



Obscurity

Pitch Deck

Elevator Pitch

Obscurity is an immersive, narrative-driven 2D side scroller set in a dark, mysterious world. Players navigate an ever-shifting world where reality frays at the edges, uncovering unsettling revelations through exploration and surreal puzzles. Designed with accessibility in mind, *Obscurity* offers a fresh, atmospheric experience for all players; including those with disabilities, who crave thoughtful gameplay and design.

Narrative

Jessica Antenehiem, a curious nine-year-old little girl finds herself trapped in a surreal dream world where the whimsical and horrifying intertwine. She fights through trial after trial as she confronts all her fears and anxieties in an attempt to escape.



Made by Brandon



Target Audience

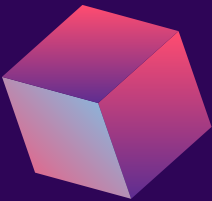
- **Rated E for everyone**
- **Mostly catered to those with disabilities**
 - **Color blindness**
 - **Hearing impaired**
 - **Dyslexia**
 - **Other physical disabilities**
 - **Limited mobility or dexterity**
 - **Etc**

1

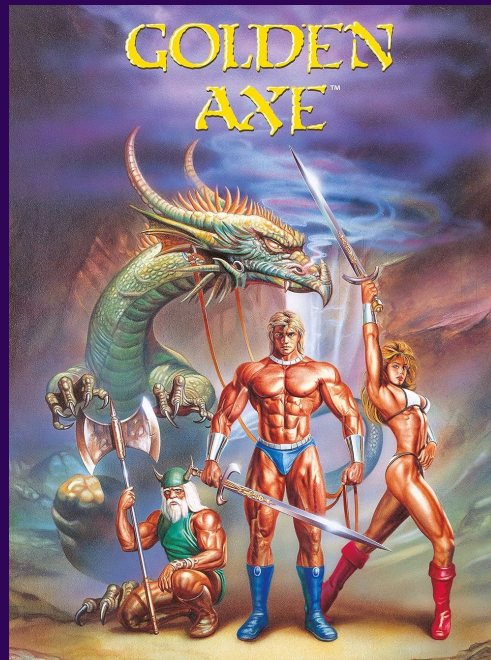
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3



Music!



For the music, we chose to stay true to the game's themes of anxiety and darkness to enhance the atmosphere of each level. I selected several tracks from the popular title Hollow Knight, known for its haunting and immersive tones, and combined them with music from the classic beat 'em up Golden Axe to add a retro intensity. A special shoutout to Michelle for suggesting the instrumental version of Dance of the Corpses, a perfect fit that really elevated the mood!



Level 5 and 6 music

The music I wanted to go with for these levels were based off of
the titles of them to fit the theme I found the non copyrighted
music off of this website
[Epidemic Sounds](#)



Level 5 music



Level 6 music

Background Music



Creepy noise



Dark, eerie



Mellow, slow

These background music samples were created using FL Studio. Inspired partly by the Regular Show intro. There are 3 audio clips each about 30 seconds long and they are meant to occasionally play throughout the gaming experience. Some samples will be used for more specific actions or scenarios.



From Data to Gameplay

Utilizing market research tools and analyzing existing game data can provide valuable insights into player behavior and expectations.

Social media updates engaging content on platforms like YouTube, X, Twitch can build anticipation.

Game Development Marketing Strategy

A successful game development marketing strategy hinges on understanding your target audience, crafting compelling promotional materials, and leveraging various platforms to reach them. Elements of a robust strategy, including audience research, content creation, channel selection, and measurement.

In the competitive landscape of game development, a well- executed marketing strategy is crucial for securing player engagement and establishing a strong brand presence. A comprehensive approach involves meticulous plao, audience understanding, and leveraging various promotional channels to reach target demographics. Understanding your audience before crafting any marketing material, it essential to deeply understand your target audience. This involves identifying their demographics, gaming preferences, preferred platform, and online behaviors.

A successful game development marketing strategy requires a multifaceted a that considers audience understanding, compelling content, strategic channel selection, and continuous measurement.

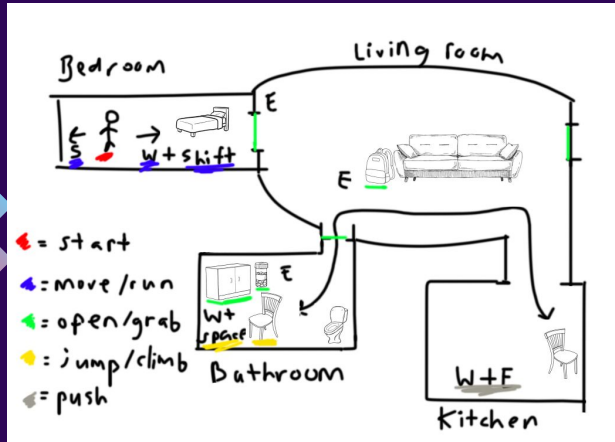
Concept Art



All made by Brandon



Tutorial concept and papermap



The introductory level takes place in Jessica's house, designed to teach the player of the game's core mechanics while subtly hinting at Jessica's fears and anxiety.

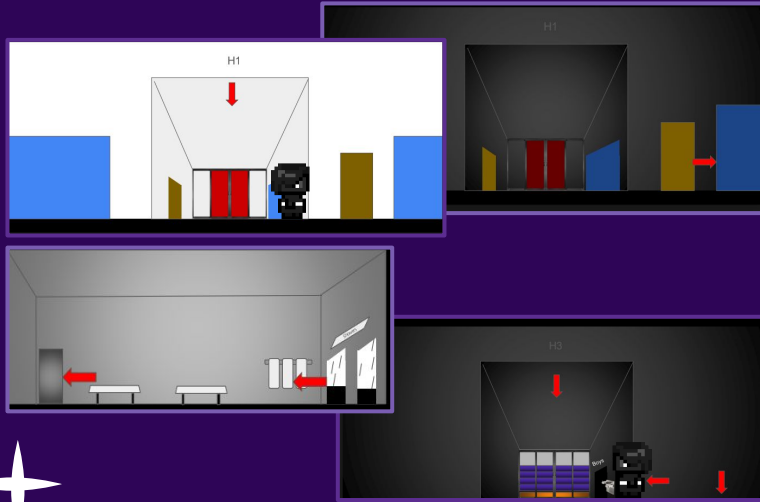
LEVEL PROGRESSION:

Jessica's bedroom is strangely bare for a child her age. There are no dolls, stuffed animals, or colorful toys scattered across the floor. Anything that she believes might watch her while she sleeps. The room is spacious but feels odd, as if something is missing. Jessica's bedroom serves as a contrast to her deepest fears in this way. Jessica had overslept and is late for school, so now she must hurry out of her bedroom and into the living room.

Leaving Jessica's bedroom, brings the player to the living room, where it's clear her parents have already left for work. Just beside the living room couch lies her backpack, seemingly ready for the day. However, upon grabbing her backpack, Jessica realizes that her anxiety pills, which she takes with her every day to school, are missing. It seems her parents were late for work and in a hurry, just how she is now late for school, and forgot to pack them. Jessica remembers that her pills are stored in the bathroom cabinet, but they're just out of her reach. She heads to the kitchen to push a chair into the bathroom, then jumps/ climbs up the chair to reach the cabinet. She grabs what she believes are her anxiety pills and hurries over to school.

Level 1 concept and papermap

Highlights of Level 1 Concept Art:



Above are my personal favorite pieces of concept art, Below is the link to the slideshow.

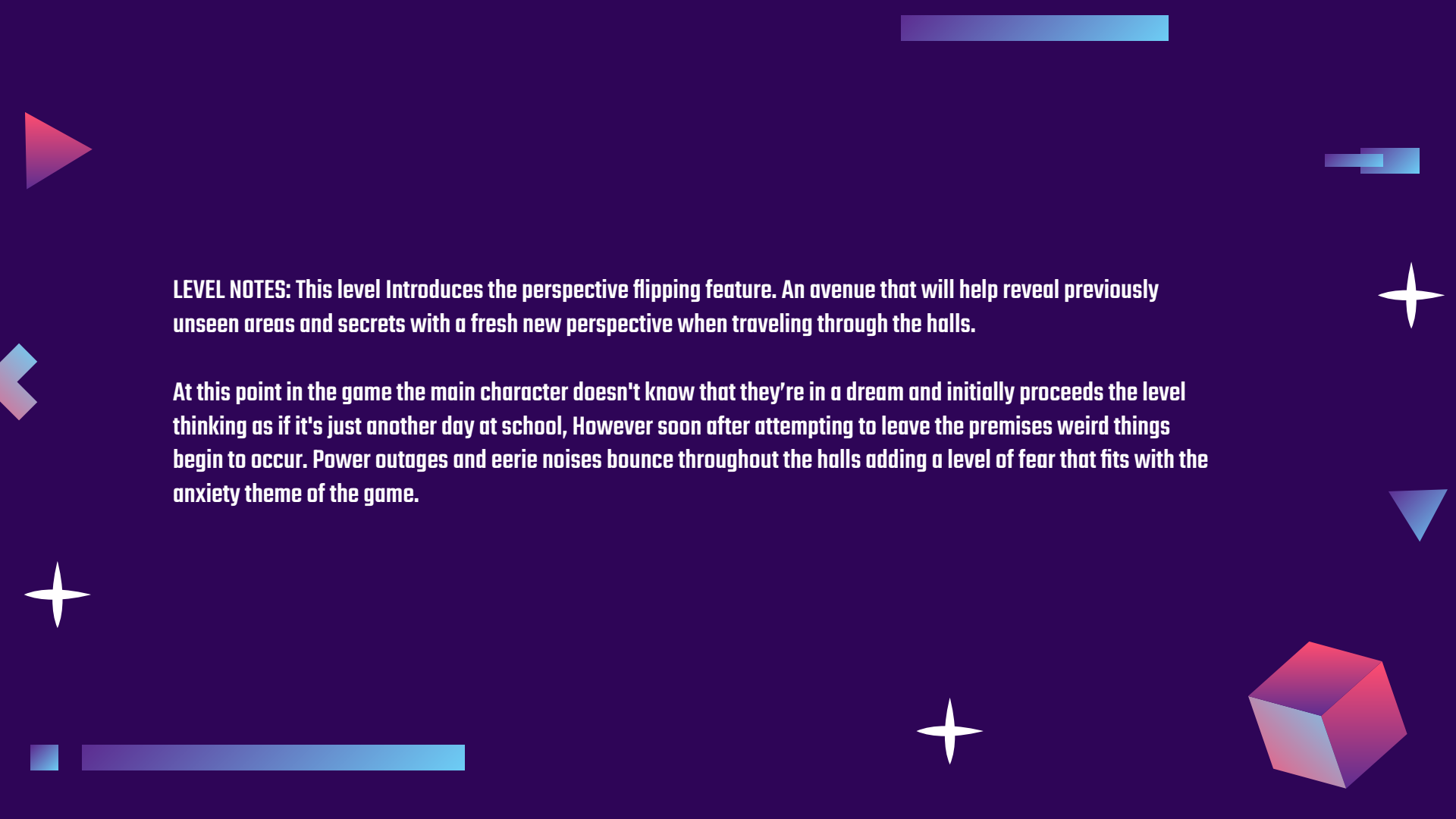
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LEVEL PROGRESSION:

Following the tutorial, Jessica awakens to find herself alone inside her old intermediate school where she's trapped within.

During her escape the lights suddenly vanish and the world as we know it is no longer as is, now twisted and shifted from reality Jessica is forced to use scavenged items to assist in her traversing throughout the schools eerie halls to find clues that'll help her escape.

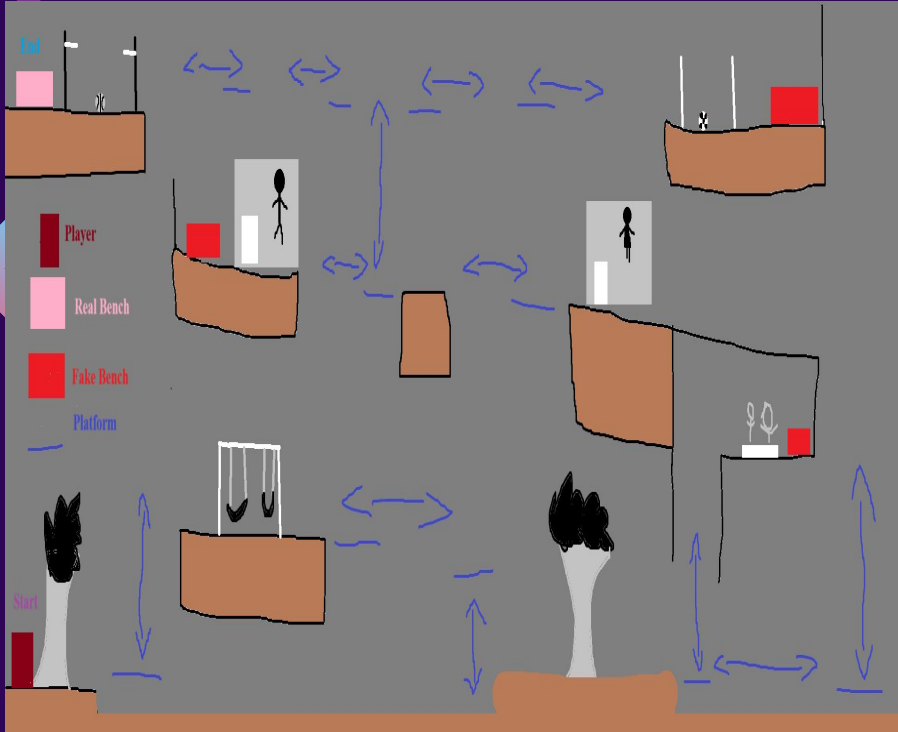
To Escape the school Jessica must solve a series of puzzles that award her with a sequence of numbers that correspond to her escape from the facility.



LEVEL NOTES: This level Introduces the perspective flipping feature. An avenue that will help reveal previously unseen areas and secrets with a fresh new perspective when traveling through the halls.

At this point in the game the main character doesn't know that they're in a dream and initially proceeds the level thinking as if it's just another day at school, However soon after attempting to leave the premises weird things begin to occur. Power outages and eerie noises bounce throughout the halls adding a level of fear that fits with the anxiety theme of the game.

Level 2 concept and papermap



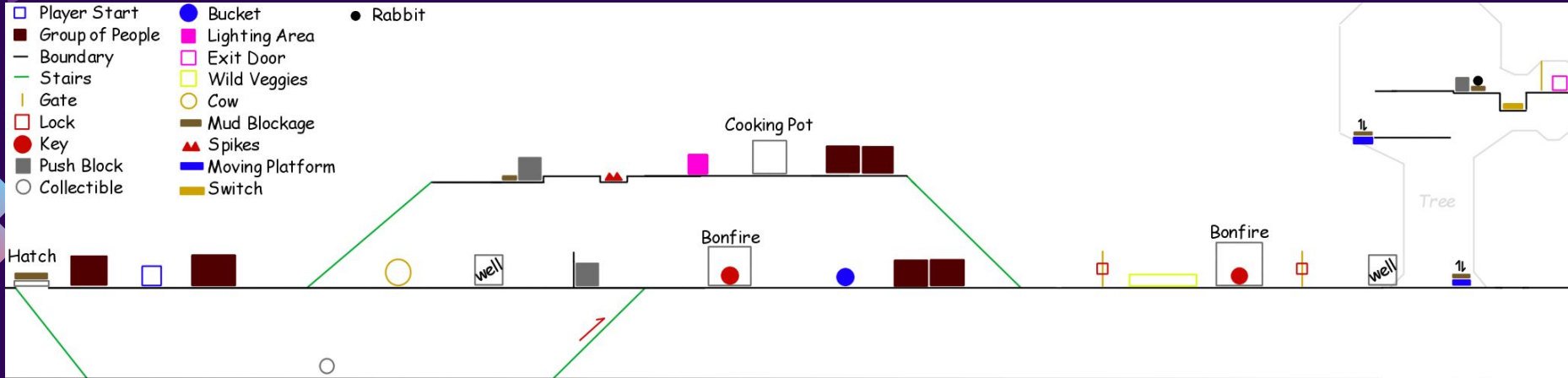
LEVEL PROGRESSION:

After the mess that happened at school, Jessica decides to head to the park just wanting to relax and hopefully calm her mind. Jessica has a favorite bench where she just likes to sit at as she feels it is the perfect spot for her.

When Jessica arrives at the park, she realizes that the park is broken into pieces and the park is now floating. There seems to be some moving platforms that appeared out of nowhere as well. To get to her favorite bench she needs to jump from platform to platform passing through the many different park locations and trees (shown as background) to hopefully find her favorite bench.

There will be a few benches scattered around, so this will feel like a floating maze for Jessica. She eventually makes it to the right bench hoping that maybe this madness will end if she just closes her eyes for a bit...

Level 3 concept and papermap



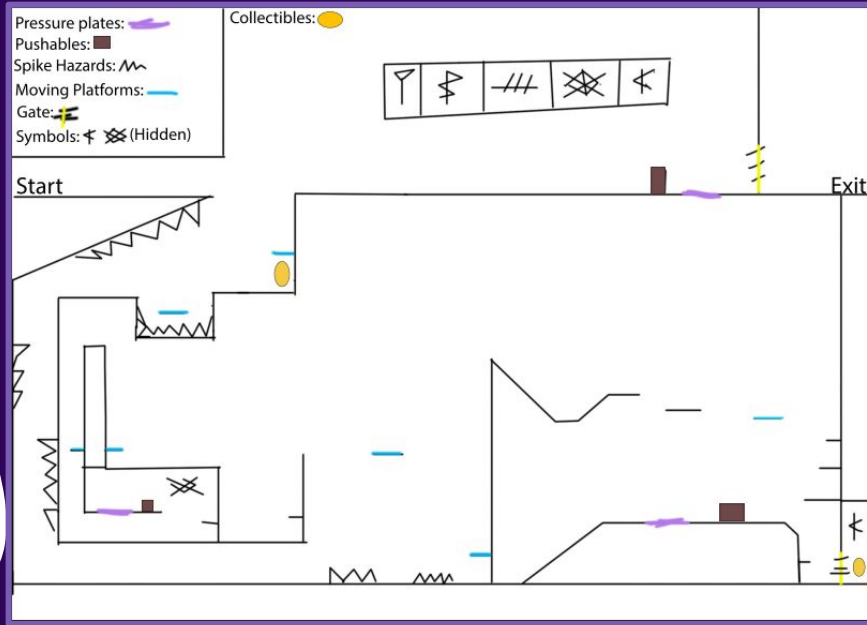
Level Progression:

After traveling through the park, Jessica ends up in a village

This level is made to represent the fear of strangers, and revolves around working around them.

This level introduces a few unique puzzle elements. These interact with the people, to create an interesting solution for the player to figure out

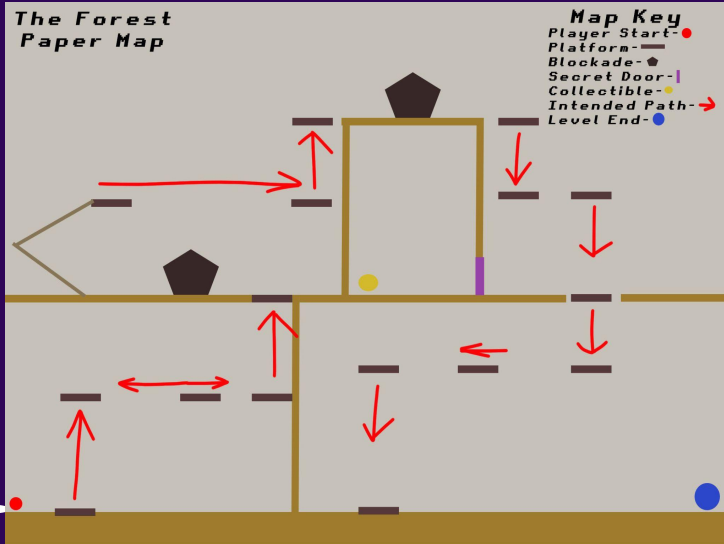
Level 4 concept and papermap



LEVEL PROGRESSION: In this level “The River” our game explores the fear of drowning by forcing the main character to swim through obstacles such as underwater spike traps and pressure plates revealing secrets galore or more hazards to avoid whilst collecting multiple items to aid in air exhalation and her eventual escape.

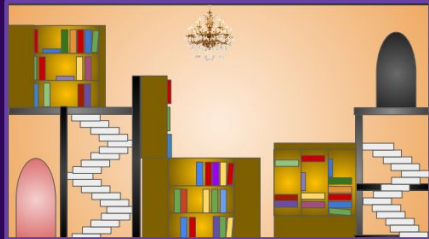
Concept art created by Kamel

Level 5 concept and papermap



Jessica has arrived to The Forest, This level is meant to represent the fear of being alone so the forest level is designed with that in mind, featuring simple moving platforms and deadly spike traps.

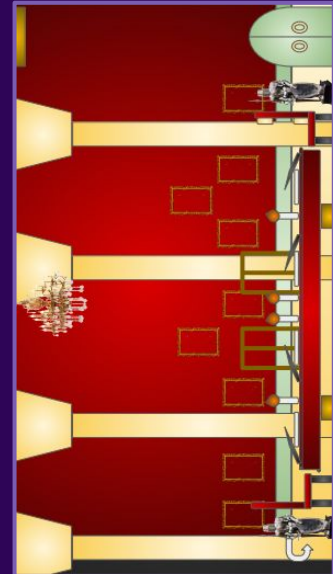
Level 6 concept and papermap



LEVEL PROGRESSION: Continuing on from the PREVIOUS level "The Forest" Jessica finds herself at the Gate Door of Château du Relativité. Once within the castles courtyard Jessica is stopped by the Guardian Knight Statue who has 3 riddles for you, choose incorrectly and be smited in the name of the King however choose wisely 3 times and be awarded access to Main Entrance Castle Doors.

Once inside Jessica will have to traverse and dodge multiple guardian statue obstructions as well as using lanterns; hidden within dark spaces– Jessica will use the newly found ability to light designated areas allowing for flip the levels perspective right side up or upside down depending on which room your in within the castle.

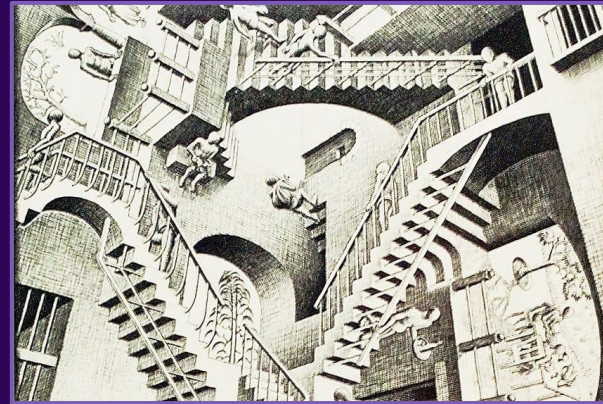
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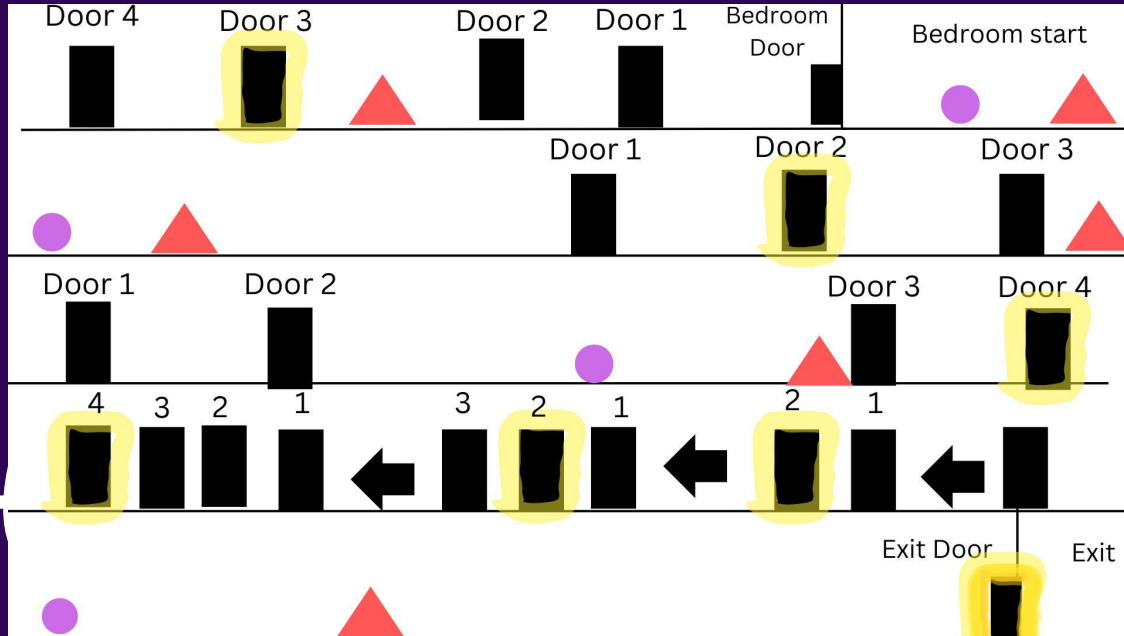
LEVEL NOTES: This level is meant to be a—not so subtle nod to the artwork “Relativity” by M. C. Escher.

I chose this particular piece of artwork to base my level on because at this point in the game Jessica should already have the knowledge that she is in a dream state, hints to why the world is more contorted from reality; giving me more free reign to create more creatively inspired levels, not only is it a solid piece of artwork but I also think it represents our games theme—Anxiety.

The art piece in my opinion represents the human mind; or at least mine and all the times I’ve trusted my gut, When my instincts are on point, When im wrong, When I’ve second guessed myself, When I’ve felt stupid and even When I empower myself.



Level 7 - The Dollhouse



Inspired by Doctor Who's weeping Angels. The dolls chase jessica and she needs to find the correct door to escape.

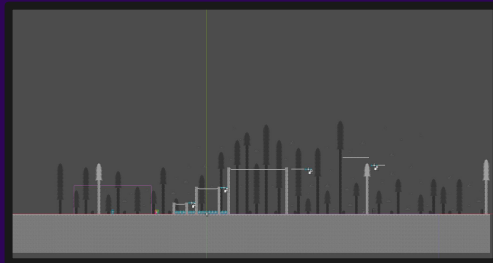
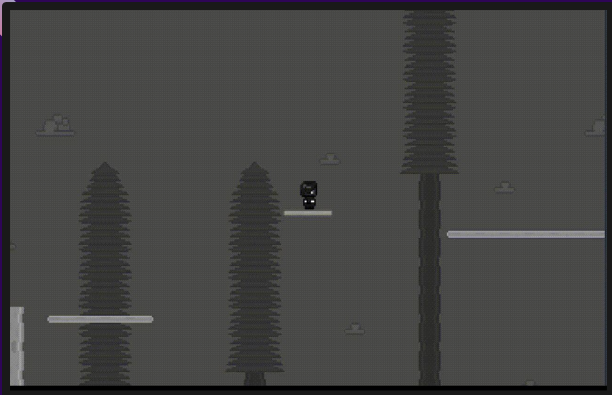
Objectives:

1. Escape the dollhouse without anxiety meter reaching max
2. Collect Diary pages
3. Manage flashlight battery

Level 3 Video Showcase



Level 5 Level Showcase



The background is a solid dark purple. In the center is a large rectangle with a vertical gradient from red at the top to purple at the bottom. The text "Thank You" is centered within this rectangle in a white, bold, sans-serif font. Scattered around the central rectangle are various geometric shapes: a white four-pointed star in the top-left, a horizontal red-to-blue gradient bar at the top, a red-to-purple gradient triangle pointing right in the top-right, a blue 'X' in the middle-right, a blue 'X' in the bottom-left, a red-to-purple gradient triangle pointing right in the bottom-left, a horizontal red-to-blue gradient bar at the bottom, and a white four-pointed star in the bottom-right.

Thank You