



WHAT A BORING CITY... EVERYTHING
IS DULL... EVERYTHING IS GREY...




OH LOOK! THERE ARE PEOPLE HERE



THIS HERE IS MR GREY. LIKE
EVERYONE ELSE, HE IS ON HIS WAY
TO WORK

I wish things were more
colourful, I don't want to go to
work anymore. I wish things
were more fun!



A pixelated illustration of a city at night. The background features several tall, dark buildings with many windows. A large, glowing purple portal with a swirling, vortex-like center is positioned on the right side of the image. In the foreground, four small, white, pixelated figures with round heads and simple bodies are standing on a dark surface. A thought bubble originates from the first figure on the left, containing the text "What's that, a portal?!".

What's that, a portal?!

BEWARE! THOSE ARE THE...



MUNCHING

MONSTERS

GAME OVERVIEW

Within the modern day, with the growing usage of devices like the phone, mobile gaming has never been more popular. More and more people are turning towards short level based games to satiate their inevitable boredom, whether that be on the train to commute to work or school or even waiting at the doctor's office.

With that being said, Muncho Monsters is a single player 2D 8-bit style game aimed towards younger people with the goal of curing such boredom with an easy to follow along story, bright eye catching colours and most importantly, fun and challenging gameplay with multiple mechanics. While the game promotes quick reflexes and making young brains think by making the player solve puzzles and avoid enemies, they get to experience the different themes that the game presents, primarily exploring the idea of boredom, colours and standing out. The main selling point of this game is not so much the story but rather the actual gameplay and visuals, aimed to immerse players in this unfamiliar world, stimulating their intrigue for short periods of time while they have nothing else to do. There are not too many well known games similar to this one which leaves an open opportunity.

The only hardware required to operate such a game is a mobile phone, using interactive buttons on the screen, which is perfect for on the go gaming! The single player nature also means that they don't even need to be connected to the internet!

Through this visually interactive pitch, you will meet a few of the characters, get an idea of the general story, and much more!

NARRATIVE: PART 1

Mr Grey lives in a world, a very boring world where everything, like himself, is monotone. Either grey, white or black, his life is very dull. Like every other person, who all look like him in this one tone world, he spends his boring life doing nothing but going to work much like a lot of people in real life. One day, on his way to work, he wishes his life was more colourful, he wishes his life was more fun. But unbeknownst to him, his wishes would come true, in perhaps the worst way possible.

While he is making his daily commute to work, a large purple portal appears, and suddenly, out come the muncho monsters! These monsters are vibrant and colourful, but, they are also hungry, dangerous and aggressive. As they quickly escape through the portal, they begin to rampage the city, attacking all the citizens on their way to work. Having never seen such colour before, they freeze in awe as these creatures start picking them off one by one.

As Mr Grey watches people identical to himself be overrun with colourful creatures, he feels responsible for having wished for change and 'fun' within this boring world. Seeing a large shadowy figure standing in the portal, Mr Grey musters up the courage and takes it upon himself, charging towards the portal, thinking that the only way to put an end to this chaos was by taking them out from the source. But as he gets closer, the shadowy figure disappears, and he leaves his world behind to fend off the Muncho Monsters.

ART STYLE & GRAPHICS

The whole game revolves around the themes of boredom, joy and colours which is why the 8-bit style was chosen, since with 8-bit, beautiful and vibrant exaggerated colours are easily expressed. This also brings back the long forgotten ages of 8-bit gaming. We are so used to clean and polished textures nowadays that it has become the expected. Hence, pixel art, a long forgotten art style, will stand out and be more engaging amongst young players who perhaps never had the opportunity to see such an art style growing up. Following this, the game should visually look similarly to that of the original 'Super Mario bros' in the essence that the sprites are unique and have defining characteristics that are simple yet effective.

Every detail of the game is supposed to be eye catching and the pixel art of every character is designed to be unique, with their own personalities, and abilities which reflect their colours. For instance, red is ruthless, green is glutinous, and so on. The game can be broken down into two parts, the real world and the monsters' world named Muncholand. The player is able to differentiate between these two worlds based off the significant contrast between the two. In the 'real' world, the colour palette is bleak, dull and grey, homogeneous almost, to represent boredom and normality like at the beginning of this pitch. In contrast, in Muncholand, the colour palette is exceptionally vibrant with bright popping colours to convey a sense of joy and imagination, aimed to captivate the player's attention while they are playing. An example of such a world will be shown later on. Colours are very important in this game as it directly corresponds to power, the more colourful something is, the more powerful that thing is which is why at the start, the dull Mr Grey is defenceless against the enemies but as soon as he becomes colourful himself, the tables turn.

ART STYLE & GRAPHICS Ctd.

The creatures themselves will have playful unique animations which not only establishes a cheerful tone that will entice the player but it will also add a level of depth to the game in the sense that each creature feels unique and different from one another. Not only does this keep the gameplay fresh which achieves the goal of curing the player's boredom but it also presents the opportunity to make money which is what investors would be interested in. The unique looks, colours, personalities and characteristic of the numerous creatures allows for easy marketability and therefore merchandising based around these mascots.

Despite the retro feeling of the pixel art style, to make the game feel more modern, there will be narration to explain the story as the player plays through the game. This also ties in with the audio aspect but by being told the story instead of reading the story themselves, they will feel a greater sense of immersion when playing the game. The pixel art style will also reduce the hardware requirements needed to play the game which means that anyone on any phone, even weaker ones, will be able to experience the game since the game aims to be inclusive of all people and relieve the boredom of every individual around the world.

Now that you have seen what the creatures are capable of at the beginning of the pitch, let's introduce you to the main appeal and selling point of the game, the colourful cast that the player will meet along the way.

Mr. Grey

Now that you have witnessed the tragic backstory behind Mr Grey, you must play as Mr Grey. Mr Grey, in his base form, is extremely fragile, adding a layer of difficulty to the game. As soon as he comes in contact with an enemy (or their projectiles), he will instantly die. However, he can fight back by turning into his rainbow form. This, along with your goal will be explained later on. Below is some concept art for Mr Grey, with no unique attributes, aimed to demonstrate the boring nature and normality of such a character. Perhaps the player could also reflect upon this character, maybe they also lead a boring life and wish to escape from reality just like Mr Grey.



RUTHLESS REDS

STORY

The Reds are well known to be ruthless. They are by far the most common creatures found in Muncholand and have a reputation of aggression. Because of this, many of the other creatures aren't very fond of Reds. They have a great sense of smell and they roam the islands in small groups looking for things to eat to satiate their hunger like a pack of wolves, and once they find a target, they will never stop hunting it down until they can sink their teeth into it.

GAMEPLAY

The Reds always know where Mr Grey is due to their strong sense of smell. They are aggressive and will always move towards the player's location regardless of where he is. They are slow moving to allow the player to get away from them. However, the challenge is that when there are many of them, the player could easily be surrounded and have nowhere to go. The player instantly dies as soon as the Reds touch them.

CONCEPT ART: RUTHLESS REDS



OVERCONFIDENT ORANGES

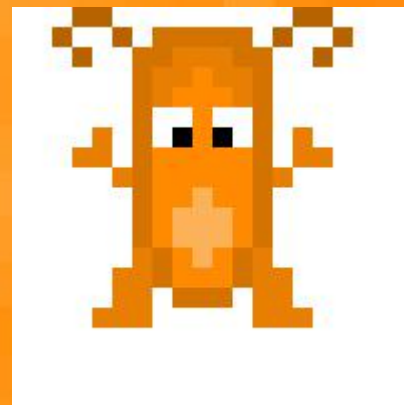
STORY

The Oranges are well known to be overconfident. They think they are the best and always have the upperhand as they are able to attack from far away, maintaining a safe distance. This is owing to their unique ability to shoot fireballs from their mouths by setting their oily spit on fire. The oranges are not as hyper aggressive but just as energetic as the reds. However, sometimes they accidentally set the forests of Muncholand on fire. They don't even eat that much, they just find fun in the sport of arson!

GAMEPLAY

The Oranges are idle, bouncing around in one spot, shooting fireballs targeted towards the player's location. These fireballs are fast but allow enough time for the player to dodge. The challenge comes from when there are multiple fireballs heading towards the player. The player instantly dies if a fireball touches them. However, the player can touch the Oranges just fine, they will not be harmed by the actual body of the creature. In fact, if you're confident enough, you can even push them around. Just beware of the fire!

CONCEPT ART: OVERCONFIDENT ORANGES



YOUTHFUL YELLOWS

STORY

The Yellows are well known to be youthful. This is because they have considerably shorter and often tragic life spans compared to their fellow monsters. They are very shy creatures who often keep to themselves. In fact, they're more scared of you than you are of them. But beware, get too close and they might explode out of fear. The explosion ends its own life as well as everything else within the vicinity. They don't contribute very much to Muncho society but the other creatures are too scared to say anything to the Yellows in fear of their explosive personality.

GAMEPLAY

The Yellows walk in patterns along a pre planned route, blocking important entrances or exits. If the player gets too close to the creature, three tile radius, the Yellows will explode, instantly killing them. The explosions are quick and unforgiving as it is a punishment for getting too close to the creature. This challenges the player's patience, forcing them to wait for the path to be cleared before they continue hastily. This becomes especially difficult if other creatures are chasing you or shooting projectiles at you at the same time.

CONCEPT ART: YOUTHFUL YELLOWS



GLUTINOUS GREENS

STORY

The Greens are well known to be glutinous. They are always hungry and have an insatiable diet. Don't be fooled by their cuteness as they hop around. Behind that innocent look is a row of razor sharp teeth and a lashing tongue. They are fast and ferocious, hunting down their prey, which is anything that moves. Even amongst the worst of the creatures, the greens are feared. It's a good thing then that they are not that smart and are often seen aimlessly rampaging, throwing a tantrum like a toddler.

GAMEPLAY

The Greens walk around the map randomly. The way they work is that they choose a point on the map and walk towards that point. When they reach that point, they choose another point on the map and the cycle continues. However, if the player crosses over the invisible line which connects the creature to the point it is moving towards (effectively crossing into the creature's line of sight) or if the player is too close to the creature, three tile radius, the Greens will transform into the rampage form. In this form, the Greens will move directly toward the player location. Unlike the Reds, they are faster and more aggressive, just barely slower than the player which forces the player to constantly move in the opposite direction. However, after a duration of time, five seconds, the creature will get tired and give up, going back to its original form and choosing another location on the map to move towards.

CONCEPT ART: GLUTINOUS GREENS



BRAVE BLUES

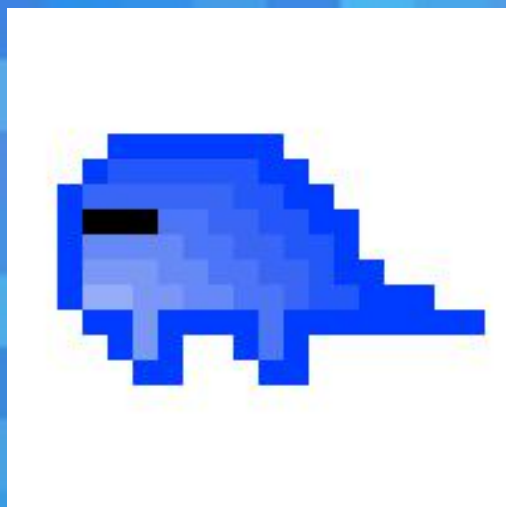
STORY

The Blues are well known to be brave. They spend their days sprinting around head first, bashing into things. The blues are clumsy and often run straight into walls or sometimes even through them. Anything that gets in their way will be run over. They may be small, but don't let that fool you. They are just as dangerous as the others if not more. They have a fast appetite but they are even faster sprinters. They usually keep to themselves but it seems like recently, something has disturbed them. Perhaps they have been ordered by someone?

GAMEPLAY

The Blues are extremely fast, the fastest of all the creatures. They dash around the map in straight (horizontal and vertical) lines. The direction that they go is completely random and if they run into the player, the player is killed. When they reach a border/wall they will temporarily freeze in place for three seconds before they sprint in a straight line in another random direction.

CONCEPT ART: BRAVE BLUES



???

Oh? What's this? A mysterious shadow of some creature!!



SETTING & NARRATIVE: PART 2

As Mr Grey enters through the portal, he sees things he's never seen before. He is transported to the home of the monsters, Muncholand. Beautiful floating islands covered in green grass, bushes and trees surrounded by a clear blue sky. Things that in his own world would have just been plain grey. Each island is uniquely shaped and is the home to a variety of beautifully coloured creatures. They are large and eye catching with winding paths and corridors, rooms to explore, bridges, archways with multiple levels connected by stairs overgrown with plants and flowers, where no two islands are the same.

As he journeys through the world, going from one island to another, he intends to destroy all the monsters from the source in order to save his own world. He encounters different monsters with different abilities and does his best to beat them. However, he quickly realises that he is too weak to fight these monsters himself. He discovers that in order to beat these monsters, he needs to become like them... colourful!

He explores the islands, picking up paint cans as he goes. The more paint cans he collects, the more colourful and therefore powerful he becomes. With his new attained power, he is able to overcome the monsters one by one, ridding them from the islands in order to save his people.

However, he is yet to face his greatest challenge yet...

MECHANICS AND GAMEPLAY

The game has a linear progression with multiple short levels, each being harder than the last. As they go from one level to the next, the player is introduced to more and more of the enemies, each with their own unique abilities which the player will have to adapt to and learn their unique patterns in order to win, making the game feel fresh and less repetitive. Each level takes place on a floating island which the player can explore and navigate around in order to avoid the enemies. If the player comes in contact with the enemy (or their projectiles), the player will instantly lose and be forced to restart the level. This idea of only having one life is supposed to make the game challenging yet fun enough to keep the player engaged.

Now a large part of the game is the physics where the 2D sprite of the character is able to interact with doors, walls, other items and models placed around the maps including barrels, pots, wooden boxes, etc. The player is able to do things like push them, pick them up, drop them or even throw them at enemies in order to temporarily stun them. The map themselves actually have different elevations, connected via stairs, which will make the game more fair, opening more options for the player to avoid the enemies. The players speed should be one that's manageable, switching between animations to give a sense of fluidity and take advantage of the 8-bit art style. The enemies speeds and 8-bit animations should be based around the player's speed, in order to encourage a fair and balanced gameplay.

MECHANICS AND GAMEPLAY Ctd

Now the overall objective of the game is kill all the enemies present on the map. When the player spawns in on the map, this is impossible as touching the enemies will instantly kill them. However, placed all around the map, in preselected locations, are ten paint cans. When the player touches or run into these paint cans, they will pick them up. In the top left corner of the HUD is a counter displaying the number of paint cans the player has picked up out of ten. While this is happening, the player must avoid all the enemies, however, some of these cans are in obscure locations and in order to reach them, the player must also solve fun yet challenging puzzles, some involving the aforementioned physics system.

As soon as the player picks up the tenth can, a chest in the middle of the map opens revealing a rainbow paint can. The player must navigate to this chest and pick up the rainbow paint can all the while still running away from the enemies. As soon as this can is picked up, the player (Mr Grey) will go into his rainbow state. In this state, Mr Grey becomes overwhelmingly powerful and the monsters on the map will run away from Mr Grey. With this power, the player is finally able to take down the monsters and so they will chase after the monsters around the map. As soon as Mr Grey touches the monsters, the monsters will die. When all the monsters are cleared off the island, the player has beaten the level and will now move on to the next level. After the level is cleared, a time will display how quickly the player completed the level, encouraging speedrunning of the levels to boost competition amongst the young gamers.

On the next slide is a few possible level designs.

CONCEPT ART: LEVEL DESIGN



THE FINAL LEVEL & BOSS

After completing multiple levels and killing numerous enemies across different islands and solving different puzzles, the player will finally reach the final level which will be the hardest of them all. In this final level, like all the others, the player is tasked with collecting all ten paint cans spread across the map in order to open the chest in the middle, revealing the rainbow paint can. However, in this level, the player will be avoiding all the monsters previously introduced at the same time, all the while still solving physics puzzles in order to reach their target, the paint cans.

The main difference with this level is that while all this planned chaos is happening, to make it even more difficult, the player will have to avoid the boss, the leader of the Muncho monsters, the one that was hiding in the portal. It is none other than... Queen Vicious Violet, the strongest of all the monsters. Gameplay wise, this boss is fast, not to mention massive. With this large collision box, if the player runs into this boss, they will instantly die. The boss also leaps into the air doing a 2-tile area of attack when she lands back on the ground every couple of seconds. Unlike the player and the other creatures who are forced to take the stairs if they wish to go to a higher or lower level, Queen Violet can simply jump from one level to another (with a long cooldown for fairness). If she is far away from the player, she will roar to warn the player, before launching a fireball at them every couple of seconds. This boss is designed to be extremely challenging, the ultimate test using everything that they have learned from the previous levels.

QUEEN VICIOUS VIOLET

When the player eventually collects all the paint cans on the final map including the center rainbow one from the chest (though this may take a couple tries), like usual, Mr Grey will transform into his rainbow version. This boss, like all the other creatures will run away from Mr Grey. However, the difference is that Queen Violet will have the ability to fight back as while she is running away, she will continue to launch a barrage of fireballs towards the player. If the player is hit by these fireballs three times, they will die and be forced to restart the level in its entirety. However, before then, if they manage to catch the Queen, the Queen will die and the player will successfully complete the game as a whole and their score/time will be displayed.

Queen Violet is known to be vicious. She keeps a sharp eye across all her subjects across Muncholand, making sure everything is in order exactly like how she wants it to be. She is powerful and strong, ruling her land with an iron fist, instilling her subjects and everything else with fear. She is responsible for opening the portal to Mr Grey's home. Her reasoning for this was that she hated how vibrant and colourful her world was. She craved something more mundane, something easier on her eyes, something dull. Hence, she came up with the plan to take over the boring world that was Mr Grey's.

CONCEPT ART: QUEEN VICIOUS VIOLET



ADDITIONAL MECHANICS & MICROTRANSACTIONS

Now as it is, it may seem like the game is very much stacked against the player. However, the addition of a few mechanics and microtransactions aims to shift this balance. Like 'Super Mario bros', the player instantly dies as soon as they come in contact with the enemy. However, this is not always the case thanks to something called powerups. Like in the aforementioned 'Super Mario bros' the player gets things like mushrooms which gives them a second life, or a fireflower projectile and so forth.

Now in Muncho Monsters, the player can also get powerups, which can be collected, stored and activated whenever they need them, based on colours and the different creature abilities which will make it easier for them to defend against the onslaught of enemies. None of the powerups actually kills the enemies as the only way to do so is through the rainbow paintcan in the middle but they do aid in the player's survival. For instance, the red powerup gives them a second life so they are able to withstand two hits instead of one, orange gives them a fireball attack which can stun the enemies, yellow gives an explosive area of attack which also stuns the enemy, green gives a strength ability where the player can launch objects further than they were previously able to, blue gives the player a dash which increases their movement speed temporarily, and purple gives a temporary 5-10 second window of invincibility.

There are two main ways to get these abilities. Either through picking them up around the map, where they randomly generate infrequently, or through microtransactions where the player can buy them in a store. Within this store, the player can also buy different skins for their character such as new clothes since the default sprite does not have any. However, they cannot use money to bypass the actual levels themselves as the game encourages skill and learning from previous attempts.

SOUND DESIGN

For such a vibrant and upbeat game, it is very important that the music is as well. The entire mood of the game is supposed to be joyful and encapsulating as it is designed as a game to kill time. Being an 8-bit style game, all the sound effects and music should be of a similar 8-bit style. The general background music should be calm, atmospheric and generally quiet, something similar to [this](#) in order to sell the illusion that this is a relaxing game where you can switch your brain off. However, over time as the game progressively gets more difficult, forcing the player to react faster and think harder to solve more difficult puzzles, the background music should become more intense, similar to [this](#), demonstrating both the beauty as well as unforgiving nature of Muncholand through fast pace, more intense, stressful music. The final boss will of course have the most intense music in order to show the boss' dominance and power over the player. However, when Mr Grey transforms into his rainbow mode, the music should become more upbeat, more joyful and confident like [this](#). This type of music hypes up the player demonstrating how the power dynamic has shifted into their favour, encouraging them to chase after and kill all the enemies. Overall, the music should reflect upon not just the art style of the game but also the gameplay.

There will be additional sound effects as well ranging from collisions, interacting with the objects as well as individual creature noises like a fire noise for when the Oranges shoot a fireball or an alert sound for when the Greens notice the player, or a dash sound for when the Blues dash, etc.

HARDWARE & LIMITATIONS

Admittedly, this game is not revolutionary in the gaming industry. However, that's not what it aims to achieve. Instead, it aims to solve a very real problem, that is boredom. But more specifically, short periods of boredom. If a person has nothing to do for days they might choose to play a 10+ hour long story driven game. However, for when someone only has a few minutes on their hands, perhaps they are on break at work, this game is perfect for short bursts of entertainment that stimulates the brain with effective challenges and puzzles to solve accompanied by a simple yet interesting storyline which the player can possibly resonate with. The single player nature of the game also means that the player does not need internet and so can play wherever and whenever they feel like it, perfect for times of boredom.

Now this game was designed to be mobile but of course can be adapted to laptops, desktops and so forth as it really only needs around 5 input keys including moving up, down, left, right and an interact button. For mobile, there will be on screen interactive buttons similar to that of the game 'Minecraft' for mobile phones.

There are no real limitations to the game due to the easy to understand, rather simple gameplay of collecting items and avoiding enemies. In fact, as investors, this straightforward idea should be appealing as it reduces the possibility for technical bugs and issues along with time and money budgets.

QUICK DEMO

A short demo video behind the vision of what the game could potentially look like (click image below), coded in the span of a few hours so everything is still extremely rough and unfinalised, but it should still be enough to demonstrate the main gameplay mechanics:

