

# Game Pitch Document

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Team 9  
Team Duck  
Duck In A Muck  
09/17/23

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# Executive Summary

## High Concept

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Our intrepid hero is a duck of little renown, dirty and yearning only to cleanse himself in the great bathtub in the sky. But the trek is harsh and dangerous... one mistake could mean falling back to the start. Lucky for our hero, he is a practitioner of the ninja arts and owner of a magical bubble wand, which will help him overcome the vertical challenges and climb up!

## Core Gameplay: Mechanics and Dynamics

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Navigate through the drain and find the safest route possible without falling. Use your tool—bubble wand—and your platforming skills to help you escape the drain and reach the bath. The game uses simple mechanics that make this game so complex. Your character is able to move right, left, jump, and fall. Each level of this platform game utilizes a unique physical property to challenge your skills. Level one utilizes normal terrain, level two utilizes ice where the floor is slippery, level three utilizes bacteria where your movement is slowed down due to stickiness, and level four utilizes all, and in each level there will be enemies that try to stop you from moving up the levels. Each Level will move by a screen however it is possible to fall back down to other levels through gravity from failing a jump. Your bubble wand allows you to place bubbles floating on the map where you can jump on to them, making it possible to progress through the game.

## Core Gameplay Aesthetic

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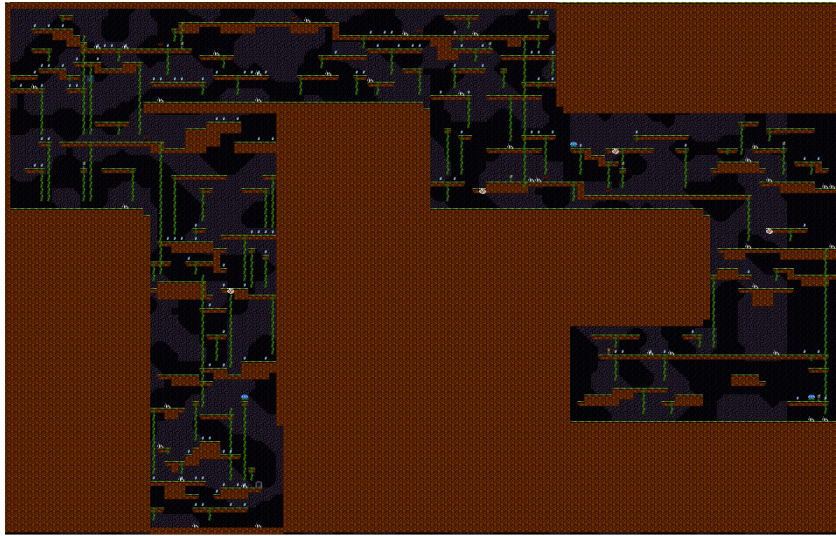
The game's aesthetic is a retro 8-bit style. We want to invoke a sense of nostalgia to our audience. Also with this aesthetic we hope to make a more challenging game where you will be forced to jump in between platforms which will require a high degree of eye-hand coordination. Also the choppiness of the retro 8-bit aesthetic will make modern gamers have to find another rhythm to maneuver through stages since our main priority is not “comfort” as we see in games today.

## Look, Feel, and Sound Aesthetic

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The World will look like your typical retro 8-bit game. The goal of this look is to convey to the player that this game is solely a platforming game, where the plot and other aspects aren't as

important. We want this aesthetic to invoke a sense of hardness to the platforming and mechanics of the game and hope players love navigating through this world.



## Genre, Platform, and ESRB

The genre of this game is an action platformer, and the platform of this game is going to be browser based, with an ESRB rating of E for everyone. The reason for this is because the game is not using any language or suggestive themes that would cause for a more mature rating.

## Audience and Targeted Customers

The target audience for this game is for gamers who love platforming and indie titles. Players of all skill levels are welcomed to try out our game, however, our game will have no difficulty settings and is meant to be hard, so this is also not a beginner friendly game. Some games that inspired this game are Donkey Kong, Shovel Knight, and Ice Climbers.

• Clash Royale

<u>Name</u> Bob	<u>Biography</u> from a small town in east Texas & was trying to become a firefighter but gaslights himself into liking being a manager	<u>Motivations</u> • money • bragging points	<u>Technologies</u> Internet ✓ Software ✓ Social Media ✓ Mobile ✓ TV ✓ Other Samsung products
<u>Quote</u> Whats up?	<u>Goals</u> • money • status • motorcycle	<u>Pains</u> • people telling him the truth • seeing others succeed	<u>Bartle</u> Social ↑ Achiever ↓ Explorer → Killer →
<u>Demographics</u> Gender male Age 24 Status single Job store manager Industry retail City Fort Worth Country U.S.A	<u>Personality</u> Extrovert <u>Extrovert</u> Introvert Sensing <u>Sensing</u> Intuitive Thinking <u>Thinking</u> Feeling Judging <u>Judging</u> Receiving		<u>Archetype</u> Hard

## Game Differentiators/Unique Selling Points

Five Features that make our game different from those played before:

- 1) Bubble Wand Mechanic
- 2) Vertical
- 3) Difficulty
- 4) Punishment

## 5) Simplicity

**Current Status, Timeline and Costs**

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Currently, Duck in a Muck is in the concept phase of development, and no active prototypes have been created yet. However, we plan to begin coding and art work very soon. Each member of the team has committed to working at least nine hours a week on this project, which allows us to get a rough estimate of the total person hours we have to work with and the cost of labor. 9 hours a week multiplied by the 4 team members, the 13 weeks of the project comes out to 468 person hours total for the project, and multiplying the hours by \$40 an hour results in a cost value of \$18,720 for the entire project. The timeline for this game to be released to the public is on December 4, 2023.

**Signatures verifying agreement:**

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