Game Pitch Document

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Title: Cute brutality

Genre: Action, First-person shooter

Style: Realistic with Kawaii aesthetics

Platform: Windows, Linux

Market: Steam

Elevator Pitch: A stylized first-person shooter where kawaii visuals clash with deadly assassin gameplay, fast action, and a minimal narrative context.

The Pitch

Introduction

A single-player first-person shooter that contrasts cute, kawaii visuals with brutal, morbid action. Players control an assassin with severe dissociative disorder, causing the world to appear pastel and adorable despite violent reality. A cinematic, Call of Duty–style narrative explore perception through intense combat.

Background

The game concept emerged from a fascination with extreme contrast in tone and perception. Inspirations include Yandere Simulator and Saiko no Sutoka, which combine cute, innocent visuals with disturbing psychological themes. An edited Counter-Strike gameplay clip demonstrated when serious, competitive FPS gameplay like Counter-Strike is combined with overly cute, kawaii visuals, the contrast becomes humorous and absurd. The mismatch between intense gunplay and childish aesthetics creates irony, turning it into something playful, meme-like, and unexpectedly funny rather than scary.

Setting

The game is set in a modern-day state under a totalitarian regime. The player takes the role of a female professional assassin, beginning with a tutorial mission as her contract. While the narrative is light and not the main focus, it provides context through short dialogues, mission briefings, and environmental details. After tutorial, the protagonist becomes involved with a resistance movement, unlocking varied missions and locations.

Genre

The game is a stylized, narrative-light action first-person shooter. Core gameplay follows traditional FPS mechanics such as fast-paced combat and mission-based progression. Unlike realistic military shooters, the game uses kawaii aesthetics and dark humor to create an ironic tone, with a minimal narrative that provides context without interrupting action. This contrast sets the game apart from other shooters in the genre.

Platform

The game is planned for release on PC, with support for both Windows and Linux as the core platforms. PC is the primary focus due to its flexibility for first-person shooters and indie development. Depending on sales of PC version, console versions may be considered for release at a later stage.
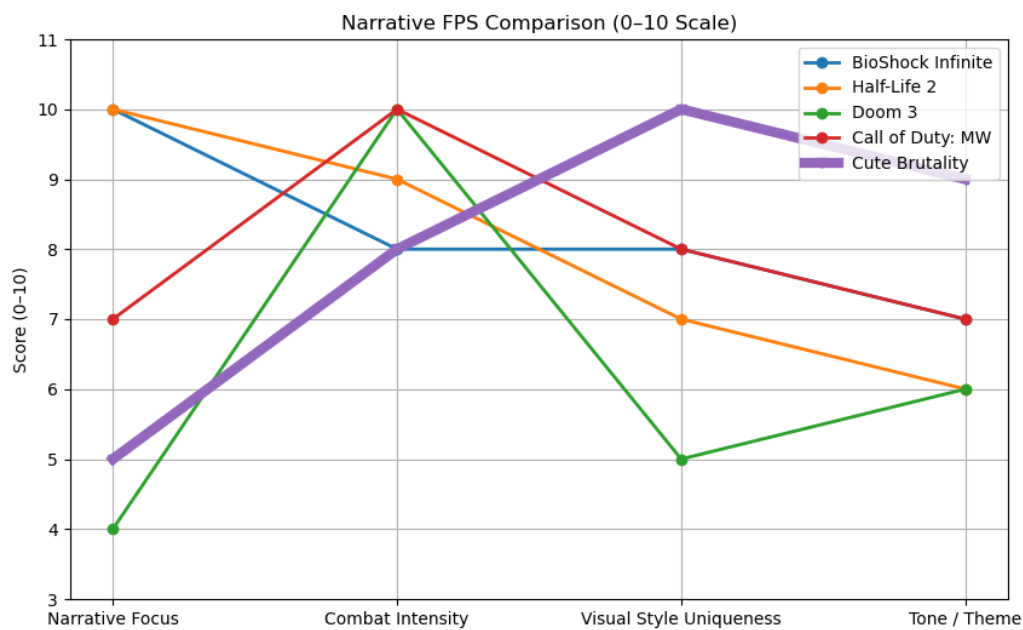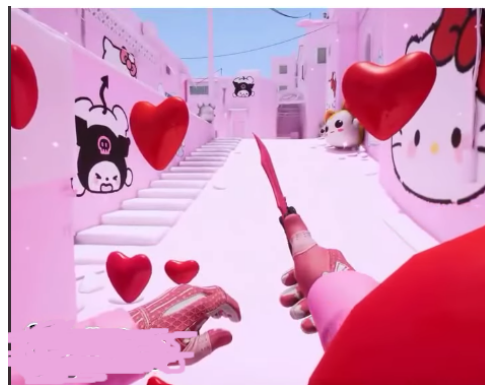
Features

Figure 1: Value graph for *BioShock*, *Half-Life 2*, *Doom3*, *Call of Duty MW* and *Cute Britality*.

Style

Characters with round, soft features, large expressive eyes, and cheerful gestures. Environments filled with sparkles, pastel scenery, and cute props like oversized sweets. Interactive elements that respond with gentle animations and sound cues, enhancing the sense of whimsy.

(a) Style Exhibit 1a.

(b) Style Exhibit 1b.