

CONCEPT DOCUMENT OUTLINE

The purpose of a concept document is to sell the idea for a game to your team, company or funding source. Submit a 1 to 2 page concept document containing headers and 1 paragraph (on average) discussions of each of the following:

- **Title:** Make sure your title is brief, descriptive, and "snappy." Try to come up with something that will attract players to your game.
- **Genre:** Use a genre listed in the week 1 assignment.
- **Platform:** What platform will you primarily target, and why? Will there be a secondary platform?
- **Premise** (or high concept): 1-2 sentences addressing the player directly, describing the mood and unique "hook" of the game. Think of the premise as something that will be used on posters and on the front of the game's packaging, near the title.
- **Backstory:** What's the setup? What happens before the game begins?
- **Target market:** The *target audience* is the portion of the game-playing audience that will be most likely to play your game. Make sure you include a specific age range. The target audience will also tie into the game's genre.
- **Player motivation:** How does the player win? What will drive the player to actually play the game to the end? For example, the player could be driven by a desire to compete, solve puzzles, or explore.
- **Features:** What makes your game unique? Why will your audience choose to play your game over your competitors' titles? Your *unique selling proposition (USP)* is that one thing that makes your title stand out from the others. Why should your game be developed? Why is it special?
- **Goals:** What are your expectations for this game as an experience? What mood are you attempting to achieve? Make sure you go beyond the idea of "fun." Are you trying to provide excitement, tension, suspense, challenge, humor, nostalgia, sadness, fear, or a "warm fuzzy" feeling? Do you want players to create their own stories and characters? Discuss how the game will achieve these goals.

Send your Concept Document to dwalker3@devry.edu . Please include your Contest Application when you submit your Concept Document.