

# COMP08035 Computer Games Design

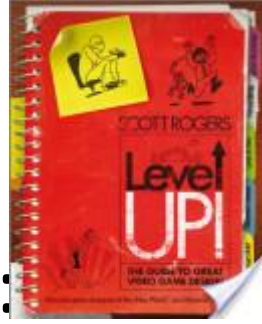
## Week 07 Lecture - Design Documents and Pitches



# Design Document

- Game Design Document (also known as Game Treatment)
- No standard format or word count for GDDs
- You need to decide on the best format to suit your game concept
- Serves two main purposes: Development Role and Sales Role
- Examples of GDD templates and actual GDDs on Moodle

# Design Document



3-step approach suggested by Rogers (2010):

## 1. The One-Sheet:

Title, Intended game system(s), Target age of players, Intended age rating, Summary of the game's story, focussing on gameplay, Distinct modes of gameplay, Unique selling points, Competitive products;

## 2. The Ten-Pager and

## 3. The Game Design Document

# Design Document – Development Role

- Vital when a team is working on a game
- Used to record and communicate design concept and details



# Design Document – Sales Role

- Used to sell the game concept to a publisher
- Should be attractive, easy to read, upbeat about the game concept
- Needs to present a professional image
- Use lots of images, concept art and sketches to support and illustrate your ideas



# Protect Your Rights (1/2)

- Take steps to protect your intellectual property
- Put your details on the title page and on the header and footer of every other page
- Put “Confidential – Do Not Redistribute” on the title page and on the header and footer of every other page
- Include a copyright statement on every page:  
“Copyright © <year> by <your name or company name>”



# Protect Your Rights (2/2)

- For digital copies, use a file format such as pdf that isn't easily altered
- Control who gets copies by numbering copies and recording details of who gets each copy
- Think about using a Nondisclosure Agreement – requires legal advice



# Pitching

- Game publishers control the money that can turn your game design concept into a real game
- To get a publisher you have to pitch – even if you use crowdfunding
- Pitching can be a scary process, but there are some basic principles that will help you:





# Crowdfunding

- Model dates back to 17<sup>th</sup> century – used for book publishing
- Internet version started around 2001
- Biggest site is [Kickstarter](#)
- Growing use for funding indie games development
- Need to think about a reward system for backers



# Pitching Principles (1/3)

## 1. Believe in your project

- If you don't have real belief in your game concept it will be glaringly obvious

## 2. Defend your project to the hilt

- You will be asked hard questions after your presentation, so be prepared
- “Why” is the toughest question!



# Pitching Principles (2/3)

## 3. Don't be too defensive about your game concept

- If a publisher makes a suggestion about your game don't just dismiss it
- Show that you are flexible and willing to learn and adapt

## 4. Do your homework

- If you're pitching to company XYZ Games, research their history and products
- Bring out that knowledge in your presentation



# Pitching Principles (3/3)

## 5. Practice makes perfect

- You're going to be nervous – everyone is – just accept it and carry on
- Practice your presentation to gain confidence and iron out glitches
- If you haven't practiced it will be obvious and you'll look like amateurs

## 6. It's worth it!

- Great game concept + Meticulous preparation + A bit of luck = Success!



# Practical

- Work on researching and writing your Game Design Document and pitch
- If you haven't already done it, book your pitching session
- Record progress in your blogs

