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# Executive Summary

dandelion spread is a casual game that the player acts as a seed of a dandelion, control the direction and fly in the wind, spread and explorer the world. In each level, you can fly into the other dandelions, hit them and let their seeds go. While hit one target, you can get more power to go on.

The time flowing in this game takes the form of season; it starts at the end of summer and ends in late winter. The seed must land on the ground when runs out of power. player can wait for wind of some random event to fly again or choose to strike root here. In the next level, your seed will sprout; grow up and ripe. The goal is to fly farther, spread farther, farther you go ,more chance of mutant you have. Player can start a new level at each landing point they have made, which is regarded as a new branch of evolution.

dandelion spread is also a game designed with educational purposes. The educational part is about evolution in biology and geographic speciation. The players control the seed and fly in real word geography, the farther you go, the more difference you have between your ancestors . The choice the player made will decide the direction of evolvement.

# Competition

There was several games about gene and evolvement, focus on fantasy animals creating or survival strategy, such as Evolution: The Game of Intelligent Life and Spore. Evolvement and fight with other creature like E.V.O.: Search for Eden. Decide the direction of evolvement to spread and kill such as Plague Inc.

Also many Zen games, represented by the games of Thatgamecompany, flOw and flower.

## Competition: spore

Published by EA first released at 2008 and sold 2million on its first three weeks. The game was released on several platform now and still selling well. The game and many DLC are sold separately.

Spore allows the player to develop a species from a microscopic organism to its evolution into a complex animal, to its mastery of the planet and then finally to its ascension into space.

The game is made up with some stages and missions, each stage has its own style to play. After a mission players grant a bonus, such as a new ability.

players can design the creature in editor with some money or DNA points, the evolution is under the player's will but not the same as in nature.

### something interesting

The editor is a nice idea for a creature designer. Players can add parts or organ such as legs and eyes. Parts can affect the creature's abilities increase or decrease, depend on the environment. The creature design can make what the player imagine if they have enough points.

Players get the points by eating other creatures, which is the action element in this game, meets the action player's interest.

There is an online game Sporepedia that allows player to meet the creature of other player. This is a good way to show the gene exchange in nature. Dandelion spread also has the a plan to make players download the other player's landing points and game records ,and have a gene exchange with them.

### something not perfect

There are some scientific accuracy in this game. The evolution mechanism has some difference between the evolution in nature. considering the real world evolution theory is uninteresting to most players, these differences make the game more exciting gameplay but less educational element.

The publisher EA definite software publishers industry but get a bad reputation these days because of the unfinished game and treating the game studios as killing the goose for the eggs. It is an important question to choose a publisher favorable for both marketing and sustainable development.

## Competition: Flower

Developed by Thatgamecompany and published by Sony Computer Entertainment, released in February 2009 on PlayStation 3. The game is PSN stand only and has some sound tracks for sale.

In Flower, the player controls the wind, blowing a flower petal through the air using the movement of the game controller. Approaching flowers to have effects on the game world and lights the world up after six levels.

Flower is a casual game and kind of art game which forming a narrative arc through visual representation and emotional cues.

### something interesting

Instead of power and hard shock to the brain , this game gives people a relaxed experience. It was different from most of the games and became a fresh and new choice when the game released.

Use the accelerometer in a casual flight simulation to control the game is a nice way especially in nowadays, while most of our mobile phones has an accelerometer. It will create more naturally and fluid interaction, but may cost more time to handle then joystick .

### something not perfect

The game has no enemies points or time limit, it concerned to the Zen experience. It has less group of player and this type of game never gets a nice sell record.

# C:\Users\vrvision\Desktop\aaaaa.jpgDifferentiation

As people grow up ,their need of game change. While young people prefer the game with power, fast tempo, challenge and kind of hard fun, the grow up people need more relaxed and emotional experience. Different from other life simulation game or games about evolution like Spore, Dandelion Spread avoid the battle element and just focus on spread .

Dandelion spread is not only a peaceful game to make players relax, but also a life strategy. To spread farther the player should get more power and choose a more favorable environment, rich soil makes strong descendants.

The game may sell at several platforms and provide a lower price to students. It may hopefully create value by the big data of the spread of species.

# Audience

The single educational game always has less audience, this condition must be considered by all educational game developer.

The game dandelion has two target audiences, casual players such as school kids and evolution or biology geeks. The game would be fun to casual players by nice graphic ,and catch the biology fans with the evolutionary mechanism. It's difficult to make the mechanism a real world nature simulation, but it can get players to think more about evolution and get some mechanism.