

Documentation:

Game Concept Document



Concept Document (1/2)

Convey the goal and purpose of the game

- **Premise** (high concept)
 - The **summary** of the **game purpose** (1-2 sentences).
- **Player motivation**
 - The game's victory condition.
 - What will **drive** the player to **keep playing** the game to the end.
- **Unique Selling Proposition (USP)**
 - Why would anyone choose this game over competition.
- **Target market**
 - The portion of the game-playing audience the game is aimed at.
- **Target rating**
 - PEGI / ESRB rating for the game.

Two purposes:

Communication: Ensure that team members understand their roles.

Funding: Convince companies to invest/fund the development.

Concept Document (2/2)

- **Game Genre**
 - Use classifications from magazines and awards (e.g. FPS, RTS, Battle Royale, MOBA)
 - Refine game's niche: WW2, sci-fi, space, etc...
- **Target platform and HW requirements**
 - Choose the platform (or platforms) for the game.
- **License**
 - IP Licensing information.
- **Competitive analysis**
 - Select 5 successful titles for a comparative analysis.
- **Goals**
 - What are the **expectations** for this game **as an experience**?
 - How the game will achieve these goals?

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