

CART315

GAME PROTOTYPING

M Bethancourt



PITCHING

**WHAT ARE YOU
PITCHING?**

VALUE PROPOSITION

- Economical (Fun/Success)
- Cultural
- Creative
- Intellectual

**WHO ARE YOU
PITCHING TO?**

AUDIENCE

- Publisher
- Players
- Press
- Boss / Teacher

PUBLISHER

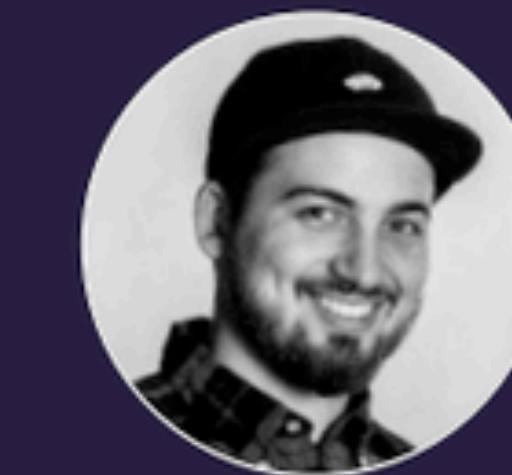


Flying Oak Games

We are a team of two freelance designers who are focusing on creating compelling action games together. We have been making games for ourselves and other studios for the past 5 years.



Thomas Altenburger
@MrHelmut



Florian Hurtaut
@FlorianHurtaut

NOTABLE PREVIOUS TITLE

NEUROVOIDER

Rogue-like top-down shooter

Published by Playdium on
Steam, Nintendo Switch, PlayStation 4, Xbox One, and PS Vita
60,000 units sold (without bundles)

<http://neurovoider.com>

FACTSHEET

- Website: <http://scourgebringer.com>
- Genre: single player rogue-like platformer
- Target Platforms: [REDACTED]
- Target audience: rogue-like players (est. 4300 median units in S1-2018)
- Comparable Titles: Monolith, Flinthook, Rogue Legacy, The Binding of Isaac
- Target release date: Q2 2020
- Target retail price: 15,99€

DESCRIPTION

ScourgeBringer is a fast-paced free-moving rogue-like platformer. Help Kyhra to explore the unknown and to slash her way through the ancient machines guarding the seal of her past, and maybe the redemption of humanity.

« We don't know where it came from, and why it started to spread the Scourge across our lands. The countless deaths it brought is our new reality. No one has ever returned from its depths. Go forth my child, may you accomplish the impossible task of repelling this ordeal. Such is the way of our clan. »

Clan leader Etana, 2536 A.D.



KEY SELLING POINTS

- Get the raw feel of a metroidvania through a fast paced rogue-like
- Slash and shoot your way smoothly with fluid platforming controls
- Defy a dozen of giant bosses holding the secrets of the Scourge
- Explore the infinite depths of an ever changing dungeon
- Uncover mysteries and alternative routes to find mementos of previous explorers
- Develop a strong bond with Kyhra via voiced story fragments

GAMEPLAY

- ScourgeBringer plays like a platformer metroidvania with close and long range combats. Its main focus is to propose fluid and obstacle-free platforming controls. Wall-jump, walk on walls, dash and double jump with ease and a minimum of inputs.
- You slash your way through hordes of enemies in a procedurally generated level composed of carefully handcrafted screen-sized rooms... until you find the guardian of the level, ending up in an epic boss fight with a enemy filling the room with danger.
- The game is meant to have a high replay value through unique runs, alternate routes, and objects unlocking as you progress through the dungeon. Get stronger, go deeper, and learn about the lore while collecting enigmatic last notes of other warriors who ventured here before you.

GAMEPLAY LOOP

SHORT TERM GOALS

SLASH & SHOOT

- **SLASH**

Use Kyhra's sword to combo enemies;
Highly maneuverable combat system;
Easy to learn moves: dash, ground splash,
and smashes;
No dodge, you must always attack forward.

- **SHOOT**

Use Kyhra's drone to blast enemies;
Auto-aim to keep the controls easy;
Powerful but limited;
Can inflict different effects to enemies;
Some enemies will be immune.

MID TERM GOALS

- Defeat bosses and unlock seals to further progress into the monolith
- Meet a variety of enemies

LONG TERM GOALS

- Unlock new items (e.g. weapons)
- Upgrade Kyhra's move set (e.g. enabling the dash to land crash)
- Find new routes through the monolith to hidden bosses and endings
- Assemble the game lore

SCOPE

- **TARGET RUN LENGTH:**
45 minutes (5 to 9 levels with as many bosses)
- **REPLAYABILITY:**
20 to 30 runs to master the game, 50+ to 100%
- **ENVIRONMENTS:**
Up to 10 different environments

- **ENEMIES:**
25+ different enemies
- **BOSSES:**
10+ different bosses
- **CUSTOMIZATION:**
20+ items and upgrades

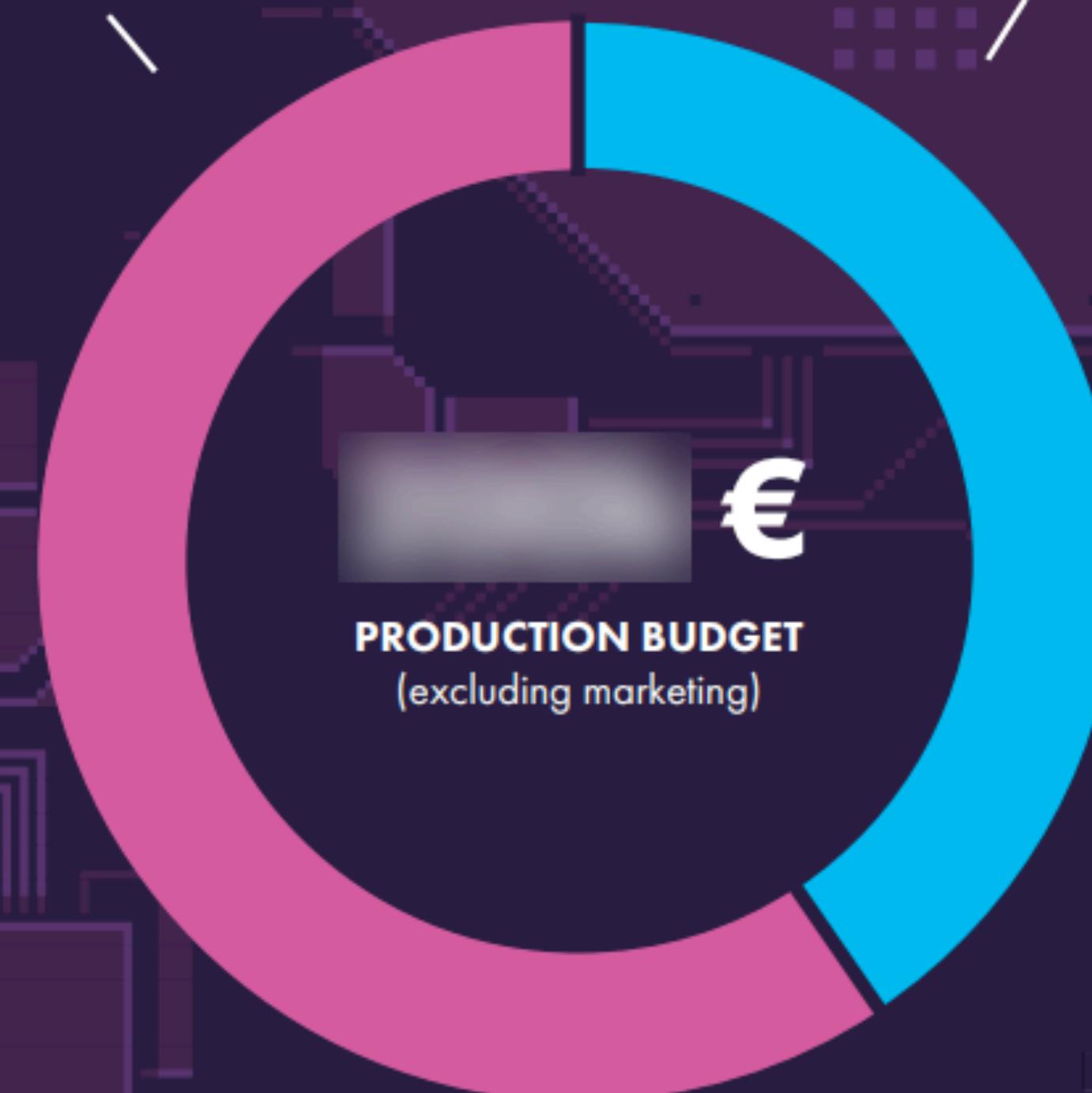
BUDGET =

ALREADY SECURED BUDGET:

- € = Flying Oak Games (Florian & Thomas)
- € = Contingencies provision

FUND TO SECURE:

- € = Music + sound design



MARKETING:

This budget excludes marketing and should be discussed with partners accordingly to the marketing plan that will be setup.

PLANNING

2019

FULL-TIME
PRODUCTION
STARTS

Q2

START OF
PRIVATE COMMUNITY
PLAYTEST

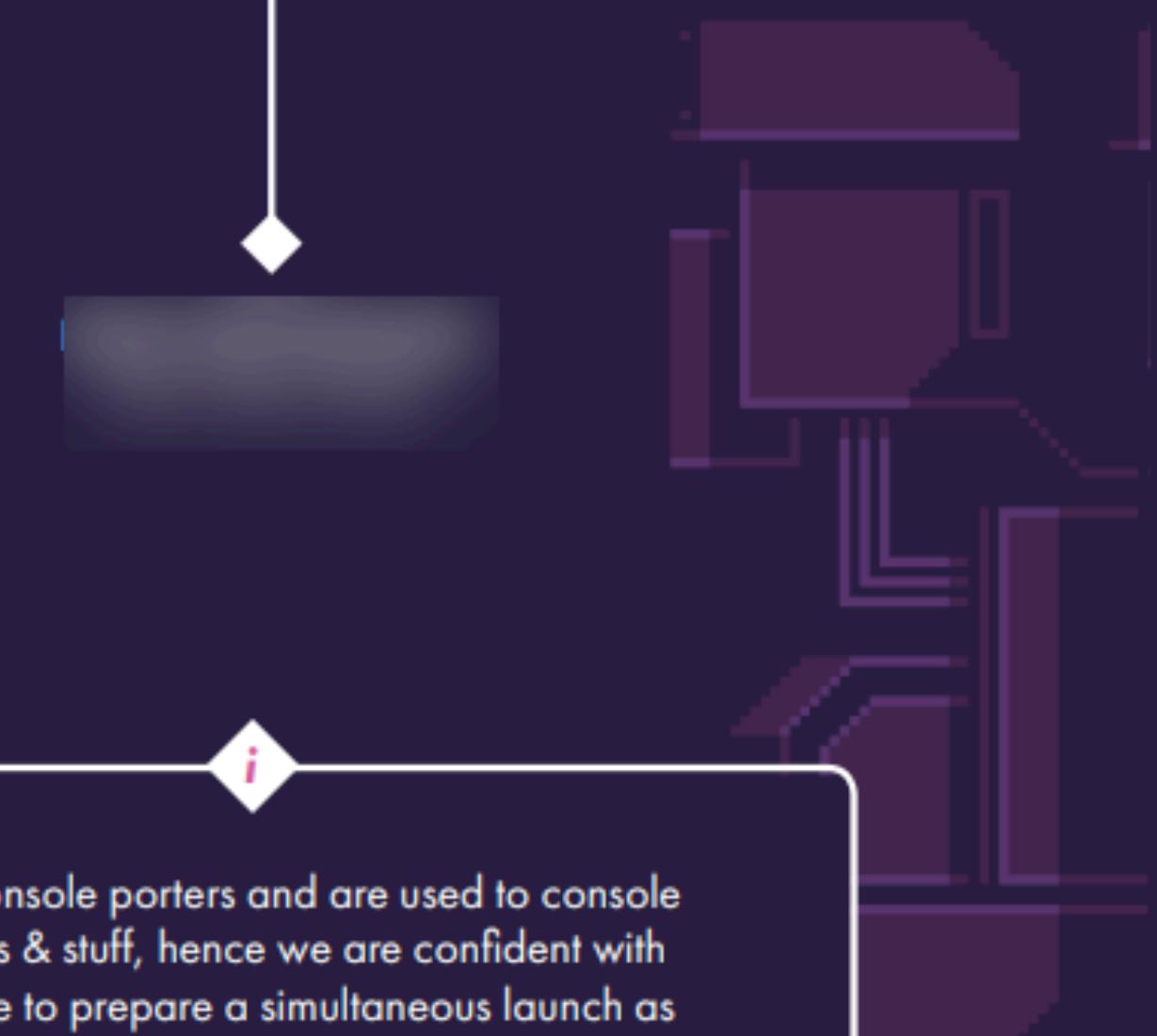
2020

Q2

FULL RELEASE
(inc. console ports
if relevant to marke-
ting plan)

2021

Q4



i
We are console porters and are used to console guidelines & stuff, hence we are confident with being able to prepare a simultaneous launch as well as jumping on the next-gen train.

PLAYERS



NINTENDO
SWITCHTM

ELDEN RING™



PRESS

Vlambeer

<http://www.vlambeer.com>

Factsheet

Description

History

Projects

Videos

Images

Logo & Icon

Awards & Recognition

Selected Articles

Additional Links

Team

Contact

Factsheet

Developer:

[Vlambeer](#)

Based in Utrecht, Netherlands

Founding date:

September 1, 2010

Website:

<http://www.vlambeer.com>

Press / Business contact:

rami@vlambeer.com

Social:

twitter.com/Vlambeer

facebook.com/Vlambeer

[Skype](#)

Description

Vlambeer is a Dutch independent game studio made up of Rami Ismail and Jan Willem Nijman, bringing back arcade games since 1774.

History

Early history

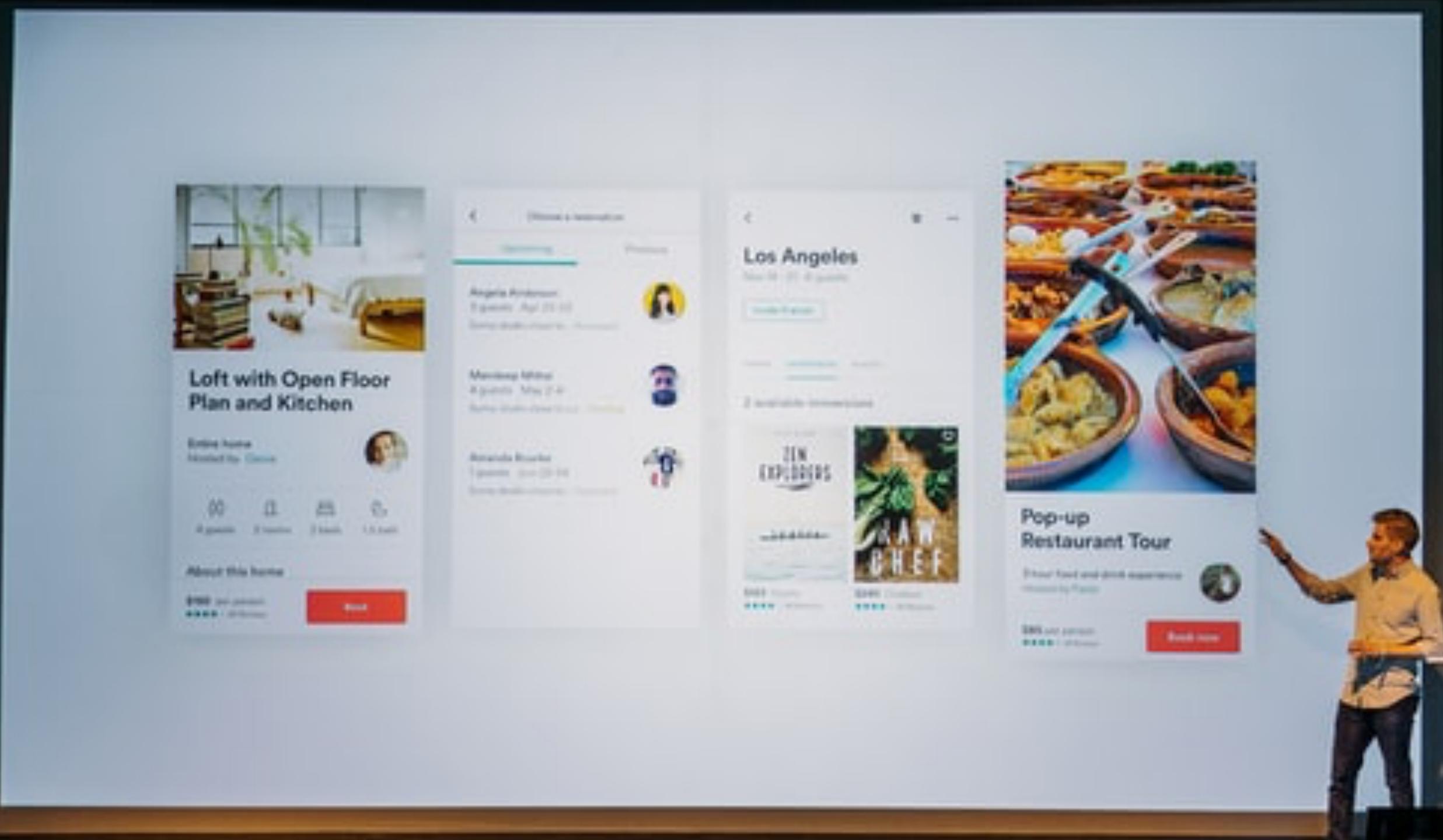
Vlambeer was founded in 2010 by Rami Ismail and Jan Willem Nijman, after they dropped out of game design university. They teamed up to fully develop the 'Crates from Hell' prototype Jan Willem had created. With no resources, space or money, they created Radical Fishing to earn a starting capital to rent an office and food other than noodles. Crates from Hell was renamed Super Crate Box and released subsequently. Super Crate Box was an overwhelming success, eventually earning them recognition in the form of a Independent Games Festival Finalist spot in the Excellence in Design category.

Ridiculous Fishing

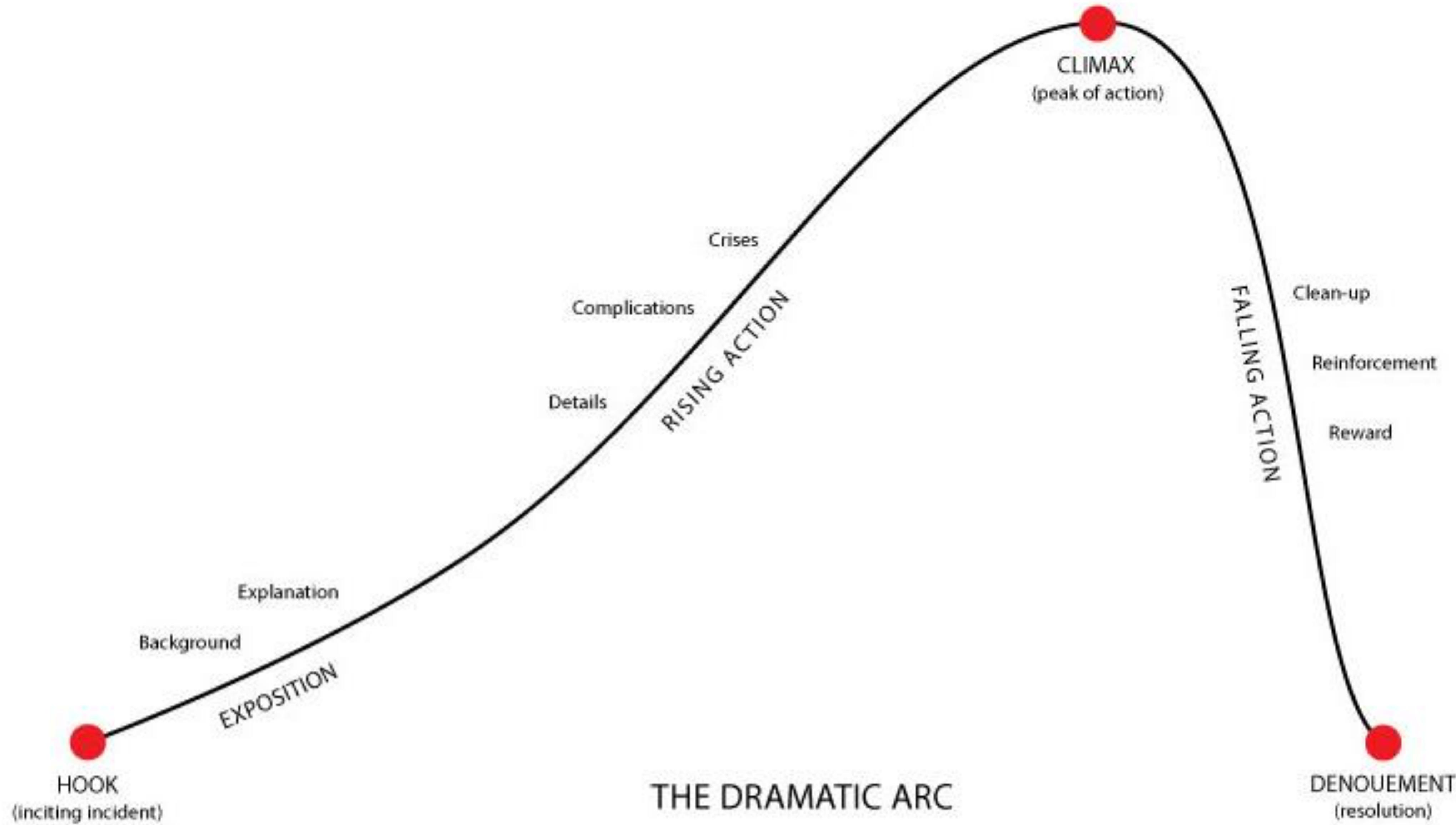


BOSS/TEACHER





**WHAT'S THE
STORY?**



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.

THE PYRAMID

Introduction

Game Concept (5 Second)

Victory Condition

Mechanics

Selling Points

**WHAT'S THE
STORY?**

INTRODUCTION

- Game Title (Logo?)
- Graphic
- Platform / Gametype
- Target Audience

**5 SECOND
PITCH**

CONSTRUCT A SENTENCE OF...

**[THE NAME OF THE THING
YOU'RE PITCHING] AND
[WHAT IT IS]**

**IF YOU USE MORE THAN ONE COMMA,
YOU'RE DOING IT WRONG.**

PRACTICE

- FIRST: COME UP WITH A ONE SENTENCE PITCH FOR A GAME THAT YOU ARE FAMILIAR WITH.
- IN YOUR GROUPS, WORK ON THE ONE SENTENCE PITCH FOR YOUR CURRENT GAME.

Introduction

Game Concept (5 Second)

Victory Condition

Mechanics

Selling Points

THE KEY IS THIS: HELP YOUR AUDIENCE TO UNDERSTAND IN AS LITTLE TIME AS POSSIBLE WHAT YOUR GAME IS ABOUT, AND HOW IT WORKS.

THANK YOU / QUESTIONS

- The best way to do this is to ask specific questions, i.e. "*Do you think our pricing model is accurate*" or "*We aren't sure if X mechanic will work with toddlers, what do you think?*"
- *This helps to keep the discussion about things that you want to talk about. Otherwise the audience is going to focus on details of your project that may not be useful to you.*
- *Listen to the feedback. Don't argue.*

SLIDES

FRANKENSTANZA!



What IS Frankenstanza?

Frankenstanza! is a poem-writing party game where players piece together poems as if they were Frankenstein's monster, with each player contributing their own unique line without knowing what the other players wrote! Players then reveal their wacky poems and deliver their hilarious performances!



Audience

- 2-6 player party game
- Target audience is families and friends, around ages 8+
 - We also see the potential for educators to use this game to help young students get interested in poetry



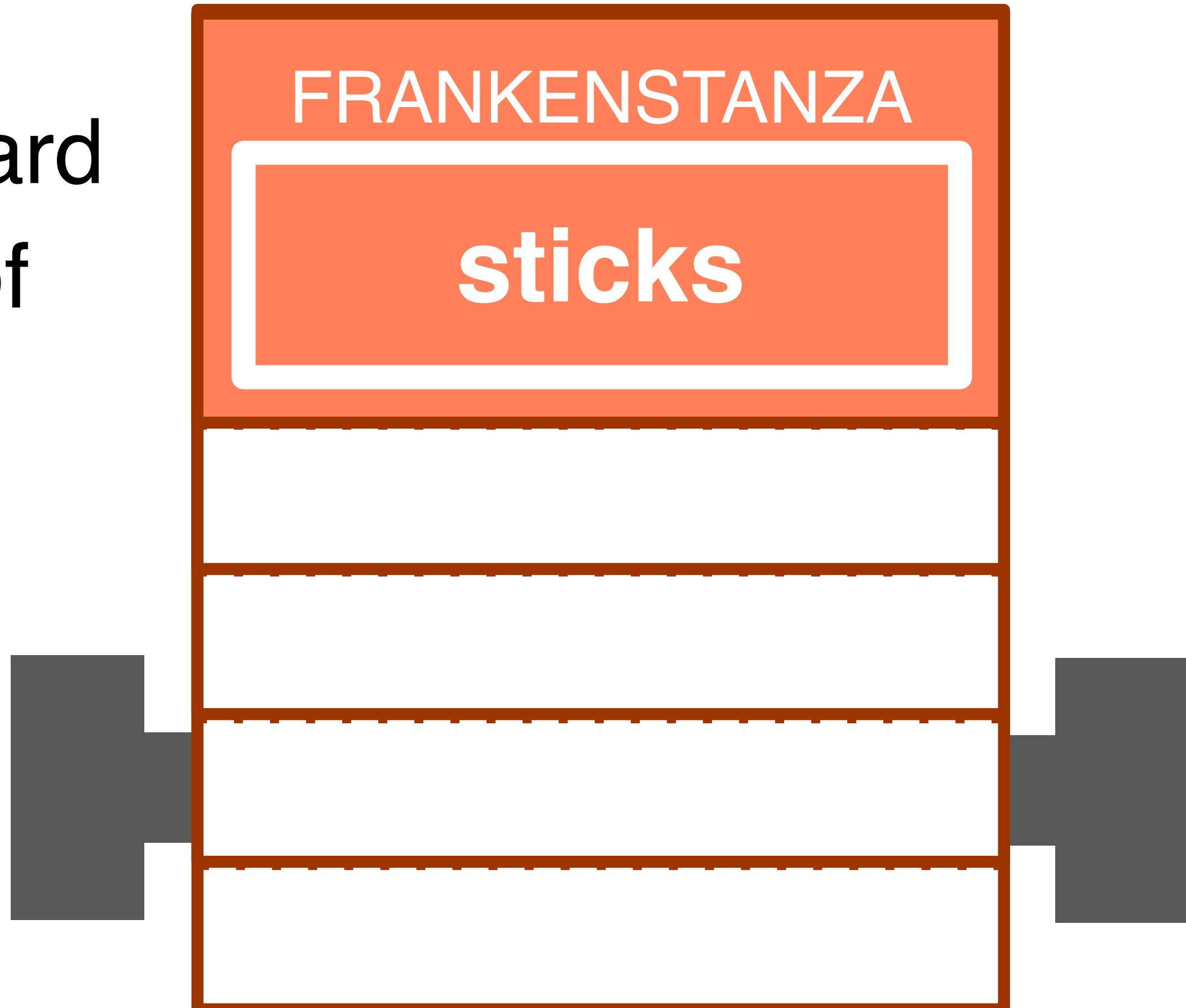
Setup

- Each player takes a whiteboard booklet and whiteboard marker
- Players will place a stack of shuffled topic cards, the timer, and the trophy in the middle of the play area

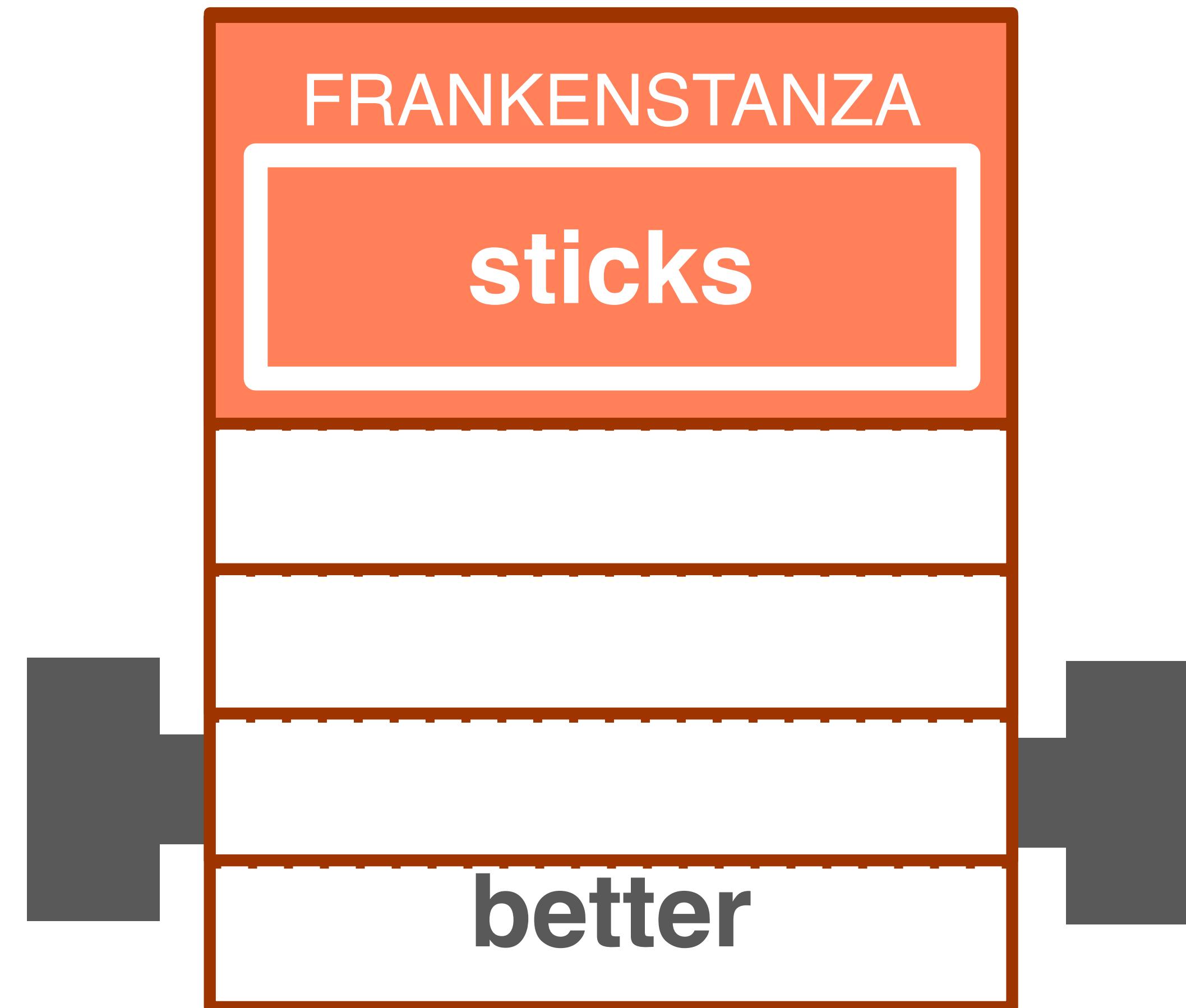


Picking a topic

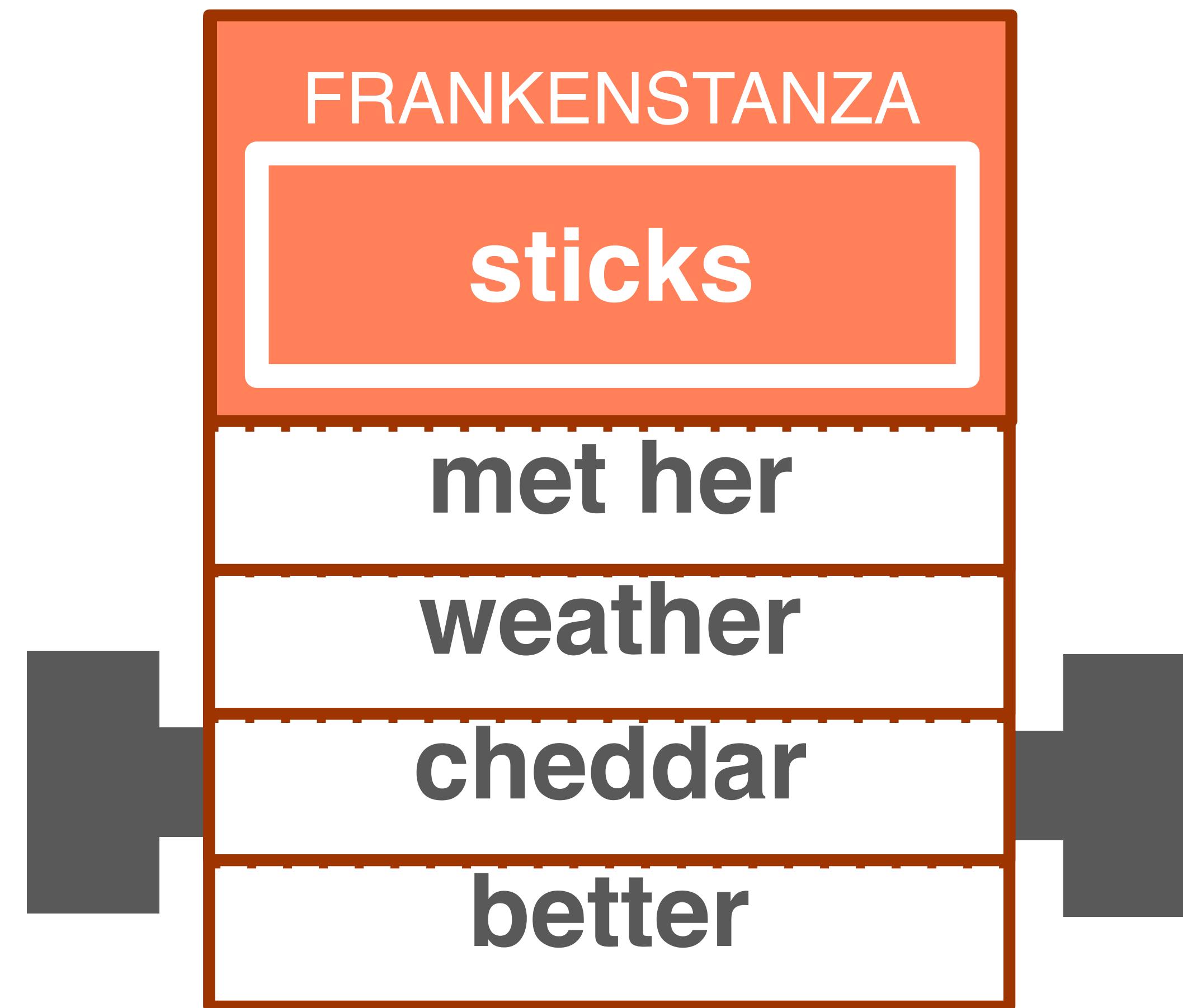
- Each player will draw one topic card and write their topic on the front of their whiteboard booklet
- Discard the topic cards



Writing phase



Getting a New Book



Prepare to
Recite

FRANKENSTANZ

A
sticks

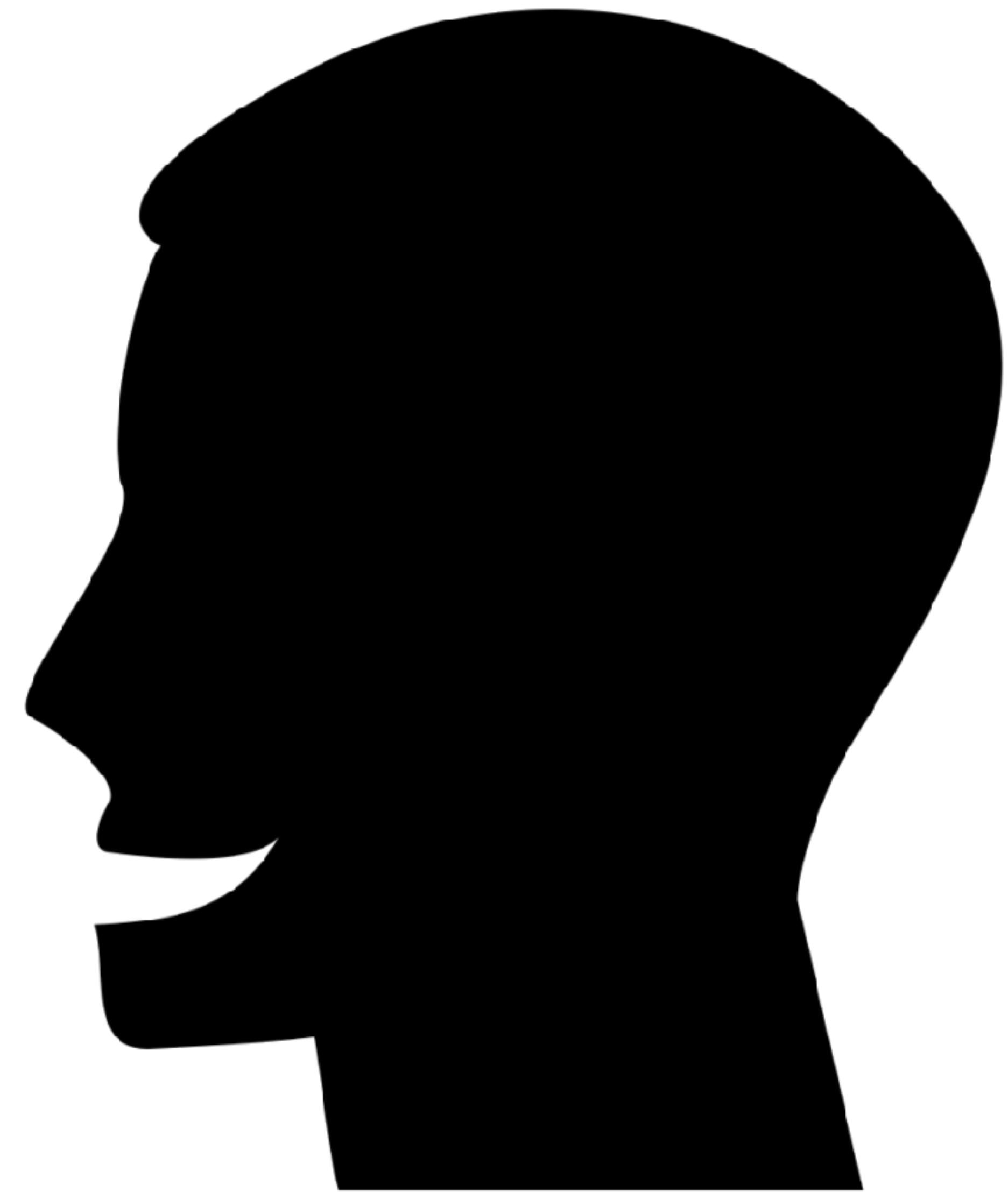
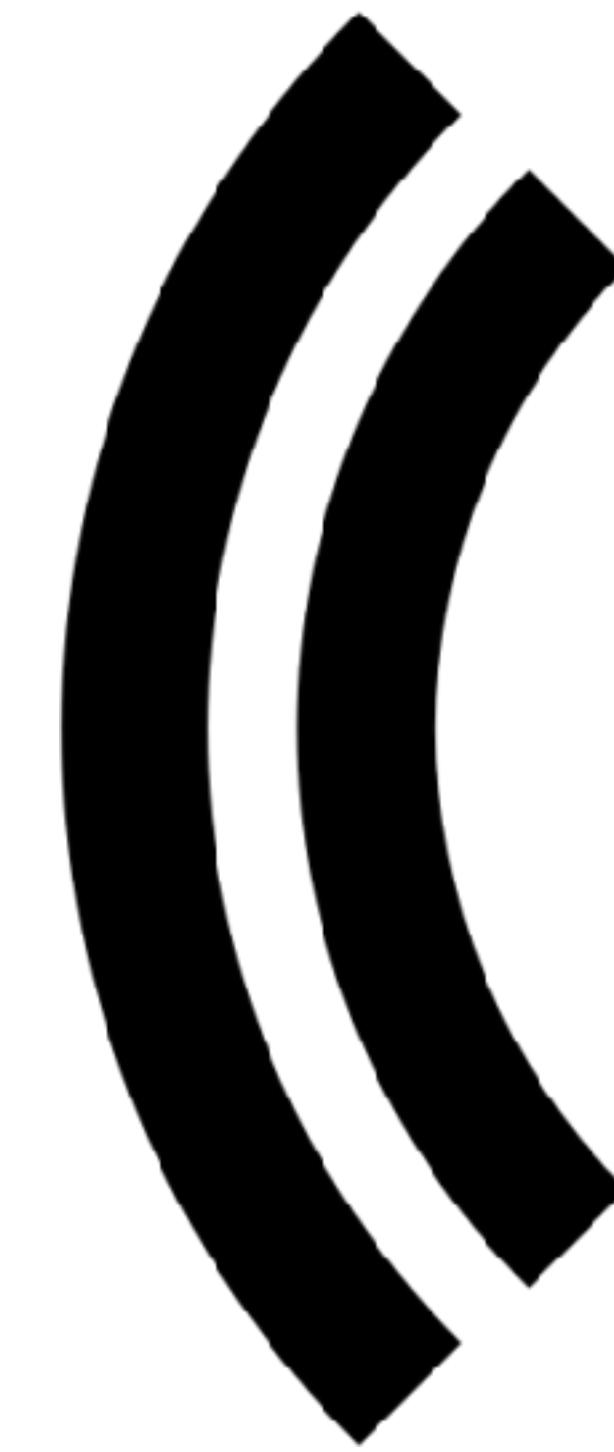
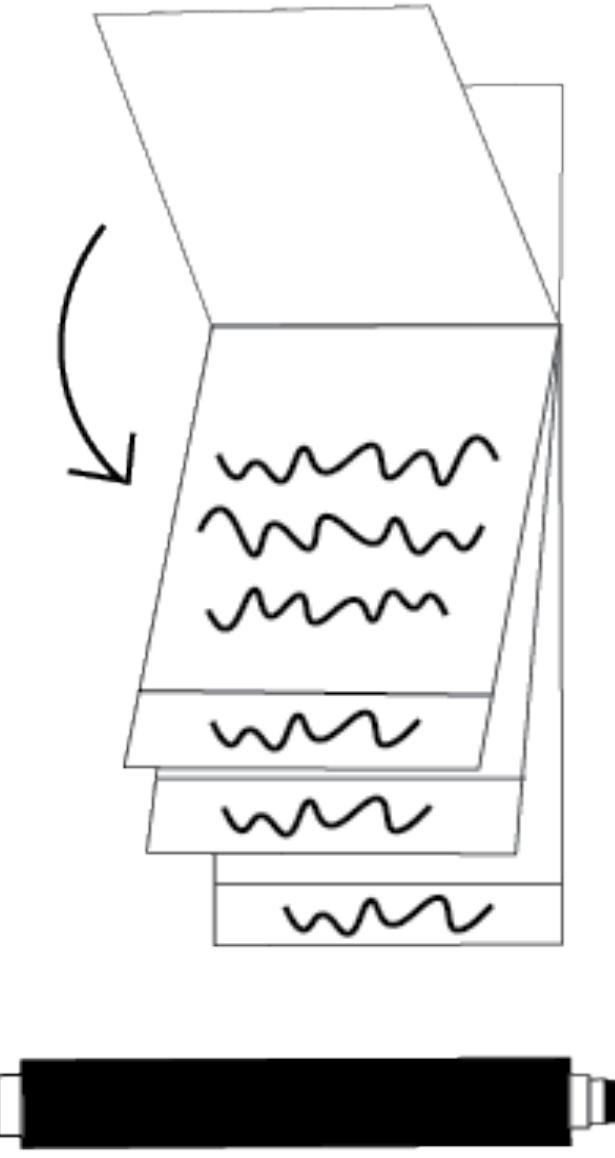
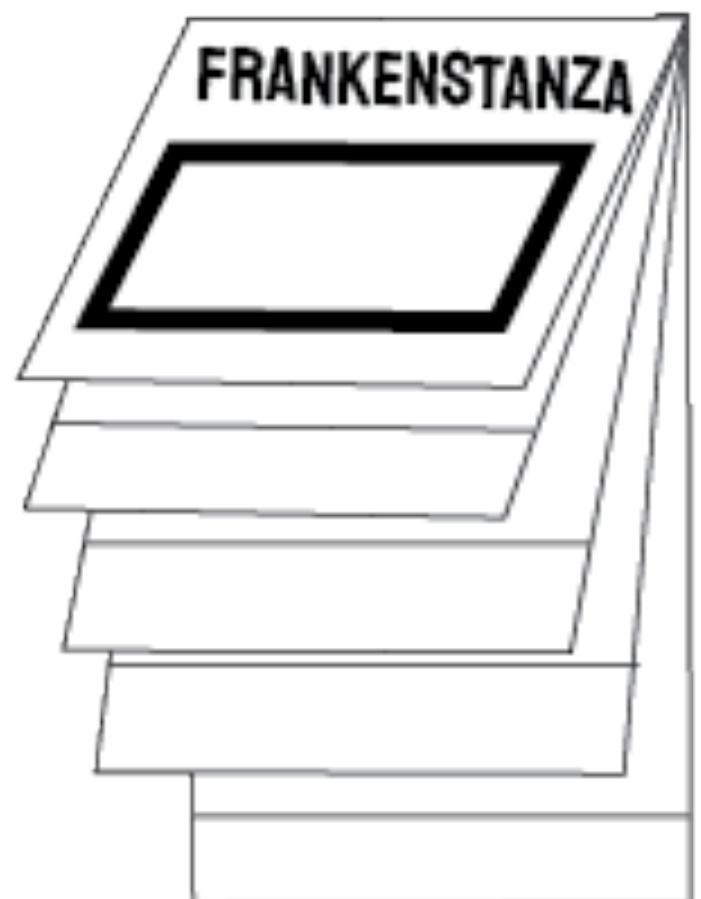
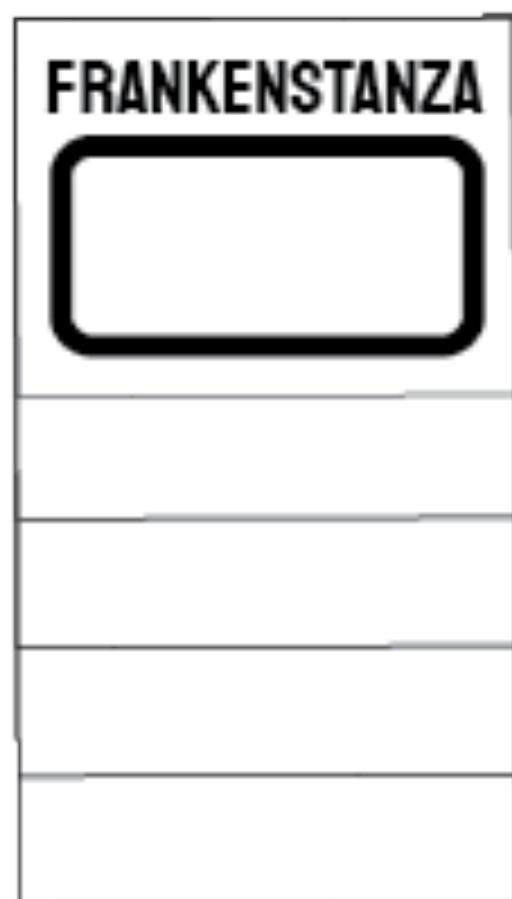
**sticks and
stones will
break your
bones, and
they
better**

**kind of
lookin like
sticks of
cheddar**

**they tumble
around in
terrible
weather**

**she put a stick
in my heart wish
I never
met her**

End game

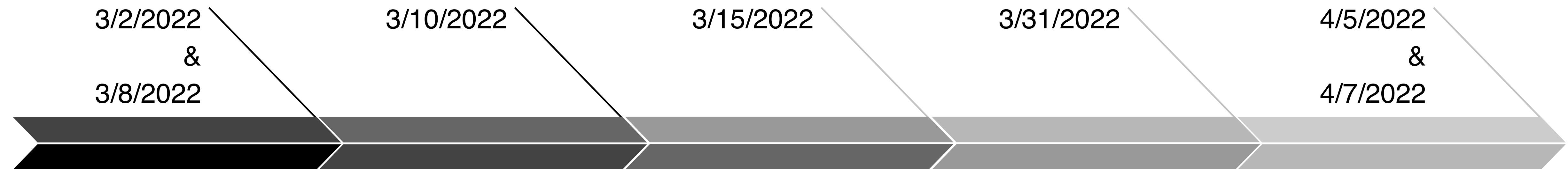


What's in the box?

- Six whiteboard booklets, each with 4 pages
- Six whiteboard markers
- Topic cards
- Hourglass timer (1 minute)
- Trophy



Timeline



Idea and Concept Development

First brainstorm session for potential topic cards and ideas.

Playtest #1

First ever playtest of our game.

Playtest #2 and First Ruleset

Develop rules and performed second test.

Playtest #3

First round of playtesters. Considered new iteration of game

Alternate Playtests (#4 and #5)

Tested alternate version and considered combining rules to original game.

Playtesters enjoyed first version more

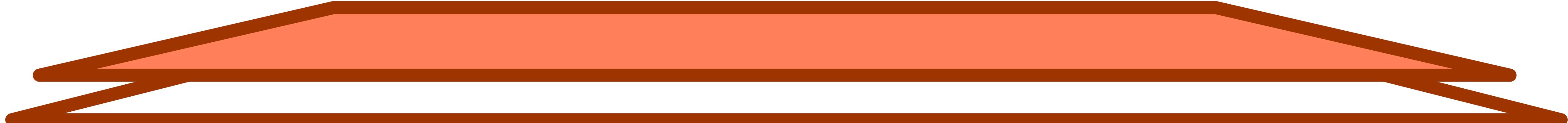
Highlights

- Communal and creative
- Funny outcomes with thematic words
- Less pressure with shorter time frame
- More engagement throughout the whole gameplay

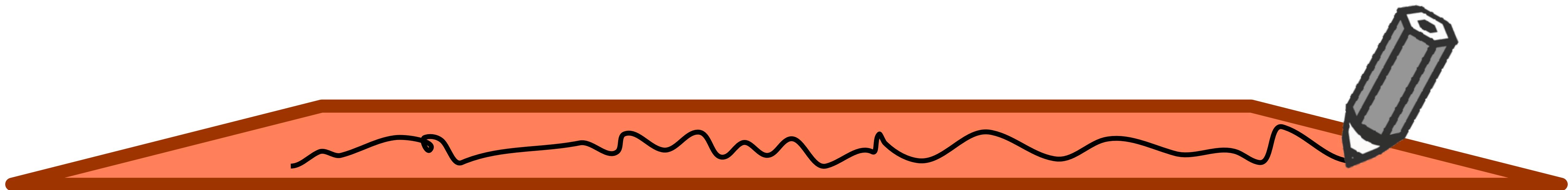


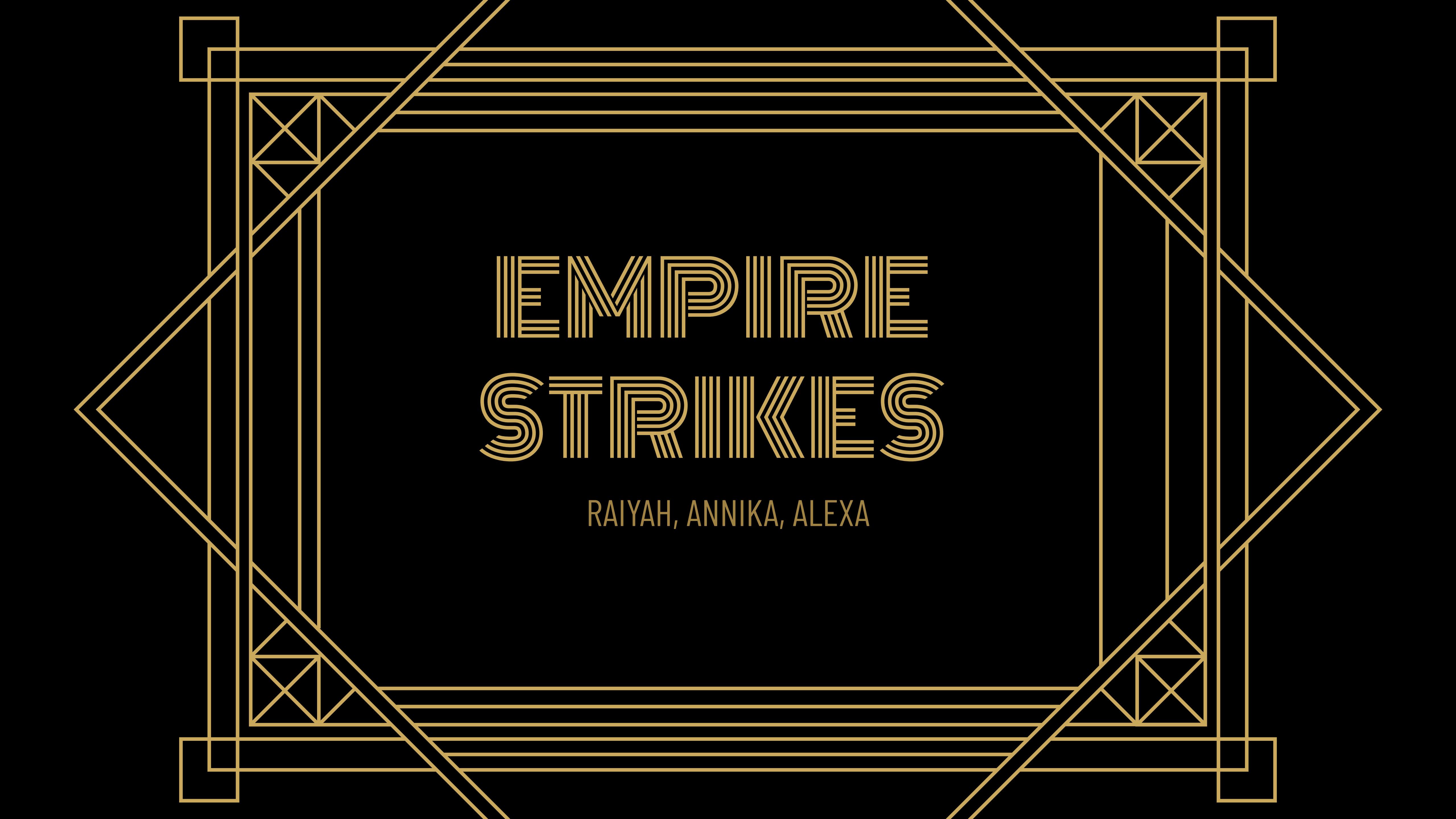
What we learned

Frankenstanza taught us how to adapt to playtesters' suggestions, how to creatively collaborate together, and that sometimes the best party game is the one that gets out of the players' way and allows them to be creative!



Thank you! any Questions?





EMPIRE STRIKES

RAIYAH, ANNIKA, ALEXA

You've been tasked with building the world's tallest skyscraper, the Empire State Building. But beware - there's a saboteur in the mix, and they'll stop at nothing to make sure that this building doesn't get any bigger.



INTRODUCTION

Empire Strikes is a hidden identity card game for 4-6 players.

Players are assigned roles and place cards in an effort complete or destroy building jobs.

Points are rewarded based on the amount of tasks successfully completed by each role and by correctly guessing the saboteur.

Setup

Each round consists of an amount of Job cards equal to the amount of players.

Each player draws a Role card and 4 Asset cards.



ENDING ROUNDS

Rounds end when all Job cards are either completed or destroyed, or if players go 3 turns without completing or destroying any card.



THE GOAL

Be the first player to 10 points.

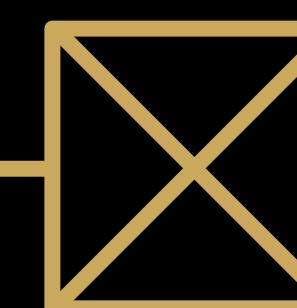
GAINING POINTS

Points are gained through completing cards and correctly guessing the Saboteur, or destroying cards and successfully diverting correct guesses.



THE ROLES

All players discard and redraw their Roles after each round.



Jobs- White Cards



Assets/roles - Black Cards



WOOD
SAW

WIRES
SCISSORS

CEMENT
PIPES

ENGINEER

GLASS
HAMMER

SCREWS
SCREWDRIVER

SUGAR
CLOTH

SABOTEUR

WINDOWS
Glass/Hammer

WIRING
Wires/Scissors

PLUMBING
Pipes/Cloth

FRAMING
Wood/Saw

CONCRETE
Cement/Sugar

APPLIANCES
Screws/Screwdriver

CEMENT

SUGAR

PIPES

CLOTH

GLASS

HAMMER

WOOD

SAW

SCREWDRIVER

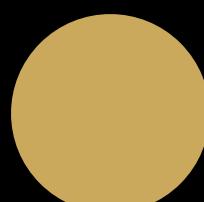
SCREWS

WIRES

SCISSORS

SABOTEUR

ENGINEER



ENGINEER
CLOTH
GLASS
SUGAR

GLASS

SABOTEUR
WIRES
WOOD
SCREWDRIVER

SUGAR

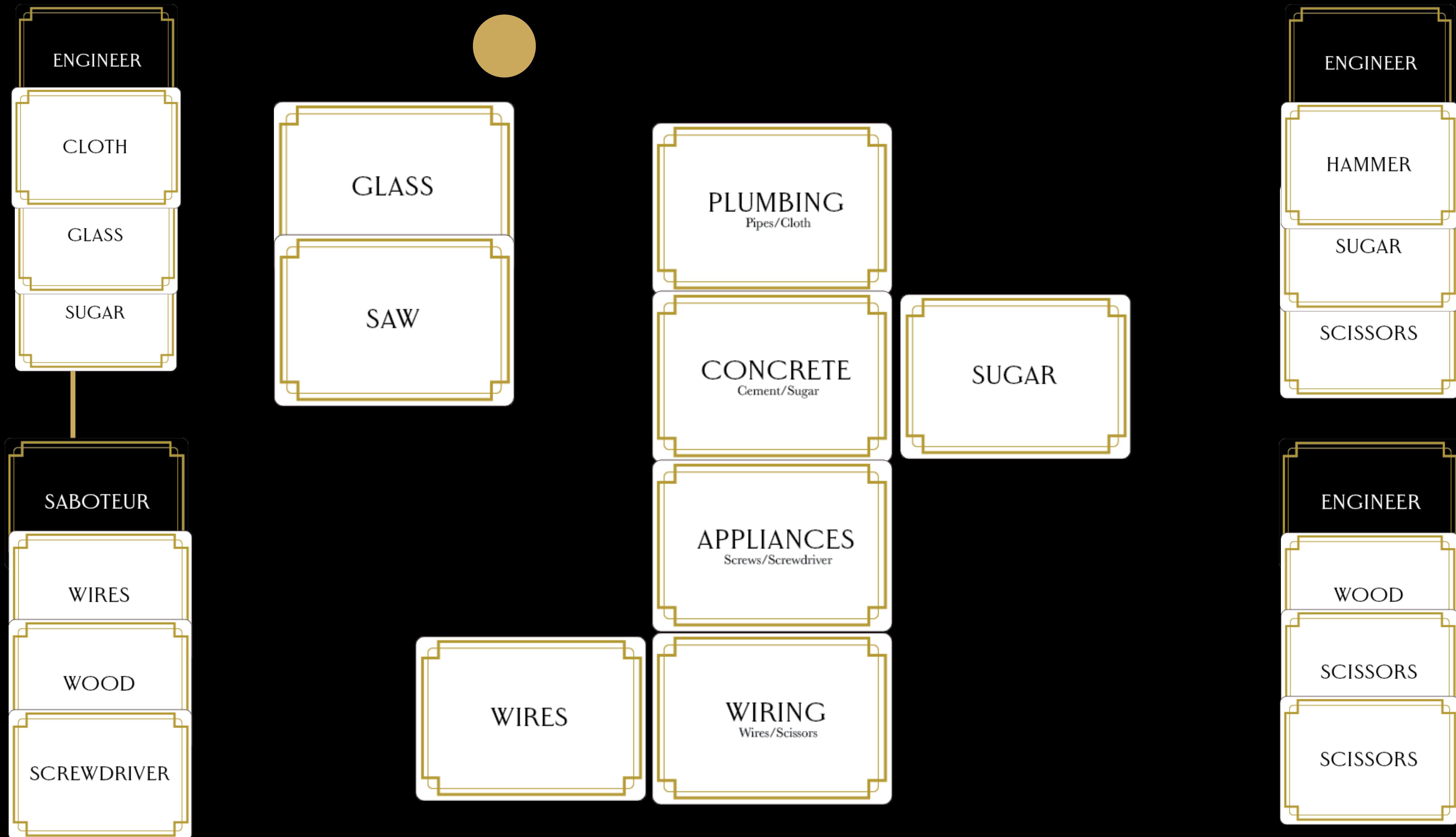
PLUMBING
Pipes/Cloth
CONCRETE
Cement/Sugar
APPLIANCES
Screws/Screwdriver
WIRING
Wires/Scissors

SAW

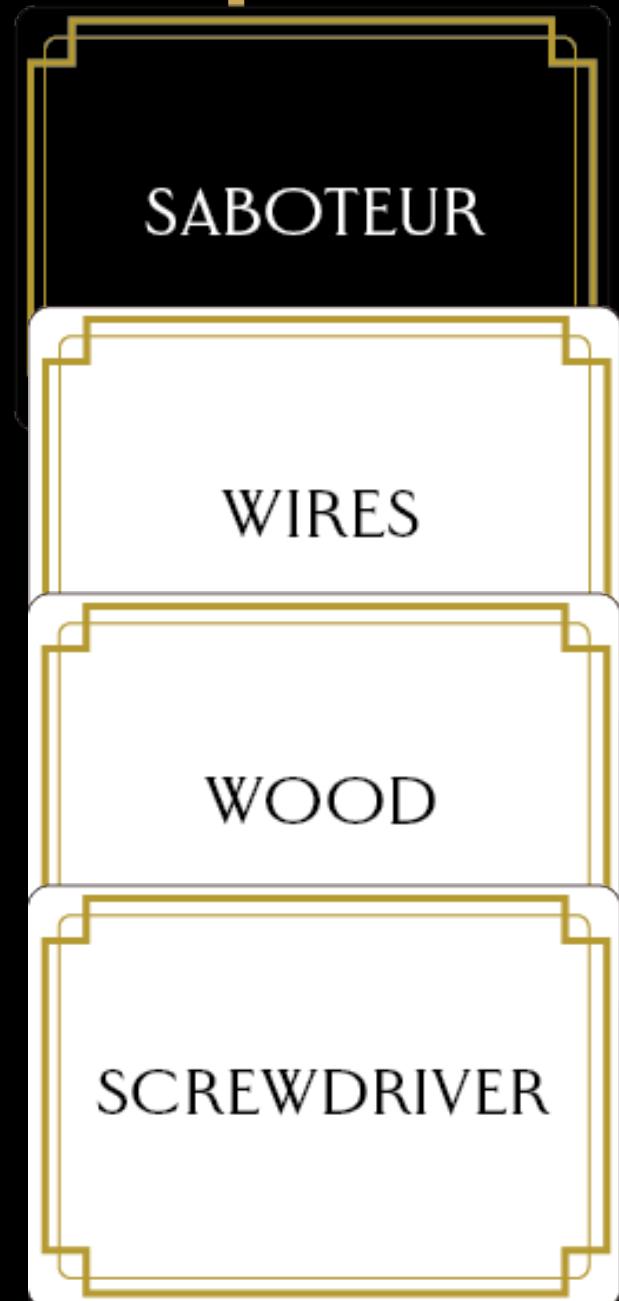
ENGINEER
HAMMER
SUGAR
SCISSORS

WIRES

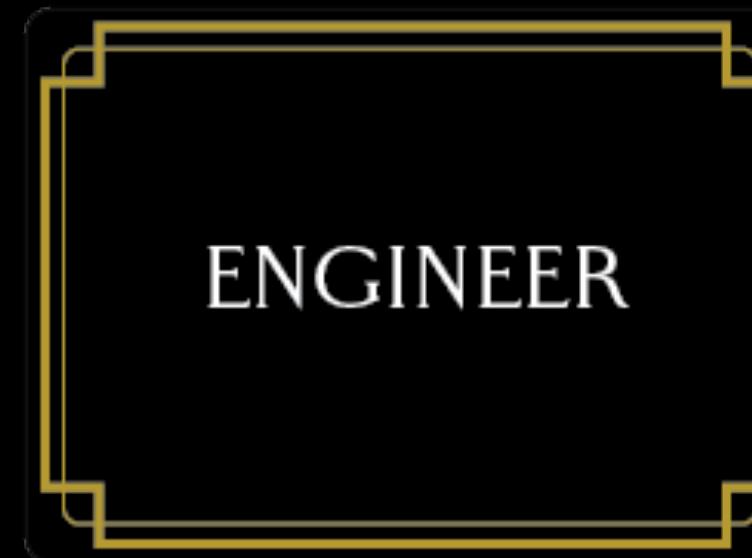
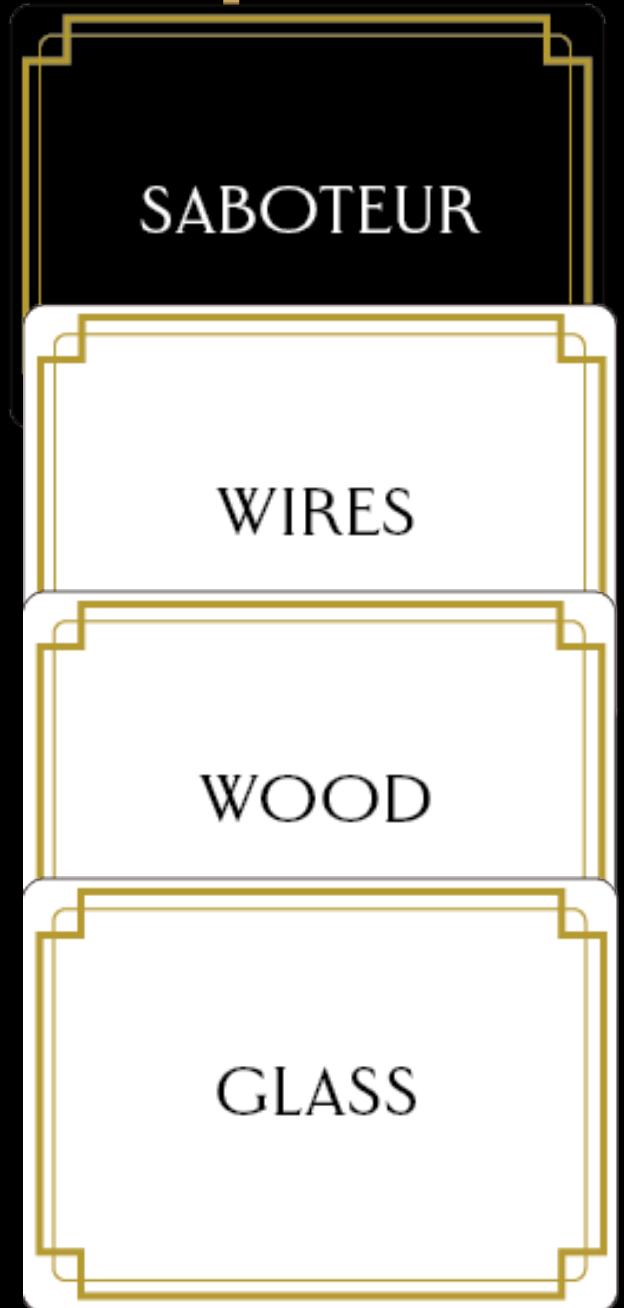
ENGINEER
WOOD
SCISSORS
SCISSORS



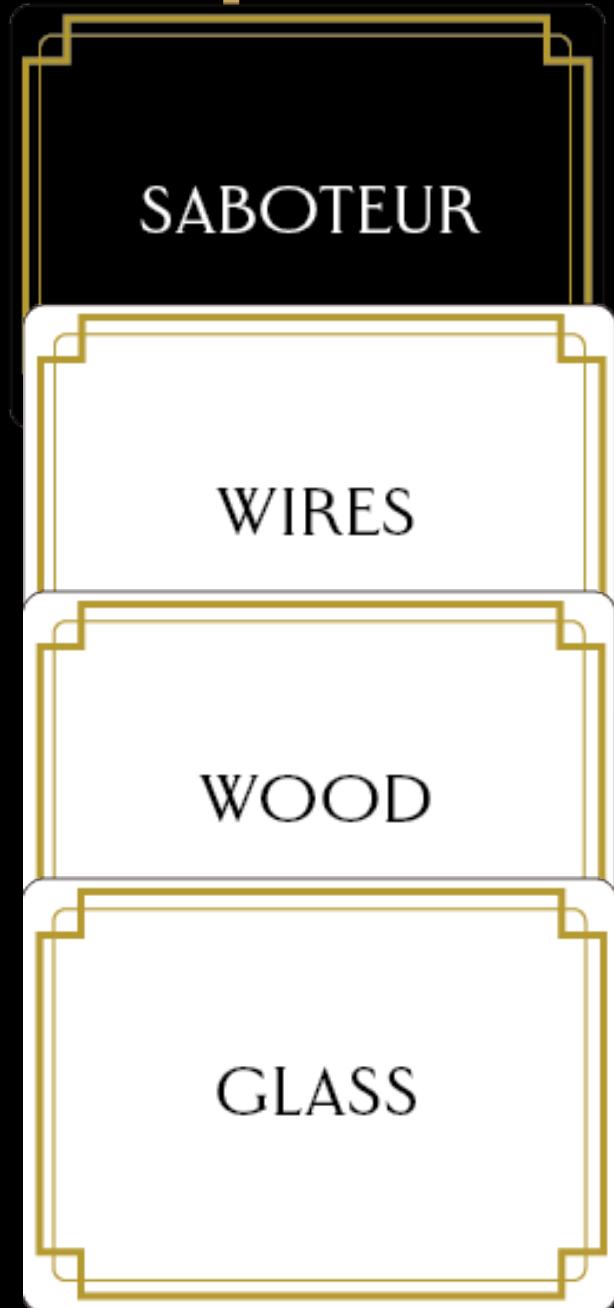
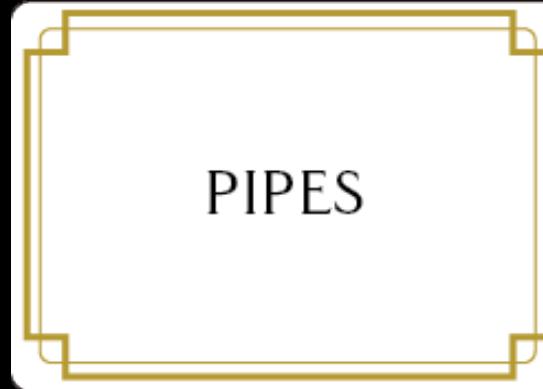
1 point Saboteur
1 point Engineers



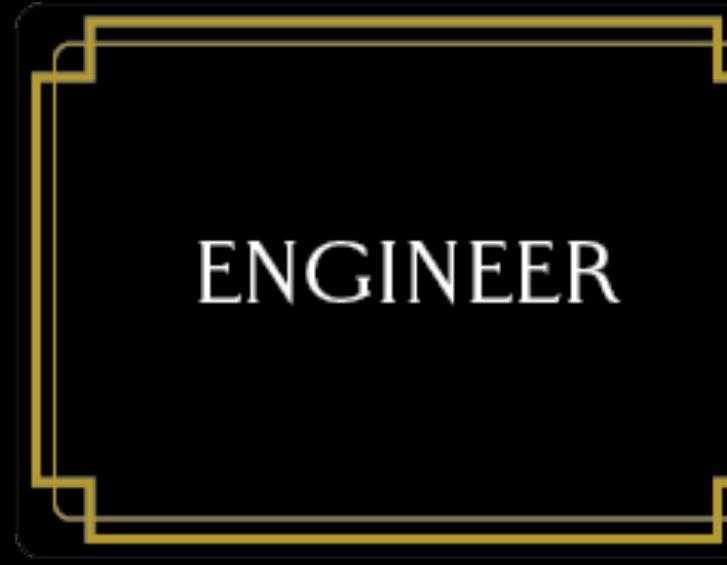
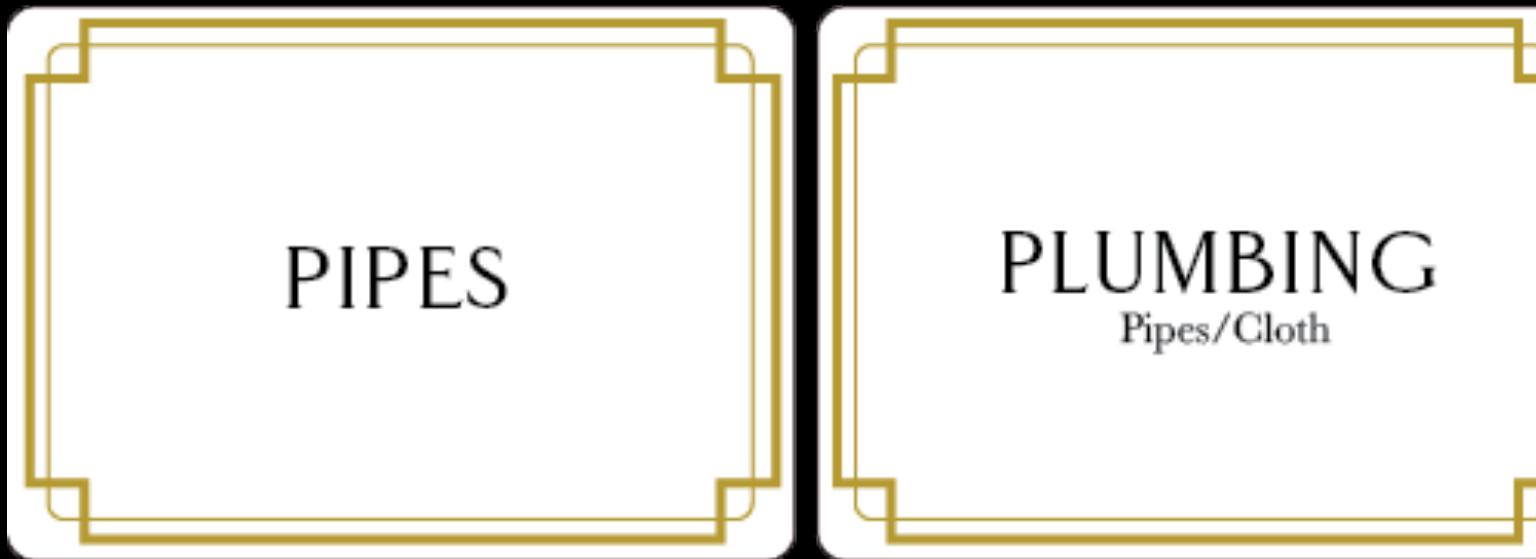
1 point Saboteur
1 point Engineers

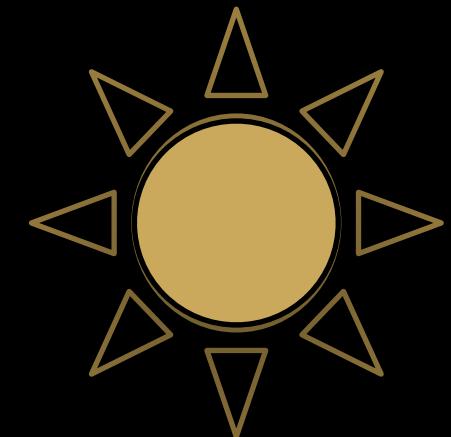


1 point Saboteur
2 point Engineers



1 point Saboteur
2 point Engineers





ENGINEER
CLOTH
GLASS
SUGAR

GLASS

PLUMBING
Pipes/Cloth

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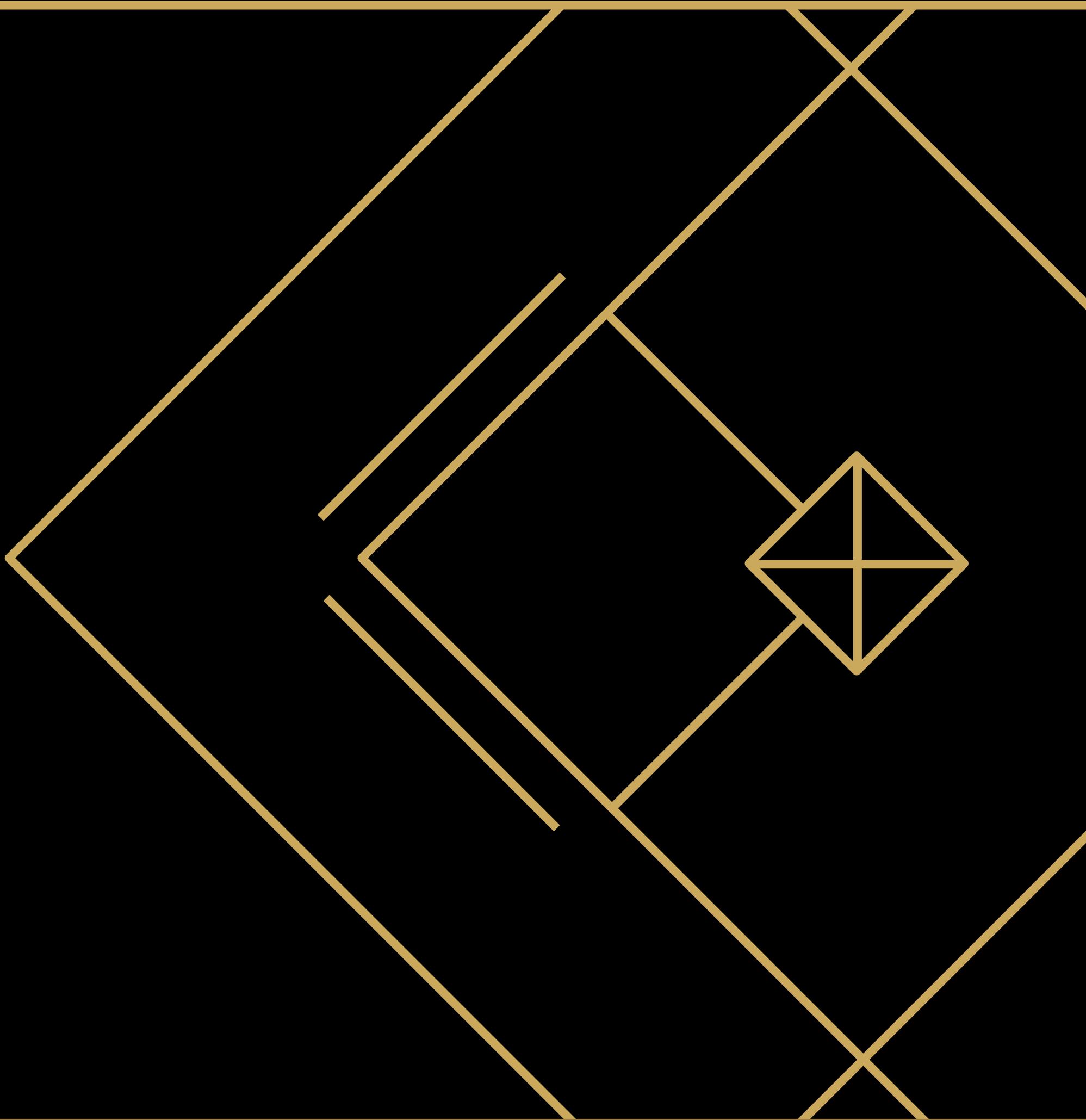
ENGINEER
HAMMER
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WIRES

ENGINEER
WOOD
SCISSORS
SCISSORS

Selling Points

- Quick to finish, but endlessly playable
- Explore deception and anonymity while playing against those around you
- Ever changing game dynamics make each round unpredictable
- Unique game setup
- Compact, portable deck makes on the go play possible



Future Direction



Questions?



THANK YOU