

BONUS LEVEL 1

THE ONE-SHEET SAMPLE

The following are examples of one-sheet templates used for creating a concept overview. The one-sheet template is a very important document; not just for the team and managers to “be on the same page” with the project priorities and objectives, but as a tool to pass on to management, marketing, sales, licensors, and get them excited about your game.

Ultimately, the style in which you create the one-sheet doesn't matter as much as the information in it. The first example is a text-only version, while the second adds images. No matter what the format, keep them short and informative.

Reiterate the points on the one-sheet every time you talk about the game. You'll know when it eventually sinks in to your team mates when you talk to them about a design feature and they reply with “But that's not what it says on the one-sheet” and they're right. Consider it a victory. (We designers need to take them where we can!)

Farm Wars (game title) concept overview**XBOX LIVE/WII WARE/PS3 Download** (Game platform)Target Age: **15-21** (target audience)Rating: **E10**

Game Summary: Old MacDonald has a farm... and those animals are fed up! Tired of being exploited, the animals build cybernetic death armor and attack! Farmer MacDonald must fight frenzied waves of killer cows, sinister sheep and crazed chickens to protect his produce. Sell your crops to upgrade the farm and buy weapons! Farm as well as you fight, otherwise you'll "buy the farm!" (Include the beginning, middle and end of the game story, give an indication of the game play style, the player's objectives and elements. Keep it short and sweet.)

Game Outline: Players create and maintain a basic farm, plants and cares for crops during the *Farming Round*. Enemies attack during the *Battle Round*. Harvest and sell remaining produce during the *Selling Round*. Use profits to buy new seed, rebuild your farm and upgrade your weapon in the *Buying Round*. After a *Season* (4 sets of 4 rounds), the player fights a boss to progress to the next Season. Later seasons will feature weather that will affect farming, selling and battle rounds. (Don't go into great detail, but it needs to be more in-depth than a summary.)

USP (Unique Selling Points)

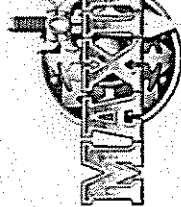
- RTS action meets farming simulation!
- Build and breed unique farm, weapons and crops. Hundreds of combinations!
- Over 50 weapons from a simple hoe to the DeathBringer3000!!
- Fight hordes of enemies and bosses!
- Multiple game endings based on player's performance.
- Multiplayer "Barnyard Brawl" battle mode.

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

Similar competitive products:

Tower Defense, Harvest Moon series, Lock's Quest

Choose competitive products that are successful, recent or very well known - preferably all three.



A Compelling Story, A mystery that unfolds thru cinematic and puppet story sequences

Excitement! Fun! Heroic!

MAXIMO VS The ARMY of ZIN

A Single Player Combat / Action Game!

The Sequel to Maximo: Ghosts to Glory

The Second Saga Begins...
Eight months have passed since Ghosts to Glory and Maximo and Grim have searched in vain for Sophia... Their search is suddenly interrupted when they encounter a madden menaced by a strange "bloodwork" monster...

Jump over obstacles and beat the crap out of stuff with style!

Maximo's appearance reflects his status!

MAXIMO:

- More Heroic - Maximo has to save others not just his own skin!
- More attack moves! Cool Combat Motions & combos, simple to command!
- Get Stronger! - Build up your character with the new experience system to gain effective and powerful abilities, armor and new weapons!
- Responsive movement and combat feel - Satisfying to play controls
- Customize your character with unique bonuses and abilities!

Maximo's character image:

- He's Brave, Heroic and Impulsive!
- He's a man of action! Physical in nature.
- Will always do the right thing even if it's to his disadvantage.

Maximo's telling character traits:

- He is always holding a sword
- He fights even in his underwear
- He lost Death as a companion

THE ARMY OF ZIN

- Unique, marketable and Very Cool
- Created by the famous artist Susumu Matsushita
- Enemy Variety - Different size, shape, movement and method of attack and defeat.

FUN TO PLAY AND EASY TO GET INTO!

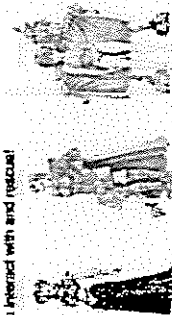
500 years ago the Army of Zin attacked! The forces of man rebelled and in a great and terrible battle the Zin were defeated and placed in the Great Vault. There they lay away the centuries waiting to freed so they can march once more.

Collect Death Coins to play as DEATH!



Grim finally shows his true nature as the reaper, an invulnerable and unstoppable floating force!

Innocent and not so innocent characters for Maximo to interact with and rescue!



Unexpected game play situations, enemies and story twists!

Keep collecting Koinas to buy unique items!



The Belieged village:
This once peaceful village is bombarded into ruin by the army of Zin. Maximo must search out the mysterious Geomaster who lives in the dark forest.

Cool dark atmospheric stylized creepy environments!



The Haunted Forest:
Maximo must brave the horrors of the haunted forest where even the trees don't want him to leave alive. Maximo learns about the Zin from Tracker, the cute and intelligent Geomaster, before being abducted by Lord Bane.

Hazardous obstacle courses and physical puzzles!

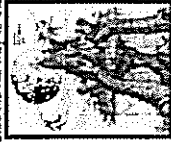


The Crystal Mountains:
Maximo will have to cross treacherous bridges and crumbling paths to reach Castle Hawkmoor and the Great Vault. Maximo duels with his old rival, the Baron, to gain access to the Great Vault.

Active environments that move and change as you smash stuff!



The Dead Sea:
The Dead Sea has been sucked dry by the Zin Fortress and the mysteries of the deep uncovered. Maximo must battle his way to the Soul crusher.



The Zin Fortress:
Maximo must survive the phantoms, gears to rescue Tracker, destroy the soul crusher and the soul stones that power the Army of Zin.



BONUS LEVEL 2

THE TEN-PAGE DESIGN DOCUMENT SAMPLE

Unlike the one-pager, which should be kept to one page, the ten-pager is more a set of guidelines than a strict policy¹. It's more of a "ten-pointer" than a ten-pager, but feel free to dedicate a page to a topic.

What's important is that all the broad strokes of information are included and the document is accessible and exciting to read. The foundation of this document will turn into your pitch and GDD.

Page 1: Title Page

Include a graphic if possible, a title (preferably a logo) and your contact information, target platform, target audience, target rating, and expected shipping date.

Page 2: Story and Gameplay

Page 2 should include a few short paragraphs about the story (beginning, middle, and ending ... or at least a cliffhanger) mentioning the setting, the characters, and the conflict. Gameplay description should give a brief idea of the flow of the game—break it into stages or bullet points if its easier to convey info that way.

¹Kind of like the pirate's code.

Page 3: Game Flow

How does the player grow as the challenges increase? How does this tie into the story? Briefly describe how these systems will work (experience points, money, score, collectibles) and what the player gains as they grow (new abilities, weapons, additional moves, unlockables).

Page 4: Character(s) and Controls

Who does the player control? What is his/her/its story? What can they do that is unique/special to this game? Can the player do several types of activities? (Driving, shooting, and so on.) Does the player ever change characters? What is the difference in play?

Show control mapping highlighting some of the special/unique moves to this product. Include image of SKU's controller for reference.

Page 5: Main Gameplay Concepts and Platform Specific Features

What kind of play does the player engage in? What genres are they? (Driving, shooting, platform, and so on.) How is the sequence of play broken up? (Levels? Rounds? Story chapters?) If there are multiple minigames, list them out by name and give short descriptions. If there are specific cool gameplay scenarios, list them. USPs from the concept overview should be included and briefly detailed here. Diagrams are good to illustrate game concepts.

What game features are unique and capitalize on the platform's hardware? (Hard drive, touch screen, multiple screen, memory card, and so on.) Provide examples.

Page 6: Game World

Where does the gameplay take place? List the environments the player will visit with short descriptions. How do they tie into the story? What mood is being evoked in each world? How are they connected? (Linear or hub-style navigation?) Include a simple flow diagram of how the player would navigate the world.

Page 7: Interface

How does the player navigate the shell of the game? What mood is evoked with the interface screens? What music is used? Include a simple flow diagram of how the player will navigate the interface.

Page 8: Mechanics and Power-ups

Gameplay mechanics. What unique mechanics are in the game? How do they relate to the player's actions? How will they be used in the environment?

Power-ups. If applicable, what kind of power-ups/collectibles can the player collect? What are the benefits of collecting them? Can they be used to buy items, abilities, and so on?

Page 9: Enemies and Bosses

Enemies. If applicable, what kind of enemies does the player face? What kind of cool attacks do they have? Describe the enemy AI. What makes them unique?

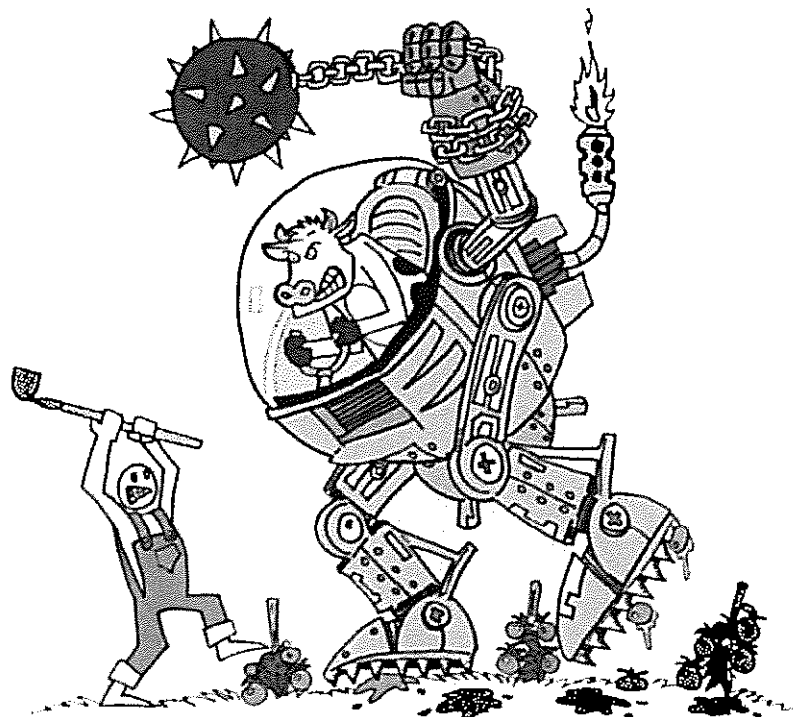
Bosses. If applicable, what kind of boss characters does the player face? What environments do they appear in? How does the player defeat them? What does the player get for defeating them?

Page 10: Cutscenes, Bonus Material, and Comps

How are the cutscenes going to be presented? When do they appear; in between levels? At the beginning and end of the game? What format have they been created in? (CG? Flash? Puppet show?)

What material will the player be able to unlock? What incentive is there for the player to play again?

What other games will be your competition upon market release?



FARM WARS

Design by Scott Rogers
For XBOX Live Arcade, PSN and WiiWare

Rating: E10+

Ship Date: TBD

FARM WARS

Name and Contact Info

Date

Game story:

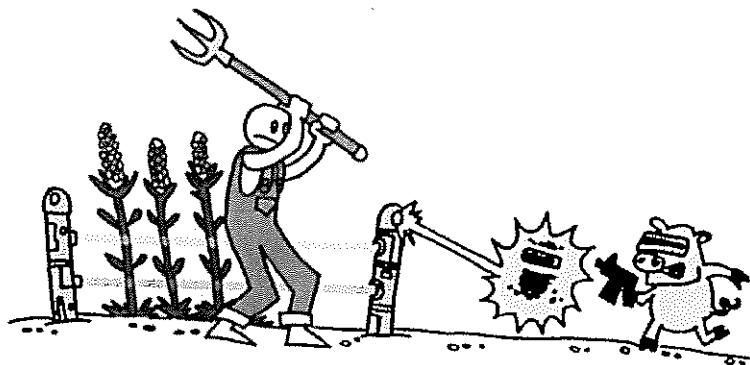
Farmer MacDonald has a farm... and that farm is under attack! Tired of being exploited for their milk and eggs, the farm animals join forces to mail-order giant mechanical Deth-tech suits and invade! Farmer MacDonald must battle off waves of killer cows, sinister sheep and crazed chickens who threaten to stomp his crops under grinding mechanical feet! As the war escalates and spreads across the county, each side adds new technology and allies to the fight. Who will win the **Farm Wars**? Can Farmer MacDonald defend the homestead or will he "buy the farm"?

Game play:

In **Farm Wars**, the player is Farmer MacDonald defending his farm from death-dealing cows, sheep and chickens. The game play is separated into five distinct phases each with a limited time of play. Players plant and raise crops on their farm for sale to purchase defense and weapon upgrades. Players defend their customized farm from waves of enemies, sell the surviving crops at their roadside produce stand, buy and plant some new ones and upgrade the farm's defenses in preparation for the next wave... or save up to build or buy Deth-tech of their very own! Each game play round lasts fifteen to thirty minutes - with six environment maps, six weather conditions and six boss rounds to offer over ten hours of game play.

Elevator pitch:

Farmville meets Tower Defense meets MechWarrior

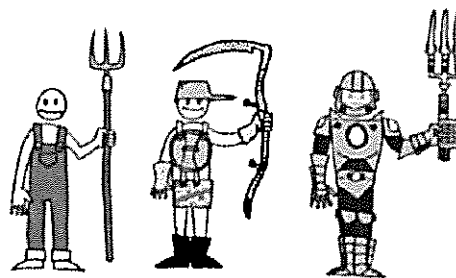
**FARM WARS**

Name and Contact Info

Date

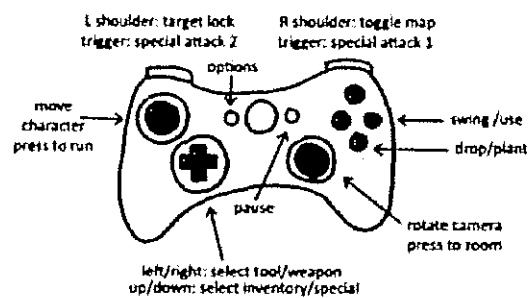
Player Character:

Farmer MacDonald: A starting *Farm Wars* player can customize their character's face, hair and clothes and sex. As the player upgrades their character over the course of the game, they can purchase new headgear, clothing and armor as well as upgrade tools, weapons, defenses and mecha.



Over the course of the game, the player can elect to spend cash to research down tech trees. Technology advances visually as well as functionally from traditional rural farm equipment to steam-punk themed gear to chrome and steel technological equipment.

Each advancement in technology offers its' own advantages and disadvantages. A high-tech piece of armor will offer more protection, but makes the player move more slowly than its' low-tech analog equivalent.

Player controls (XBOX 360):**FARM WARS**

Name and Contact Info

Date

Game World:

The world of **Farm Wars** is inspired by the charming farming world of Harvest Moon, the stoic animals of "The Far Side" and the steam-punk meets mecha Deth-tech by way of Brian Despain and MechWarrior.

Farms are created to be extremely customizable but of manageable sizes to allow players to travel from one end to the other within the game play session. Players can customize crops, buildings, defenses.

Randomly generated world elements on six different farm maps and six weather conditions (Summer, Winter, Spring, Fall, Tornado and Rain) create a depth not seen on any other action strategy game.

Game Experience:

A "Round" of game play is broken up into five "Phases." **Buying, Planting, Defending, Boss and Selling.**

Buying - Using their ACME mail order catalog, the player can purchase seed and farming equipment for use in the Planting phase. New vegetables, farming equipment, fertilizer, irrigation, defense systems (fences from wooden to laser beam) and even weapons and "special" items can be bought as the game progresses. You can even eventually build and upgrade your own robotic-death suit! (which can double as a tractor/combine)

Planting - A farmer must tend to his crops and the player is no different. During this phase the player moves about a 3D isometric dynamic farm. The land must be tilled, the vegetables must be watered and the guidance missile defense systems must be erected. Crop selection, tending and placement is very important to victory. Crops are also affected by seasons.

Defending - Initially armed with a hoe, you must defend your crops from the attacks of vengeful farm animals and their mechanized death-suits. They will try to ruin your crops and destroy your land in an attempt to drive you out of business. Or they might just try to kill you outright. The right defenses and a little skill will keep you from "buying the farm."

Boss - Every four "rounds" the player squares off against one of the main animals (Pig, Cow, Chicken, etc...) in a fight to the finish. If MacDonald

FARM WARS

Name and Contact Info

Date

loses, he's mulch, but if he wins... well, let's just say there will be fresh bacon or beef for the selling phase...

Selling - In addition to farming, the player runs a little stand at the side of the road where he sells fresh vegetables. Customers give advice from the best way to manage resources and defeat enemies to what the upcoming season will be like or what crop will be "hot" next season...

How to win - Survive and defeat all of the animal bosses.

How to lose - Go broke, have your farm devastated or even get killed in combat. Who said being a farmer is easy?!

Game Mechanics:

Play in **Farm Wars** in an isometric view of 3D characters, elements and terrain. The camera can be zoomed and rotated 360 degrees to allow for either a close or far view of the farm battlefield. The player runs over the map in real time, farming, building and fighting advancing enemies. A HUD mini-map helps the player navigate, locate enemies and check the status of defenses during the battle.

Farm Wars players perform simple actions - build defense, use tools, plant crops and wield weapons. Over the course of the game, controls remain contextual - advanced technology and weapon upgrades utilize the same basic control scheme. After the battle, any surviving crops are harvested automatically and added to the player's inventory to be sold during the selling phase. The selling phase takes place on a simple static screen that also utilizes in-game assets.

Farm Wars players can research, buy and build defenses and tools over the course of the game. Every item will have several levels of improvement each with a distinct visual and effect. Unlike most games, the technology doesn't supplant the previous one, it just adds to the player's arsenal - the only limiting factor is the player's choice and finances on any given round.

A sample defensive technology progression would look like:

Fence < Barbed Wire < Electric Fence < Force Field < Laser System

FARM WARS

Name and Contact Info

Date

Enemies:

Each Boss animal not only has its own devastating attacks and Deth-Tech mecha, but is usually accompanied by minions that escalate in power as each game season progresses. Below is a small sample of animal enemy's attacks and minions

Chicken:

- Kamikaze Egg-men minions egg-splode on impact
- Chicken's scratch attack rip up crops

Sheep:

- Woolie minions fry farmers with static electricity discharge
- Sheep's Battering ram attack smashes down structures

Duck:

- Duck Hunter minion can emerge from bodies of water to blast at player
- Duck's Rotten egg attack explodes into a cloud of poison gas

Rooster:

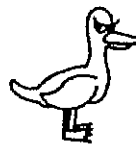
- Cock Fighter minion's powerful peck can shatter the toughest armor
- Rooster's Cock-A-Doodle-Destroy! sonic attack stuns players and overloads sensitive electronics

Pig:

- Battle Boar minions charge players to gore them with tusks
- Pig's Muckmaker 3000 turns fertile land into useless mud fields

Cow:

- Heifer Hellion minion sprays sour milk that wilts crops
- Cow's cud cannon launches a powerful and gooey projectile

**FARM WARS**

Name and Contact Info

Date

Cutscenes:

Narrative cutscenes will use in-game assets to create short puppet-show sequences.

Bonus Materials:

We plan on supporting **Farm Wars** with at least six months of downloadable content that expands on the existing game:

- Additional farm maps
- New crop selections
- Crop trading with other players
- New Deth-Tech and defense upgrades
- Farmer's dog companion character
- Holiday themed player costumes
- Cooperative and competitive Multiplayer modes

**FARM WARS**

Name and Contact Info

Date