ads, subscription, loot boxes, donations?

How does your monetization strategy fit your target market? Research similar titles & provide reasoning.

Helpful Link: <https://theappsolutions.com/blog/marketing/monetize-app/>

**9. Costing per feature**

How much will the major features of your game cost? For instance, if you’re going to use the Unreal or Unity Engine, how much does it cost to license?

Feature Costing template spreadsheet (use the Key Hires tab)

Staff: Will our game require a large number of artists, designers, or programmers? How many of each do we need to hire?

Do we need to purchase the rights to use real-world cars/guns/planes in our game?

Are we using specialized graphics technology like motion capture, photogrammetry, virtual reality? How much does it cost the company to setup?

Is there an online multiplayer component? How much do we spend to rent servers for players to game on?

After release, do we keep part of the team around for bug-fixing or DLC?

**10. Production Guide**

Think of the iteration cycles, first we need a playable prototype.

Prototype - How many team members will it take to make the smallest possible version that we can playtest?

Demo - The second iteration needs to expand the game and add some graphics, think of this stage as Early Access games that only have parts complete, but could be sold to consumers if you needed the cash.

Game Development - Third iteration should include refining graphics & gameplay, and expanding the number of playable levels to make the game longer. This part is what the big studios do well, like EA, Activision-Blizzard, and Ubisoft. Lots of talented people all working on making the game bigger, prettier, and more appealing.

Once you know how many team members, you’ll need at each dev stage, estimate the amount of time each stage will take & multiply that by the salaries of the required staff.

Also add the costs of technology, engines, licenses, etc.

Give me an estimate of how much each iteration will cost.

**11. Marketing Overview**

Who will be buying my game? What is the target audience?

Create a logo for your game to use on the cover page of your GDD.

What kinds of players does my game appeal to?

What merchandise can I sell to fans?

Where should I advertise to reach the maximum number of eyeballs for the minimum cost?