**To:**  Professor Mehri

**From:** Lukas Fuller

**Date:** March 1, 2016

**Subject:** Proposal for a website covering a brief history of DLC in videogames

I am writing a proposal for a website that will briefly cover the history of DLC (downloadable content) in videogames and how they have been distributed over the past 10 years or so, because with the addition of micro transactions being apparent in almost every mobile game on the market it is important to document the changes in how it originated and why it appears so frequently in games today.

A major problem involved with DLC is the consistent problem involved with the pricing of the content itself. For example, if you were to purchase a full priced brand new game with all the future DLC, ensuring you the consumer that you get your money’s worth, in most instances it will cost around $120 depending on how much you’re willing to shell out. On the other hand, a free-to-play mobile game such as Clash of Clans has the in-app purchase totaling over $10,000 in order to experience everything the game has to offer by speeding up the progression of the game.

A possible solution to this problem would be to create a type of standard over every game that incentivizes the developers to produce solid games instead of creating “cash grabs” that look appealing and play decent enough.

In order to display this solution, along with others, a consistent article-like format with a color or image on the left and right sides and the main content of the page in the center would be ideal to present the information in an appealing manor.

The schedule of the website’s upload times during its development are as followed:

|  |  |
| --- | --- |
| **Name of Assignment** | **Due Date**  **(month – day)** |
| Project Proposal | 3-3 |
| Project Planning | 3-14 |
| Project Technical Specifications | 3-14 |
| Project Prototype | 4-11 |
| Project Publication on Server | 5-2 |

In conclusion, the website will go over the history of DLC one of several problems that arise when creating games with a skewered progression system in order to earn the developer’s more money.