



PROJECT CONCEPT DOCUMENT

The purpose of a concept document is to sell the idea for a game to your team, publisher or funding source. Submit a 3-5 page concept document containing headers and 1 paragraph for each of the following:

- **Title:** Make sure your title is brief, descriptive, and memorable. Come up with something that will attract players to your game.
- **Genre:** Use an accepted genre, a hybrid – or make up your own!
- **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 your game's mood and unique "hook." Think of the premise as something that will be used on posters and packaging.
- **Backstory:** What's the setup? What happens before the game begins?
- **Target rating:** Indicate what the expected ESRB rating for your game will be, and why.
- **Target market:** The *target audience* is the portion of the player audience that will be most likely to play your game. The target audience will also tie into your 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.
- **USP** (unique selling proposition): 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?
- **Competitive analysis** – Choose 3 game titles currently on the market that could be considered competitors of your game. Describe each of these titles (1 paragraph per title), and discuss why your game can attract the same audience and establish a competitive edge over the other titles.
- **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.