

## Cutscene Pitch Document

**Game Title:** Terror on Doll Street (WIP Name)

**Logline:** A doll gains sentience to investigate what has disturbed her way of life.

**Type:** 3D Horror Puzzle game; single player

### Step 1: Target Demographics

#### 1. Who is your target demographic?

- **Target age range:** 20 - 40
- **Target Location:** America
- **Target Language:** English
- **Target interests/hobbies:** More “Feminine” interests: collecting cute things (clothes, stuffed animals, dolls, etc.), dressing up, etc.; the intersection between cute and creepy.
- **Other:** Does not play multiplayer games (OR heavily biased towards single-player experiences)

#### 2. Bartle's Taxonomy – Player Type

- Explorer?
- [I couldn't find a Player Type that accurately described my target player, so I chose the type that was most adjacent to them. Below I include the Engagement Type to better understand who my target player is.]

#### 3. Engagement Type / Audience Need

[[https://lsr.digipen.edu/#/module/des\\_engagement-overview](https://lsr.digipen.edu/#/module/des_engagement-overview)]

- **Need:** Sensation (the need or desire for positive physical, mental, emotional, or spiritual stimulation)
- **Engagement Type:** Immersion

### Step 2: Set Your Storytelling Goals

**My Goal is to:**

- Deepen the connection between the character (Alma) and the player (Marie), to then break it.
- Give the player a new goal to strive for.

### Step 3: Tell as Much of Your Story Without Words as Possible

**Three specific ways I could tell my story without words:**

1. **Color Scheme:** Let the color palette reflect the transition from hopeful to pain-stricken with what remains of the warm-toned colors being extinguished from the scene.

2. **Environment:** When Alma “dies” in the scene, let the environment reflect the repercussions of this. With the spirit of the Doll House gone, we can no longer view its remains with rose-tinted glasses as previously done. We see its true state of decay now.
3. **Music:** During the scene, a somber track plays to fit the mood and tone. Upon exiting the scene the normal base game music is reprised with a more prominent somber undertone.

## Step 4: Block Out Your Script

### Characters in the scene and their goals:

- Marie (PC)
  - **About:** The protagonist and seemingly the only doll in the Doll House who is not infected by the Corruption. She has spent the first half of the game searching for a cure for the Doll House, that search culminating at this moment.
  - **Goal:** Marie’s goal when she enters the cutscene is to continue progressing to their next destination. This goal is interrupted by what happens next in the cutscene. Marie gains a new goal upon exiting the cutscene.
  - **Other:** “Marie” is derived from the name “Mary” which according to some sources means “beloved”.
- Alma (NPC)
  - **About:** The spirit of the Doll House in doll form. The first doll to interact with Marie upon Marie’s sentient awakening. Loves all the dolls who maintain her dearly and wishes better for them.
  - **Goal:** Knowing her time is numbered, Alma’s goal is to convince Marie to abandon her search for a cure before her inevitable death.
  - **Other:** Alma means “the soul” in Spanish. Dialogue/word choice should feel at minimum vaguely romantic.

### Gameplay information I need to communicate to the player:

- The player’s goal has changed. They are no longer searching for a “cure” for the Doll House. Instead, they must escape with their life.

### Story Information I need to communicate to the player:

- This is a critical point in the story: it is revealed that Alma is a doll personification of the Doll House. Alma’s death will signify that the Doll House is beyond saving.

## Step 5: Rough Out Your Script

See “Santiago\_DES330\_A\_DollCutsene\_RoughForPitch.pdf” for a very rough block out.