

By: Patrick Silva

[1.0] Project Information

[1.1] Specifications:

Title: The Elephant Game
Genre: Side scrolling Action Arcade
Setting: Abstract
Engine: Unity
Media: Mobile
Players: 1
Play Time: +20 min.
Target Audience: Everyone +10

[1.2] High Concept: Simplistic side-scrolling action arcade game.

[1.3] Hook: Endless changing level with infinitely different outcomes.

[1.4] One Sentence Marketing Description: You play as a nameless Elephant trying to leave the confinements of his room, whilst trying to beat your friends' scores and obtain valuable items.

[1.5] Key Features:

- Easy controls
- Variety of levels
- Competitive Highscores
- Customizable Character

[1.6] Sequence of Events:

- 1) Enter stage
- 2) Move toward the exit
- 3) Exit stage

[1.7] Victory Conditions:

- 1) Exit stage

[1.8] Loss Conditions:

- 1a) Player dies
- 1b) Player leaves app

[1.9] Narrative Gameplay: (*British Accent*) “Well hello there, I’ve seem to gotten myself stuck in my room again. Darn me! I’m always forgetting my way around here. It looks like I need to go that way...Can you get me there?” The player moves the elephant to the adjacent platform and proceeds to jump to the next platform landing on top of a giant red button. A door near the exit opens up and player hops over a few more platforms then walks through the exit. End of level 1.

[2.0] Story

[2.1] Background: A forgetful elephant gets lost in his room

[2.2] Player: The nameless elephant

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[2.3] Enemy(s): The spikes, walls, button, door and controls.

[3.0] Art Style

[3.1] Player: Simplistic drawing of an elephant, which will vary in color. Blue is the default color.

[3.2] Enemy(s): Triangle spikes, half oval red button, and green rectangle block.

[3.3] Level: Rectangular bounds, platforms, and doors will have randomized colors based on predetermined color schemes.

[3.3] Pickups: Reflects the pickups ability or task. They are mainly simple silhouettes with as much as two colors.

[3.3] Color Schemes: Different combinations of triadic, analogous, and complementary colors. It will start with the primary colors working to the tertiary colors.

[4.0] Design

[4.1] Level: Modular assets that are scaled to the players' size. It will have rectangle bounds with cavities varying in size. A few platforms suspended in space that vary in size. Spikes placed along all four sides of the level. An entrance/player start on the top left and exit on the bottom right. Also a door in front of the exit and a large button on a platform in the middle of the level; both are used sometimes in conjuncture.

[4.2] User Interface (UI): Minimalist font with mostly borderless buttons.

[4.2.1] Main menu screen: The title/project name. Four selective items in varying colors: Play/Continue, Customize/Store, Social Network, Credits, and Erase Game Save.

[4.2.2] Level screen: The main game view is either 5/8's of the screen in landscape or 3/4's of the screen in portrait orientation. Below the game view of the right side is a Timer in large font. On the left side is a Level Counter, Stage Counter, and Stage description. At the very bottom left of the screen is a bordered Menu, Pause, Sound, and Social Network button. Also at the very bottom right of the screen is a Death Counter.

[4.2.3] In game Store Screen: The player's avatar will be in the left half of the screen with the obtained items filtered on the right half of the screen. The player can combine any number of different types of items with their avatar.

[4.2.4] Social Network Connection Screen: There will be a list of multiple social networks and video streaming outlets portrayed in a grid of bubbles. The player can select one item and will be able to choose what type of interaction they would like to perform.

[4.3] Tutorial Level: First level of the game. Player will do a trial by fire approach.

[4.4] Audio: Simplistic 8 bit sounds with specific sounds for each instance of a player collision.

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(Production with a midi keyboard)

[5.0] Mechanics

[5.1] Gameplay: The player's controls will change between or during levels. Depending on the players progression assets of the level or the entire level will begin to move, scale, and/or rotate. All assets will either: hinder, help or kill the player, depending on the players' progress. The default level will be static with non-dynamic gravity.

[5.2] Player Controls: Orthogonal swipe, tap, multi-tap, gyroscopic motion, sounds button, and/or home button.

[5.2.1] Movement: Default movement will be a finger swipe on the screen in the direction the player wants to move the elephant. Default jumping will be a finger tap on the screen. The longer the player holds down during the tap the higher the jump will be. Eventually the player will use the sound buttons to either move in one axis or jump. Also the home button will be incorporated as jump during the later stages of the game. In some instances the player will have to use two fingers in a pinching or flicking motion to move the elephant. In addition to finger controls the player will have to manipulate the device in various directions to rotate the level, move the player, or jump.

[5.3] Player Customization: Players can change the elephants' appearance with obtained and purchased items.

[5.4] Enemy(s): All aspects of the game can be an instant death for the player. The higher priority enemies are the walls and spikes.

[5.5] Pickups: Players can obtain three types of items: aesthetic, statistic, or modification.

[5.5.1] Aesthetic: These are items that change the player appearance. They can be small items that attach to the player or can change the players' avatar.

[5.5.2] Statistic: These are items that change the players' game statistics. They can either reduce or add to the players: lives, time, or stage position.

[5.5.3] Modification: These are items that change the player's current gameplay mechanics. They can either reduce or add difficulty to the players: movement, controls, or objective.

[5.6] Level: The level will change the player's gravity direction in any of the four sides of the screen. It will also change the player's velocity and position. In some instances the walls/platforms will kill the player and the spikes will be safe. In other instances the platforms and/or the spikes will move about the screen.

[5.7] In game Store: Players can purchase clothes, accessories, or new characters that are not obtained during the game. They can also purchase pickups that can be used at certain points in each level.

[6.0] Online Integration

[6.1] Player Statistics: Players are able to post their game state statistics to social networks.

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[6.1] Challenges: Players can challenge their friends anytime during the game in three categories: score, time, and deaths.

[6.1] Posts: Players can post comments anytime during the game via the social network button.

[6.1] Video playthroughs: Players can record and upload their playthroughs to various streaming outlets.

[7.0] Marketing

[7.1] Target Demographic: 5-25

[7.2] Monetization: Freemium game with purchasable items. Return On Investment (ROI) could be approximately \$500,000 (40% Banner, 40% In game purchases, 20% click through from social networks).

[7.2.1] Purchasables: Lives, characters, character items, and hints. Prices will vary depending on season, sales, and player progression.

[7.3] Advertisement: In game banner ads, that reflect the companies values. They can be turned off with a onetime payment.