

## A Sample High-Concept Document

The following is an old high-concept document for a simple console or arcade game. It was written before the currently popular "extreme" sports games existed, so although this game was never made, some of its ideas did find their way into other games.

Street Football—2 on 2!

—Ernest W. Adams

## High Concept

The game at its grittiest. No pads, no helmets, no refs, no field. It's just you and the guys, a ball, and a lot of asphalt. Choose up sides and go for it, two on two.

### Features

- The point of view is derived from fighting games, with large, detailed players.
- You choose teams just like in real sandlot football, taking turns picking players from the neighborhood crowd. Each person has a different look, attributes, and set of skills. Not all the kids are available all the time.
- The "field" is an urban alley about 50 yards long. Sidewalks are out of bounds. Garbage cans, potholes, and junked cars create additional obstacles. Tin cans mark the yard lines.
- As in a fighting game, it's the personal interactions that count. Dodging, ducking, faking, jumping, diving, and tackling are all essential parts of the game. Certain players have special moves or abilities.
- Five pass plays, five running plays, and the field goal make up the whole playbook. Field goals and extra points are kicked through two guys holding their arms out and up like goalposts.
- Health meters show the players' level of injury and fatigue. If you lose a player, you can pick another one, but you forfeit two touchdowns.
- Rules are adapted for street football: You have four downs to get into your opponent's territory, and four more downs to score. Otherwise, you turn over the ball—no punting. No penalties except offsides, but expect a fistfight if it gets too rough.
- Lots of comedy touches: ball breaks a window—player flies into garbage can—player slips and skids on oil slick—van drives down alley and flattens football—little kid rides tricycle across the field—rival gangs appear and tag buildings, and then disappear—nerdy bystander gets called home to supper.

## **Player Motivation**

Players pick teams and try to win a 20-minute game of street football. In tournament mode, two-player teams made up of all available players compete for the championship.

## **Genre**

Sports arcade action with strong fighting-game overtones.

## **Target Customer**

Sports arcade players looking for something new.

## **Competition**

None

## **Unique Selling Points**

Fighting moves in a sports game

Fighter-type personalities in a sports game

Comedy in a sports game

Team selection process

## **Target Hardware**

Sega Genesis or Super Nintendo

## **Design Goals**

Simple: Very simple play-calling combined with fighting-game controls makes this an easy game to learn and play.

Hot: Fast, arcade-style action. No timeouts, no players running on and off the field, no stats or halftime summaries: just raw football.

Deep: Because teams are made up of pairs of different individuals, lots of possible teams are available. It takes a while to find the best pairings, not to mention playing your way to the top of the championship tree.

## **Characters**

Each of the characters has certain attributes that define how well he or she plays, and each player also has a relationship with the others in the group. Characters who are not playing can be seen watching from the sidelines, and the observant player will notice things going on that give hints about them. Here are a few possible characters:

Joey: All-American guy, a natural quarterback. Great passing accuracy, good scrambling, good pass distance, very good speed. Not a great receiver or blocker. Good stamina.

Butch: The bruiser on the block. Big and strong, hard to tackle, but slow. Great pass distance, but poor accuracy. A fair receiver. Excellent stamina. A loner, he usually stands by himself—he's not especially good with any other player.

Dana: She's lithe and agile, a good scrambler, and the fastest runner of the bunch. A good receiver and a fairly accurate passer, but her range is short. Fair stamina. Dana is Joey's girlfriend and stands with her arm around him, so they make a good team.

...etc....