Game Pitch Document

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Title: Bang Bang!

Genre: Turn based strategy, Multiplayer, Card Game, Action

Style: Cartoonish 3D / 2.5D with Wild-West aspects

Platform: PC

Market: Teen, Group of frinds

Elevator Pitch: Action iterration of popular card game Bang!

The Pitch

Introduction

"Bang Bang!" is an action-packed video game adaptation of the popular card game "Bang!" with enhanced visuals and immersive gameplay. Players step into the Wild West, where they must choose their allegiances, engage in intense shootouts, and outwit their opponents to achieve their objectives—protect or kill the Scheriff.

Background

The concept for "Bang Bang!" is inspired by several sources and builds upon established gameplay mechanics while adapting them for a digital video game format. The primary source of inspiration is the physical card game "Bang!" created by Emiliano Sciarra. This card game is set in the Wild West and involves hidden roles, strategy, and shootouts. The secondary inspiration comes from popular digital card games like "Hearthstone," "Gwent," etc., which prove that this style of gameplay is still relevant. "Bang Bang!" also draws inspiration from the action shooter genre, which adds elements of mechanical skill and attention to detail to our game.

Setting

The setting of "Bang Bang!" is a vibrant and stylized Wild West environment that serves as the backdrop for the multiplayer action. While the game doesn't feature a narrative or open-world exploration, the setting still plays a crucial role in creating an immersive and engaging atmosphere for players.

Wild West Aesthetics

The game embraces the iconic imagery of the Wild West, featuring dusty towns, saloons, desert landscapes, and canyon hideouts. The art style is vibrant and evokes the rugged and adventurous spirit of the frontier.

Diverse Maps

Each multiplayer map represents a different Wild West locale, providing varied and dynamic battlegrounds for players to explore. These maps are designed to encourage strategic gameplay with elements like cover or obstacles.

Iconic Structures

Saloons, sheriff's offices, and banks are some of the structures that players can expect to encounter within the game. These locations offer unique settings for strategic maneuvers.

Features

"Bang Bang!" combines the fun of not knowing who your foe is and who your ally is with strategic maneuvering using special cards and precise decision-making skills. The player is able to pick between many special characters even before the game starts, so every player is able to adapt to his preferred gameplay style.

Target Market

- Gamers who enjoy strategic multiplayer action.

- Fans of the "Bang!" (card game) looking for a digital adaptation.

- Groups of friends looking to have fun

Market Values

- Startegic depth

- Multiplayer focus

- Character / maps / cards variety

Genre

"Bang bang!" cannot be defined in one genre. It is a multiplayer turn-based game with aspects of shooting games and strategy. It is unique in combining card games and shooting. The main focus of the game is to have fun rather than be competitive. It is achieved by fun cards and interactive maps.

Platform

The main focus is PC release. Later, it can be ported to other consoles, such as Nintendo, PlayStation, and Xbox.

Style

The visual style of "Bang Bang" strikes a balance between capturing the essence of the Wild West while maintaining a family-friendly atmosphere. Key elements of this visual style are cartoonish aesthetics and playful animations combined with 19th-century western graphics.

Main Gameplay Screen

- The game's interface has a Wild West saloon aesthetic, with wooden textures, dim lighting, and Western-themed decorations.

- Each player's character is represented as a 3D figure on the map. The positions of these characters are crucial for gameplay.

Player Hands

- Players' hands of cards are displayed at the bottom of the screen, with cards facing the player.

- Cards are stylized to look like Wild West playing cards with Western-themed artwork.

(a) UI exhibit