



## PROJECT PRODUCTION PLAN

Submit a 5-7 page production (or project) plan containing headers and 1 paragraph (on average) discussions of each of the following. Feel free to include illustrations wherever applicable.

- **Title** – Come up with a short, unique, clear title that will attract players to your game.
- **Description/requirements** – Provide a short description of your game, along with a bulleted list corresponding to the project requirements. You might want to include some features of your game that make it unique and compelling – involving any element we’ve discussed in class . . . including gameplay, technology, story, characters, visuals, sound, interface or mood. Why will some of these features need to be covered by specifications and requirements?
- **Vision statement/purpose** – What is the game’s purpose? Every game should be entertaining – but some of your games will also be educational. Discuss the purpose(s) of your game and how you expect the game will be used by the players.
- **Premise/high concept** – Include your 1-2 sentence premise (“high concept”) here. Address the player directly (2<sup>nd</sup>-person voice), and describe the mood and unique “hook” of the game.
- **Genre** – Use a traditional genre, a hybrid – or make up your own!
- **Platform** – Discuss your primary and secondary platforms here (e.g., computer, console, smartphone, tablet, handheld).
- **Audience/market** – Discuss your target audience here. This 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.
- **Rating** - Indicate what the expected target ESRB rating for your game will be, and why.
- **Player mode** – Indicate whether this is a single-player, two-person or multiplayer game. Be specific about minimum and maximum players. Will the game be played locally, through a LAN or online?
- **Time interval** – Turn-based, time-limited, player-adjusted, or real-time?



- **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.
- **Team** – Describe the roles and responsibilities of each team member. Include the number of people who will be fulfilling the same role. (For example, how many designers will be on your project team?) Make sure you also differentiate between outsourced and in-house staff.
- **Milestones** – Choose at least 5 milestones for your project, using the template provided. Why is each milestone important to the project? Why have you divided the project up in this way?
- **Schedule** – Include a project schedule with timeline and a detailed task analysis.
- **Risk analysis** – Discuss 5 risk areas associated with your game. You might want to tie these in with the unique features you introduced in your feature summary. In your Gantt chart, associate these risks with related tasks.
- **Budget** – Refine your preliminary budget and make sure it conforms to your final project schedule.
- **Summary/future updates** – Conclude your plan with a summary of the unique features and requirements associated with your project. Elaborate on the description/requirements you listed at the beginning of the document. Discuss any future updates you might make to the game – including ports to other platforms, manual interfaces, gameplay enhancements, story/character expansions, and MMO versions.