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Midterm: Pitch

**Intro-**

For this midterm project I’ll be taking my previous idea from Challenge 2 and expanding the idea into a full game.

Your transport plan explodes! But at the last minute you’re able to eject out… in your TANK. You’re coming down fast over enemy territory and have no only ground forces firing up at you but incoming hostile planes, thank goodness your main gun still works. Paratanks is a 2D action/arcade game.

**Character bios-**

**Staff Sergeant Kleary-** Tank commander for the ejected tank.Won’t be physically seen, but will utter radio chatter, the effective voice of the tank.

**Forward Operating Base (FOB)-** FOB and it’s commanding officer provide radar support, warning the player of incoming planes, and offering tips of survival (tutorial features, telling the player to pick up passing bonus objects).

**Rough plot-**

You and your tank crew are being transported back to the FOB after sustaining minor damage in the last battle. Unfortunately your flight path cuts through the enemy lines. Enemy lines that are prepared for air incursions. While your plane is cruising along, it is unexpectedly fired on by ground anti-air. Then enemy jets show up on the radar and aim to finish your plane. Before the missiles hit you and your tank crew eject in your tank.

As the tank plummets to the ground, you are targeted by the enemy forces, and you’re falling too fast. To survive the fall you must evade enemy fire and destroy as many as possible to make for a safe landing, also you must maintain a safe falling speed. The only way to achieve all of these tasks is with your main gun. Once you reach the ground, the FOB radios you on a job well done and your allied forces come in to escort you home.

**Gameplay description-**

The core mechanic of the game is moving around the game space and destroying enemy units by way of the main tank gun. The player controls the direction that the main gun faces and must fire in a particular direction to move around the game space. For instance if the player wanted to move to the left they would have to fire to the right and the force of the shot would propel them to the left. If the player wants to move up then they must fire down, if down then fire up, etc etc.

While maneuvering around the map the player has to destroy the enemy combatants. At first this will be planes and helicopters. But as the ground gets closer there will be anti-aircraft turrets set up on the ground.

An important element for the player to watch is the rate at which they are falling. If they are falling to fast and reach the ground they will crash. If they are moving too slow, they are more likely to get hit by incoming fire. They control the speed by firing up or down. Firing up speeds up the descent and firing down slows it.

**Artistic style outline-**

The game will have a hand drawn arcadie art style to it. Kind of like the art style in “Castle Crashers” but more rudimentary. The Ui will have several components to it. The physical parachute will represent the “health bar” of the tank. The more tattered and torn up it looks the lower the health is until it “pops” and the tank plummets to the earth. If you’re descending too fast, the FOB will radio you to tell you to slow down.

**Systematic breakdown of components-**

2d rendering system, **Diegetic** ui elements, high score tracker, physics system.

**Asset breakdown-**

* Art Assets: Player’s Tank, enemy Planes, enemy anti-aircraft units, background world, “parachute” health bar, (tank, plane, aa) firing effects.
* Text Assets: dialogue between Kleary and FOB, FOB pointing out power-up bonuses, alerting the player to falling speed.
* Sound Assets: sounds of planes flying, shooting, and maneuvering. Sound of tanks and anti-air firing. Sounds of explosions. Sounds of radio tuning.

**Suggested Game Flow Diagram-**

Main menu -> New Game -> Options -> Exit Game

Options -> Video Settings -> Audio Settings -> Game Controls

New Game > Intro Cutscene > small tutorial sequence > level > Outro Cutscene < Score Screen > Upgrade Selection > Begins loop of cutscene, level cutscene, score, upgrade until player fails or quits.

**Additional Ideas and Possibilities-**

Bullet drop to be considered if the physics can be worked out.

**Marketing Plan**

**Goals-** Free to play model with revenue generated by advertising. Download goal: 100 downloads. Targeted revenue from advertising is $10 by the end of month one, $30 by month three and $60 by month six and so on until an equilibrium is reached.

**Distribution-** mobile market places. Google play store & Apple App Store. Direct download portal via Facebook fan page.

**Promotion-** Paratanks is geared towards people on the go that have a spare two minutes here or five minutes there. A total casual arcade game. Most promotion will be through word of mouth followed by select advertising in other popular mobile games.

**Website-** We will use a Facebook page as our main operating website with download links to our game. Facebook is very active and visible medium and by far the cheapest and most effective way to communicate with our audience.

**Maintenance-** Because we will be operating on a social media site, we will have transparent way to communicate with the players to be able to identify problems and come to a fast and appropriate solution. Players will have access to an email address to submit bugs as well as the facebook page to post comments, questions and concerns.