BSc Hons Computer Game Design and Development GDV4000 Introduction to Games Industry Practice

Concept and 'The Pitch'

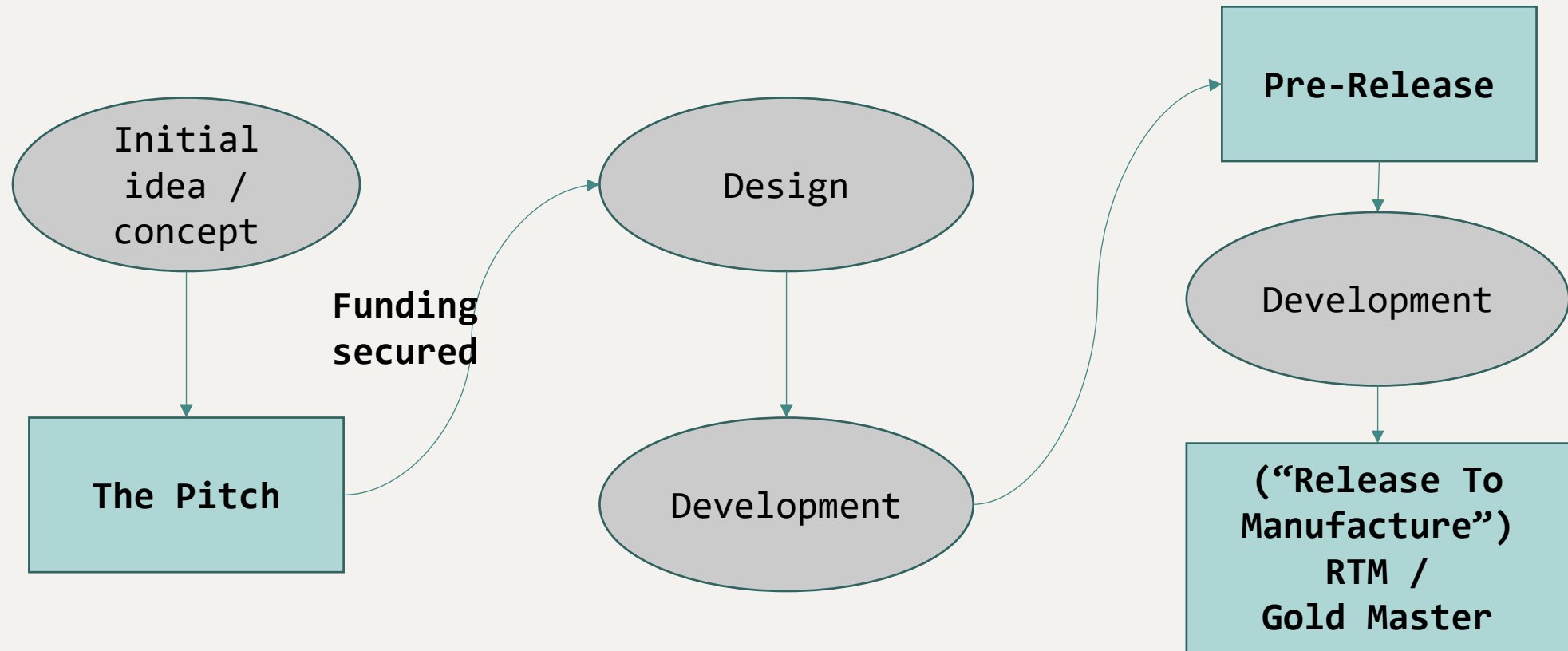# The Plan

- Introduction to the Development Process
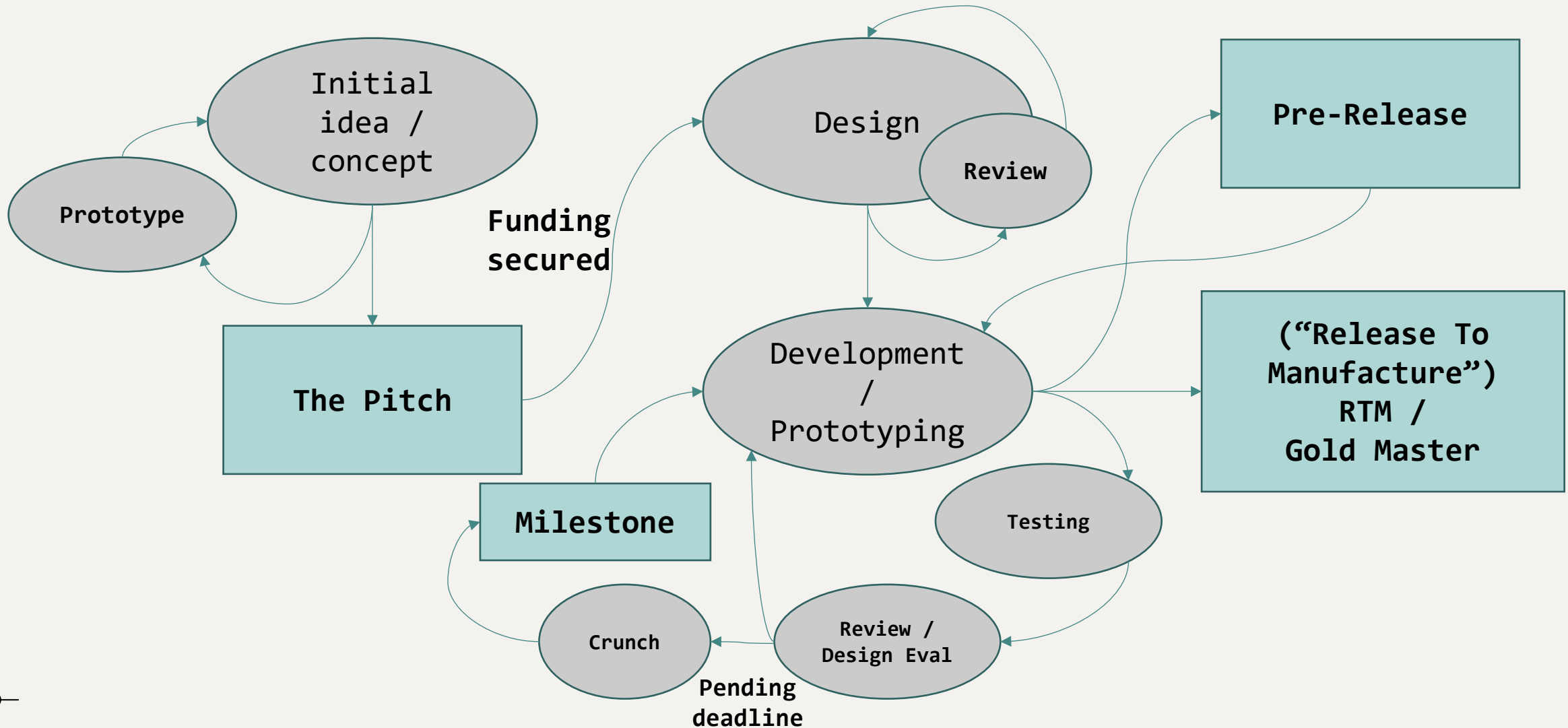- Game Concept and the Pitch Document

Introduction to the Development Process

- This is a *typical* overview of the process. Some factors can depend on the ambitions of the game, and milestones set by publishers…
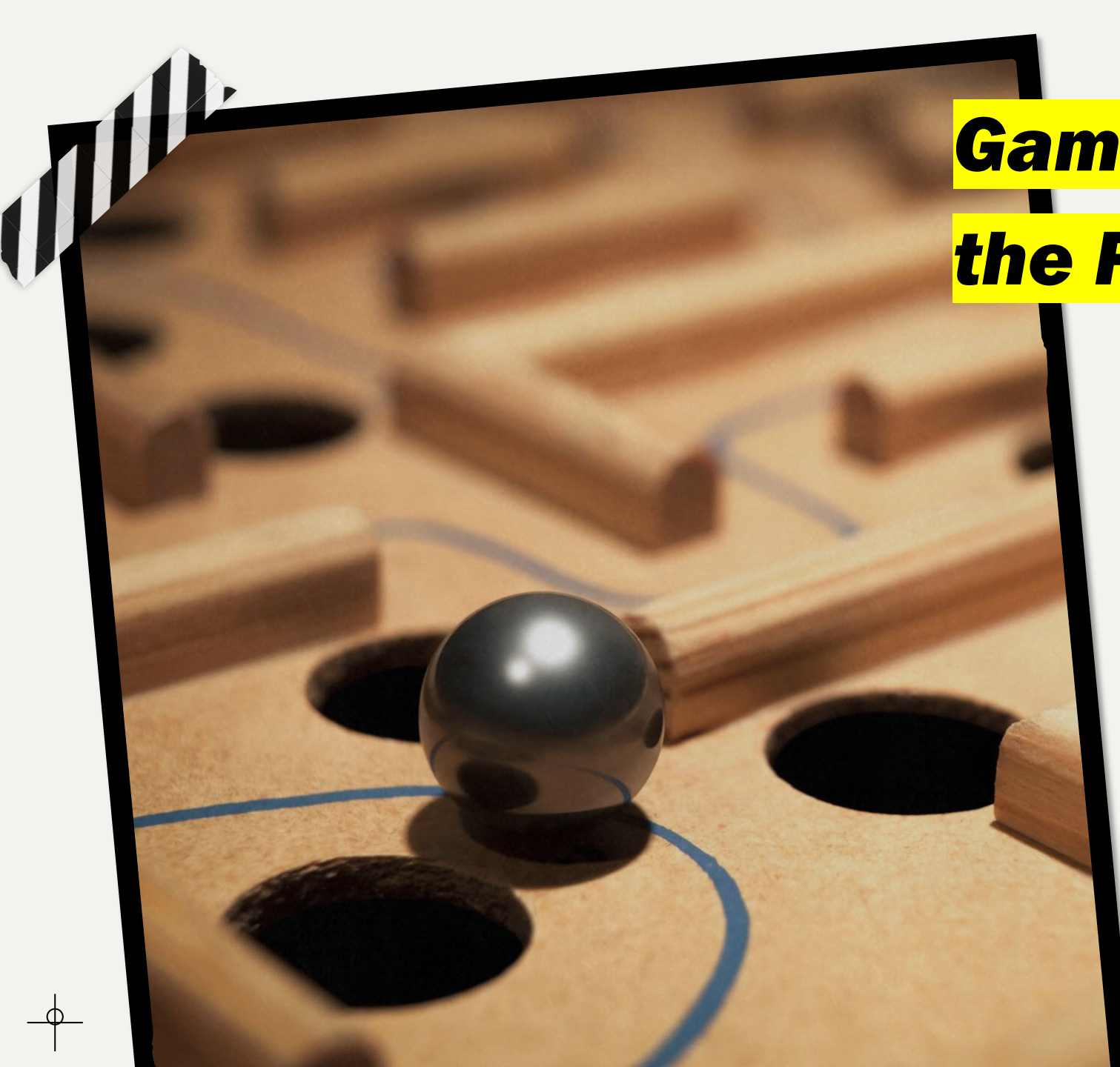
Introduction to the Development Process

- But each stage can be more involved…

Game Concept and the Pitch Document

- The outline of the **game concept**.
  + Created by the developer in-house
  + This can be an outline of the game – The setting, how it's played, the challenges, goals (both internal and external goals – what needs to be done, and how you want the player to feel), and the Unique Selling Points (USPs).
  + Make use of diagrams, or illustrations to highlight key elements of the UI, player input, how elements can behave…

- If the developer proceeds with the project (which can occur after initial development of a prototype to test the concept), the concept documentation underpins the pitch document.

Level Up!

- Scott Rodgers produced a version of a one-page concept document in his book 'Level Up!'.

Project Title

Summary of Game

USPs – What is going to sell our game?

Bedbug: Rooftop Rumble (game title) concept overview

iOS/Android/Kindle (game platform)
Target Age: 8-up (target audience)
(Rating goes here – note no rating is necessary since ESRB doesn't rate "mobile" games)

Game Summary: Bedbug, the leaping lawman, protects the citizens of Silicon City from the forces of evil. Unbeknownst to him, **Player One**, the couch jockey of crime, has "leveled up" Bedbug's arch-villains with video game technology, turning them into super-powerhouses! Can Bedbug run fast enough, punch hard enough and jump high enough to defeat his vilest villains? Only **you** can decide!

(Include a beginning, middle and end of the game story. Keep it short and sweet.)

Game Outline: As Bedbug, the player runs and jumps across the rooftops of Silicon City, earning points for punching out criminals and rescuing citizens. Collect enough points to execute super-moves or earn the assistance from favorite Bedbug characters like Captain Superior, Blue Tiger or Elvira. The player can purchase and stock their utility belt with power-up items that aid them in their fight against crime. Using Bedbug's jumpin' boots, players can launch themselves into the air to avoiding hazards and break height and distance records. Watch out! Super-villain bosses will attempt to stop the leaping lawman, forcing the player to change tactics to survive.

(Don't go into great detail, but give an indication of the gameplay genre, the player's objectives and gameplay elements.)

USP: (Unique Selling Points)

- Superhero jumper meets superhero endless runner
- Stock your utility belt with gadgets like gas pellets and the bug-bite zapper
- Over 50 gadgets and power-ups pack a super-powered punch
- Summon heroes like the Vampire Bat and Battle Girl to come to your aid
- Battle Bedbug's fearsome foes like Grave Robber, Scrapper and the Boogeyman
- Compete with and against your friends in "Duo Duel" mode

(Use USPs to highlight cool and unique features – gameplay style, game modes, single or multiplayer, technology innovations, cool features. Don't use more than 5-7 of these.)

Similar competitive products:
Punch Quest, Knightmare Tower, Rayman Jungle Run
(Choose competitive products that are successful, recent or very well known – preferably all three.)

Platform(s) Audience Certification

Outline of Gameplay

**What else is on the market?**

Game Concept and the Pitch Document

- The pitch document is typically intended to present the concept to the publisher in order to secure funding to develop the game.

- The Pitch is the first time you'll be presenting your game idea (formally) **outside** your dev team.

- Your concept documentation may be more informal in tone, establishing the core ideas and direction of the game. But the pitch document typically has a more formal layout and structure:

  + **Story Overview** – A summary of the background to the game's setting/ World

  + **Game Overview** – What is the game about? The genre, context…

  + **Target Audience** – Who is this for?

  + **Look and Feel** of the game

  + A Sample of the Core / Non-Core **Mechanics** that make the game stand out

  + Brief overview of the **market** (justification for choice of genre), and **USPs** – Why this game? What will make people want to buy it?

The Pitch Document

- This should be around 8-10 pages (including the cover)

- Format and theme should echo that of the game – A game with a combat or military theme may a Pitch in the style of classified documents, a fantasy RPG may have the documents resembling parchment.

- Some examples:
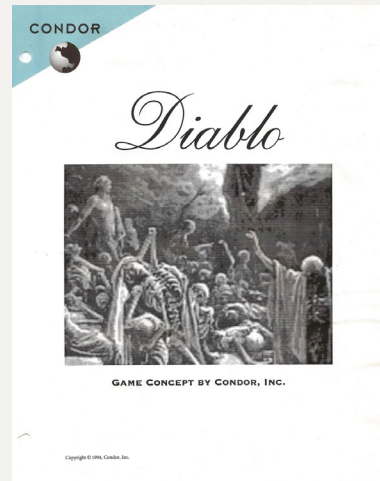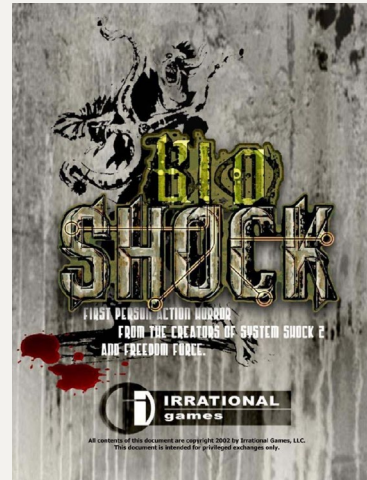
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- Diablo pitch document
http://www.graybeardgames.com/download/diablo_pitch.pdf

- BioShock pitch document
https://www.scribd.com/doc/32211144/Bioshock-Pitch-Document

The Pitch Document

- The example here is, again, from 'Level Up!' by Scott Rodgers. It must be stressed that this is just **one** way of doing it. Use it as a guide.

1

The Title Page – The first opportunity to sell our game!

- This should have either an image representing the game or a company logo. Preferably both.
- Your contact details.
- The age range the game is being targeted to.
- The target platform or platforms.
- Expected shipping date.
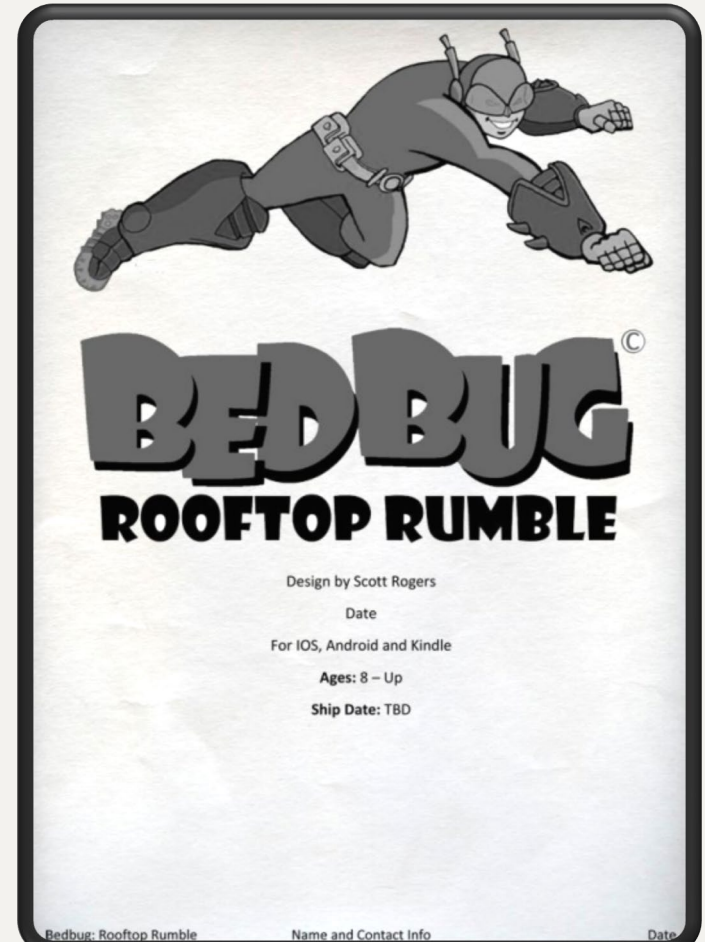
The Pitch Document

2

Game Story Summary and Flow

- `This` is a reiteration of what we wrote in our One-Sheet with a little more polish added.
- The Summary is very similar to what we had in our One-Sheet. We can add a little more depth to it, but the real focus is the next part...
- Flow- Here we are really describing the experience of playing the game and elements the player can expect to encounter.
- We have the introduction of a point scoring system and a 'shop'.

Game Story Summary: Bedbug, the leaping lawman, protects the citizens of Silicon City from the forces of evil. Unbeknownst to him, **Player One**, the couch jockey of crime, has "leveled up" Bedbug's arch-villains using his holographic video game technology; turning the bad guys into a super-powerhouses! Can Bedbug run fast enough, punch hard enough and jump high enough in this endless runner/jumper?

Game Flow Outline: Bedbug: Rooftop Rumble is a side-scrolling endless runner/jumper that finds Bedbug, the single-father superhero dashing across the rooftops of Silicon City. Using Bedbug's jumpin' boots, the player can launch themselves into the air to avoiding hazards and break height and distance records. The player punches out criminals and rescues citizens to earn Pow! points. Earn enough Pow! to execute super-moves or earn the assistance from favorite Bedbug characters like Captain Superior, Blue Tiger or Elvira. Watch out! Super-villain bosses will attempt to stop the leaping lawman, forcing the player to change tactics if they hope to survive. Players can defeat bosses and earn (or purchase) Bug Bytes to restock their utility belt with power-up items that aid them in their never-ending fight against crime! Players can try to improve their high scores and post them to Game Center. Or compete against friends in "Duo Duel" mode.

BOSS INCOMING!!!
Grave Robber
816

Bedbug: Rooftop Rumble   Name and Contact Info   Date

The Pitch Document

3

Character and Controls

- A spin on the classic superhero origin story! But our protagonist does not need super- powers to be interesting. What does our character need? Does that drive the narrative?

- How we go about our Control section is going to largely depend on what input(s) we use. Are we going for mouse & keyboard, controller? Diagrams will be useful!

CHARACTER: As a child, **Buddy Sprang** wanted to be a superhero when he grew up but a tragic accident resulted in an injury that confined him to leg braces and crutches. Turning to computer programming and the internet, Buddy created a search engine he sold for millions. Using his newly earned fortune, he built jumpin' boots that allow him to not only walk but jump as high as a building and kick hard enough to dent steel and shatter concrete. He spends his days taking care of his daughter, Elvira and nights as **Bedbug**; striking terror into the hearts of criminals who fear the Bedbug's bite!

CONTROLS: Bedbug: Rooftop Rumble use the following touch-controls to play:

- Bedbug **runs** constantly, requiring no player input, but Bedbug will slow down if he takes damage or runs into an enemy or obstacle.
- **Tap** the left hand side of the screen to **uppercut**. This allows Bedbug to jump over obstacles and leap high into the air. Upgrade his Jumpin' Boots for higher jumps.
- **Tap** the right hand side of the screen to **punch**. Punch enemies to defeat them and collect Pow!
- **Tap** both the left and right hand side simultaneously to **block**.
- **Tap** on a utility belt pouch to use an equipped **gadget**. Players can equip up to four utility belt gadget during one game session. Each gadget is a one-time use power-up.
- Bedbug automatically collects Bug-Bytes and Super-Helper power-ups. Players can spend Bug-Bytes for gadgets and upgrades. Super-Helpers are one-shot advantages to help Bedbug – from summoning the destructive power of Captain Superior and the flashing claws of Blue Tiger to the healing aid of his daughter Elvira.

Bedbug: Rooftop Rumble   Name and Contact Info   Date

The Pitch Document

4 Gameplay

- This may look like a rehash of we saw a couple of slides ago, but there is more emphasis on the detail over the experience.

- We are being introduced to different types of bad guy, different types of power-up… These can be expanded upon even more in the full GDD in their own sections.

GAMEPLAY: **Bedbug: Rooftop Rumble** is an endless runner, where the player automatically runs from left to right over the rooftops of Silicon City. Along the rooftops, he will find criminals to fight, innocent victims to rescue, Bug-Byte chips to collect and super-villain bosses that bar his way. But the action doesn't restrict itself to the horizontal plane! Bedbug uses his Jumpin' Boots to launch himself up the sides of buildings, dodging hazards and enemies as he goes.

All of the controls in Bedbug: Rooftop Rumble are optimized for touch screen play. A simple tap can make Bedbug punch, jump, and block or use one of the gadgets from his utility belt.

As Bedbug defeats bad guys – from muggers and bank robbers to costumed criminals – the player will earn Pow! Once a player has collected enough Pow!, the player will be attacked by one of Bedbug's super-villains. Unfortunately for our hero, all of the baddies have receive high-tech upgrades from Player One, turning them into holographic versions of famous video game enemies. Bedbug will have to keep on his toes and the player will have to change tactics with each boss encounter if they want to survive.

But Bedbug isn't without his tricks. Players can either collect Bug-Byte chips or spend real money to buy gadgets for Bedbug's utility belt. Flash pellets temporarily stun enemies. Bug-bite zapper causes more damage. Snacks can restore health. The player can also collect Super-Helper power-ups that summon help from Bedbug's family and fellow superheroes – from the Blue Tiger's spectral claw attack that clears the screen of enemies to a simple hug from Elvira that restores all of the player's health.

The levels in Bedbug: Rooftop Rumble are programmatically generated – changing up enemy placement, mechanics, hazards and background art to keep things fresh for the player. The player can try to beat their best time (and display it in Game Center and at Google Play Games) or fulfill the requirements of over 50 achievements to earn more Bug-Bytes.

DUO DUEL MODE: Players can compete against each other in Duo Duel mode: an asynchronous game mode where players take turns "ghosting" each other's moves for points. Think of it as a game of H-O-R-S-E with far more punching, jumping and super-villains!

Bedbug: Rooftop Rumble   Name and Contact Info   Date

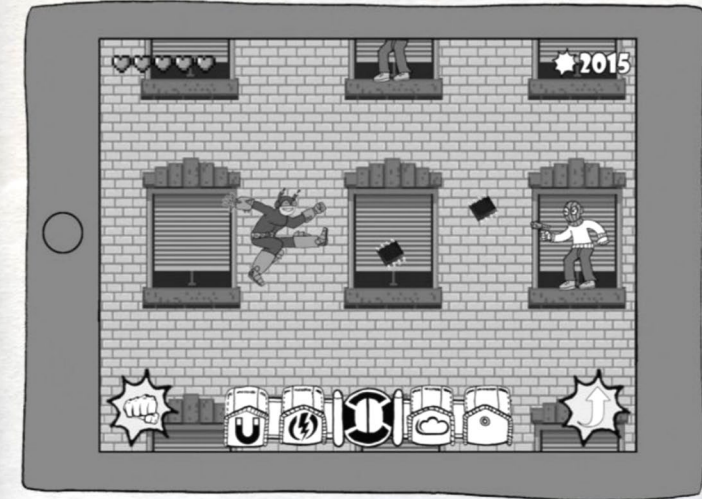# *The Pitch Document*

5 ## Game World

- We have a lot more about our play experience here. A few more hazards are mentioned (sparking wires, crane arms, plant pots etc)

- This section will start to inform the level designer as to what locations will appear in the game.

GAME WORLD: It's bad enough that the rooftops of Silicon City is a dangerous place filled with hazards like sparking electrical wires, swinging crane arms and treacherous drops but it's also a haven for ruthless criminals who prey on the innocent. Fortunately for the citizen of Silicon City, Bedbug patrols these rooftops.

Leaping from building to building, the leaping lawman helps those in need and battles crime no matter where it shows up – whether on the urban sprawl of downtown to the smoky rooftops of Little India to the gleaming spires of the Cassandra Building.

When play shifts to vertical leaping sections, the player will jump past hazards like dropping plant pots, flocks of pigeons and open windows – some hiding criminals while others show amusing vignettes of city life and cameos from Bedbug supporting characters.

As the player's run continues, the locations will randomly change to prevent the scenery from getting boring – shifting in color and lighting to indicate to the player that they are making progress.

Bedbug: Rooftop Rumble   Name and Contact Info   Date

The Pitch Document

Game Experience

- This page walks us through the experience of firing up the game and navigating through to the start of the game.

- The description of the game, the atmosphere and the tone, builds nicely upon the hints we picked up from the from the One-Page.

GAME EXPERIENCE: After the Bedbug Games logo, the player is taken to the start screen. The player will have three options: Shop, Play and Duo Duel. Shop allows the player to buy Bug Bytes, power upgrades and gadgets for the utility belt. Duo Duel starts the two-player competitive mode. Play starts the game.

A short cut scene shows Player One in his lair vowing revenge on Bedbug. The camera pulls back to reveal he is speaking to all of Bedbug's greatest foes. Then Player One presses a button on his gamer glove which shoots out a beam of energy and imbues the villains with a mysterious power. Cut to Bedbug running along the rooftops – this is where gameplay begins.

The world and characters of **Bedbug: Rooftop Rumble** isn't grim like *Batman: Arkham Origins*, but it isn't a parody like the *Middle Manager of Justice*. The overall feel of the game and its world is of a classic American comic book from the 70's and 80's. The stakes are high, the danger is real even if it's from super-villains wearing holographic armor based on classic video game characters. That's not to say there isn't room for humor in the game. The reaction of an enemy getting defeated by an attack or super-move could be look or sound funny, as long as it doesn't descend into the realm of silliness.

The music in **Bedbug: Rooftop Rumble** should be up-tempo and heroic – either orchestral or rock. It should be something you never get tired of hearing even after the 100th time a player attempts to break their distance record.

Bedbug: Rooftop Rumble   Name and Contact Info   Date

The Pitch Document

7 Game Mechanics

- You may have heard this term **'Game Mechanics'**, and we will explore it further later. Very simply put, they are the ways we interact with the game to achieve objectives.

- This page does not introduce anything new, but we have far more information that could be used to create concept art and start a prototype.

GAME MECHANICS: These are some of the hazards, purchasable gadgets and collectable items available to the player.

HAZARDS: The rooftops can be a dangerous place for even a superhero! In addition to enemies and super-villains, here are some of the hazards that our hero faces:

Sparking neon signs	Collapsing walkways	Falling flower pots
Smoking chimney tops	Whirling air conditioners	Flocks of dangerous pigeons

GADGETS: Fortunately, Bedbug's utility belt is packed full of gadgets including:

- Steel gauntlets – does double damage to enemies
- Smoke pellets –
- Flash bomb - temporarily stuns criminal enemies
- Bug-bite taser - zap baddies and earn double the Pow!
- Boot Boosters – gives Bedbug a longer and higher jump
- Jamming device – reduces projectile accuracy by 50%
- Nighty-night gas pellets - knock out an entire screen of enemies
- Kevlar body suit – provides 25% protection from melee damage
- Nomex body suit – provides 25% protection from projectile damage
- Snacks – replenish 25% health
- Tech magnet – makes bug bytes easier to collect

SUPER-HELP: At random intervals, Bedbug can collect Super-Help Icons. Super-Help icons instantly summon Bedbug's family and allies

Captain Superior: The leader of the Super Battalion upstages Bedbug again by zooming in and attacking enemies before Bedbug even gets near them. Be sure to collect the resulting Pow! or you might lose it!

Blue Tiger: This mystical member of the Super Battalion unleashes the power of his spectral tiger gem, creating a flurry of claw attacks that does major damage to all enemies on screen.

Vampire Bat: The late-night avenger unleashes his flock of bats that collects all Pow! and Bug Bytes pickups for a short period of time.

Battle Girl: This princess of patriotism uses her mystical spirit shield to protect Bedbug temporarily from any damage.

Mistress Mind: The mistress of mind-control mesmerizes all enemies on screen, stunning them and leaving them easy targets for Bedbug to mop up!

Elvira: Bedbug's daughter arrives for a big hug – that replenishes all of the player's health.

Bedbug: Rooftop Rumble   Name and Contact Info   Date

8 Enemies & Bosses

- Who or what is our protagonist up against?

- On this page we can dive deeper into the various rogues we will encounter. Do we have End-Of-Level Bosses? If so, what threat do they pose? What special weapons or abilities will challenge us?

ENEMIES: Bedbug fights a wide-variety of crooks, thugs and low-lifes on the rooftops of Silicon City. From pipe-wielding punks to safe-crackers with bundles of dynamite to machine-gun blasting hoods, Bedbug has his work cut out for him!

BOSSES: What's a superhero game without super-villains? That arch-fiend of the arcade, Player One, has assembled Bedbug's greatest foes to play a game of life or death with our hero! Bedbug: **Rooftop Rumble's** rogue's gallery includes:

- **Grave Robber:** Normally satisfied to rob convenience stores, Grave Robber has newfound bravery now that he's at the helm of a holograph skull-bot! Watch out for those twin machine guns, Bedbug!
- **Calamity:** The cowgirl of crime rides atop a holographic Millipede. Jump and punch away at its multiple sections before it can make a meal of our hero!
- **Scrapper:** Player One's holographic ape suit amplifies Scrapper's already superhuman strength. But where did those explosive barrels come from?
- **Rook:** Rook flies high above Bedbug with a fleet of Invading Aliens. Watch out for their dropping bombs and swooping attacks!
- **Boogeyman:** The normally sinister Boogeyman has to suffer the indignity of Player One's Mushroom Princess holographic armor. While the Crime Ghoul might look ridiculous in frills, his maniacal mushroom minions are no laughing matter.
- **Player One:** The couch jockey of crime has saved the best holographic armor for himself – a laser-shooting, rocket-blasting, mind-controlling Master Brain! Can Bedbug shatter the super-ego of this game-obsessed super-villain once and for all?

Bedbug: Rooftop Rumble   Name and Contact Info   Date

The Pitch Document

9 | **Bonus Content and Achievements**

- Does anything ship with the game, bonus content? Will there be DLC? A soundtrack?

- Is there anything for the player to unlock through playing the game? Steam, XBox and PlayStation all have their variations on badges and awards to display on your profile. How will your game reward the completists out there?

BONUS MATERIALS: Players that download **Bedbug: Rooftop Rumble** will also get a digital copy of Bedbug #1. This exciting 32 page comic features the origin of Bedbug, three additional Bedbug adventures, four who's who guides to Bedbug's greatest allies and enemies and never-seen before artwork.
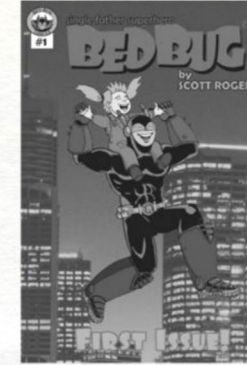
ACHIEVEMENTS: Each game, **Bedbug: Rooftop Rumble** players can attempt to earn three achievements. New achievements replace older ones when collected. There are over 30 achievements that will challenge the player's skills, endurance and patience!

- **Crime Smasher:** Defeat 100 criminals
- **Combo Artist:** Get a 100 hit combo
- **Punching Bag:** Get knocked out 100 times
- **Block Master:** Block 200 attacks
- **Friends for Life:** Collect all six Super-Help icons in a single game
- **Blow Back:** Deflect a dynamite bundle back into its thrower
- **Pow! Procurer:** Didn't miss collecting a single Pow! during a game
- **Fully Loaded:** Purchase all utility belt gadgets

Bedbug: Rooftop Rumble   Name and Contact Info   Date

The Pitch Document

10 **Pricing & Monetisation**

- How much will our game cost? Will there be different versions at different price points?

- Does the game utilise microtransactions or paid DLC? Are there any paid content such as different costumes or will in-game currency be exchanged for real-world currency?


MONETIZATION PLAN: While **Bedbug: Rooftop Rumble** will be a paid game ($1.99) Players will still be able to make in-game purchases. There are no hard gates within the game, rather the player will be able to collect and spend two currencies in the game: **Pow!** and **Bug Bytes.**

POW!: Players earn Pow! every time they defeat an enemy. The bigger the baddy, the more Pow! is rewarded. Players must collect Pow! by tapping on it or collect it with a power-up, gadget or Super-Help ability. Earn enough Pow! to unlock Boss Fights and new gadgets.
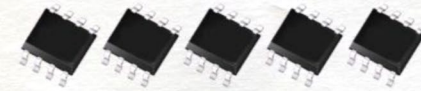
BUG BYTES: Bug Bytes are small microchips that are collected throughout the game. Players can also earn Bug Bytes by defeating bosses. Use Bug Bytes to purchase gadgets, one-shot boost power-ups and special costumes. Players can visit the in-game shop to purchase packages of Bug Bytes (at .99, 4.99. 9.99 and 19.99 increments) or a one-time purchase Bug-Bite Zapper ($1.99) to double the Pow! yielded from defeating a bad guy.
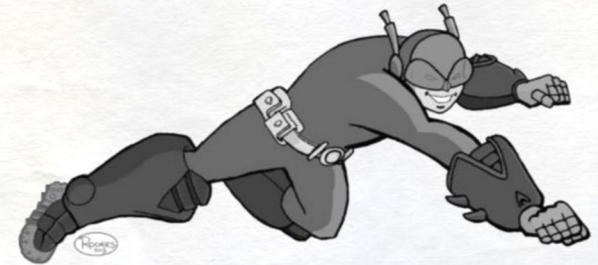
Bedbug: Rooftop Rumble   Name and Contact Info   Date

Your go...

- You have already made a start on some documentation as part of your Explore module last term. We are now going to begin formalise that into a GDD, working our way up from:

  + The One-Page

  + Ten-Page

  + Full GDD (which will be your WRIT1 submission).

  IMPORTANT – **Do not** leave starting the PRAC1 until after the deadline for the WRIT1. You should have capacity within your team to manage both concurrently.

  VERY IMPORTANT – This is an academic piece of work. Any statements or claims to knowledge must be supported by good evidence. Citations and references in Havard style will be expected. Make sure you are **not** writing in first-person.

  If you need advice on this, please ask as we go.