1.강의자료 같은 항목에 다른 내용 – M.A.D

텍스트이(가) 표시된 사진

자동 생성된 설명

2. 강의자료 같은 항목에 다른내용 – Big Brother: 닌자 에디션

텍스트이(가) 표시된 사진

자동 생성된 설명텍스트이(가) 표시된 사진

자동 생성된 설명

**concept document**

<https://lizlansdown.files.wordpress.com/2011/04/mmpp-high-concept.pdf>

The purpose of this document is to provide a basis for a sales pitch for your product. Call it a résumé for your game. This document is a tool to get a meeting with a publisher/investor, at which you will make a real (more developed) pitch.

The document is structured in a series of parts. The first two are loosely defined, the third is more formal, and the fourth is a catch all for whatever did not fit the first three.

Part 1: A **high concept statement** is meant to be short, descriptive, and attractive to the publisher. It should resemble the teaser blurbs you would see on an ad for the game or on the cover of the package. It should explain the game well enough that you immediately are interested in knowing more about it.

짧고 설명적으로 쓰는 파트. 게임 광고나 패키지 표시에서 볼 수 있는 티저 광고 같은 느낌.

사용자는 이글을 읽고 어떤 게임인지 파악 가능한 수준으로 글이 완성되어 있어야함.

Part 2: A**list of features** comes next. It should be one page (or less) of bullet points about the features you will want to brag about in your game. Emphasize the most interesting points by putting them at the top of the list, in bold print to catch the reader's eye.

기능 목록 – 게임에서 자랑하고 싶은 기능에 대한 내용이 추가 되어야함. 하단은 예시

• Unique and interesting gameplay mechanics.

• Multitude of puzzles pre-loaded, ability to create and share your own.

• Based on historical figures and time period.

• Story and puzzle progression is tied into the developments from the Victorian era.

• Stylised Victorian look and feel – but abstracted so as to provide humour.

Part 3: The **overview** section is the business case for the game. Topics that should be included:

* player motivation - what the player must do to win the game
* genre - what kind of game is it?
* license - summary of the reasons to use a licensed property, if you are proposing to do so
* target customer(s) - demographic description of the audience
* marketplace competition - summarize what games already exist that yours will be compared to, and why yours will do well in the market against them
* unique selling points for your game
* target hardware - game platform(s) the game will be made for, hardware requirements, etc.
* design goals - describe the experience your game design will give to the players
* 플레이어 동기 - 플레이어가 게임에서 승리하기 위해 해야 하는 것
* 장르 - 어떤 게임인가요?
* 라이선스 - 라이선스가 있는 자산을 사용하도록 제안하는 경우 그 이유에 대한 요약
* 대상 고객 - 청중의 인구통계학적 설명
* 시장 경쟁 - 귀하와 비교될 이미 존재하는 게임과 귀하의 게임이 시장에서 좋은 성과를 낼 수 있는 이유를 요약합니다.
* 게임의 고유한 판매 포인트
* 대상 하드웨어 - 게임이 제작될 게임 플랫폼, 하드웨어 요구 사항 등
* 디자인 목표 - 게임 디자인이 플레이어에게 제공할 경험을 설명

Part 4: The last section of this document should include points about your game that the other sections did not include. Describe **what else** the prospective publisher needs to know to **appreciate** your game.

마지막 섹션에는 다른 섹션에 포함되지 않은 게임에 대한 요점이 포함되어야 함.