How to develop a game project proposal.

CS-330: Introduction to Game Programming

What is a game proposal?

- The game proposal is a *persuasive* document!
- The goal is to convince investors or game studios to invest in the game.

Source: https://www.storydoc.com/blog/how-to-write-a-game-proposal

The game proposal: Fifteen elements

1. “Title”
   Put your game design logo here. This is your branding and identity. Make it memorable.
2. “Introduction”
   List the names and roles of the core members of your game design and game development team.
3. “Game concept”
   What make your game different and unique in the gaming market?
4. “Gameplay mechanics”
   Please see the lecture on Game Mechanics. Too much detail to list here.
5. “Story and characters”
   Provide a compelling story and describe the characters in the game.

Source: https://www.storydoc.com/blog/how-to-write-a-game-proposal

The game proposal: Fifteen elements (continued)

6. “Art and design”
   Game design elements that showcase the visual style of the game.
7. “Market analysis”
   Current gaming market trends and how your game meets fulfills these trends.
8. “Marketing and sales strategy”
   How will you market your game to your target player?
9. “Development timeline”
   The timeline should list milestones in game design and game development.

Source: https://www.storydoc.com/blog/how-to-write-a-game-proposal

The game proposal: Fifteen elements (continued)

11. “Budget and financials”
    An overall budget and itemized cost-breakdown to create the game.
12. “Competitive analysis”:
    What makes your game stand-out compared to similar published games?
13. “Technical details”
    What are the targeted platforms and systems requirements for your game?
14. “Demo or prototype”
    A prototype demo can be very convincing of the impact of the game.
15. “Next steps”
    Closing remarks, your contact info, etc.

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Additional elements for an effective game proposal

“Localization and Internationalization” strategy

- Discuss where the game will be geographically released.
- Discuss how the game addresses factors such as language, culture, and local-laws in the target region to make the game a success.

“Intellectual Property and Legal Considerations” strategy

- Discuss how the game is impacted by intellectual property such as copyright and trademarks.
- Discuss licensing agreements with companies to license their intellectual Property (if applicable).

“Risk Analysis and Mitigation” strategy

- Identify risk factors that may impact the game’s successful completion such as distribution, competition, financial constraints and propose solutions to mitigate these risks.

“Quality Assurance and Testing” strategy

- Discuss the specific types of Quality Assurance and Testing phases that will be conducted (and for what duration) to ensure the game is a well-made product.

Source: https://krisnamughni24.medium.com/game-development-proposal-5aa47f757829

The game proposal for our class

OBJECTIVES

- What will be the objective of your game?
- Is there a targeted audience?
- What will be the ESRB rating for your game?

DELIVERABLES

- A description of the Minimum Viable Product (MVP) representing your game.

The game proposal for our class (continued)

GAME MECHANICS

- Action mechanics
- Strategy mechanics
- Exploration mechanics
- Resource management mechanics
- Role-Playing Mechanics

The game proposal for our class (continued)

GAME MECHANICS: Action mechanics

- How will the player control the character in the game? Examples: keyboard, mouse, rotate and tilt a smart phone (accelerometer), gesture control (touch pad), generic wireless game controller?
- How will the player's character interact in the game? Examples: crouching, running, or jumping over obstacles, swinging a sword, shooting a projectile, picking up secret keys, opening a treasure chest.

The game proposal for our class (continued)

GAME MECHANICS: Strategy mechanics

- How will the player advance through the game? Examples: solving puzzles or fighting enemies (combat strategy).

The game proposal for our class (continued)

GAME MECHANICS: Exploration mechanics

- How will the player explore the game world and what will they find? Examples: searching for hidden secrets, weapons, or treasure.

The game proposal for our class (continued)

GAME MECHANICS: Resource management mechanics

- How will resources be distributed throughout the game world? Examples: money, food, drink, bullets, arrows, health packs, power ups.
- Given the resource scarcity, what strategies will the player need to follow in order to advance in the game?

The game proposal for our class (continued)

GAME MECHANICS: Role-Playing mechanics

- How will the player level-up their character (gaming experience) in terms of strength, stamina, intelligence, etc.

The game proposal for our class (continued)

ART ASSETS

- If you will be using free-to-license graphics-based game art assets, please provide information about the asset source (URL, title and type of digital media such as DVD, etc.).
- If you will be using free-to-license sound-based game art assets, please provide information about the asset source (URL, title and type of digital media such as MP3, etc.).
- If you will be creating your own graphics-based art assets, please indicate what tools you plan to use to create these graphics.
- If you will be creating your own sound-based art assets, please indicate what tools you plan to use to create audio.

The game proposal for our class (continued)

SYSTEM ARCHITECTURE

- Will this game be developed for mobile phones (i.e. iPhone or Android), tablet, notebook computer, or desktop computer?
- Will the game require certain minimum hardware specifications (GPU memory, drive space, screen resolution, etc.)?
- What version of the Godot game engine will your application be built with?
- What operating system will the game run on (i.e. iOS, Android, MacOS, Windows 10, 11, GNU/Linux)?
- Will there be other software or hardware dependencies?

The game proposal for our class (continued)

PROJECT MANAGEMENT

- Team roles
- Decision making and problem resolution
- Meeting frequency and modality
- Project coding standards
- Project repository

The game proposal for our class (continued)

PROJECT MANAGEMENT: Decision making and problem resolution

- How will your team make decisions? Is it by team vote? Is it up to the team-lead?
- How will you resolve a deadlocked vote?
- How will you resolve disagreement?
- How will you resolve non-communicative team members?
- How will you resolve inactive team-members who are not contributing to the project?
- How will you resolve technical programming issues when your team is stuck?

The game proposal for our class (continued)

PROJECT MANAGEMENT: Meeting frequency and modality

- How will your team communicate (e.g. Discord, Slack, Facebook, IRC, SMS, etc.).
- Will your communication be on a regular basis? What frequency (e.g. once a week)?

The game proposal for our class (continued)

PROJECT MANAGEMENT: Project coding standards

- Please list any coding standards (if applicable) the team has agreed upon which impact the game project's readability, maintainability, efficiency, reliability, and reusability.

The game proposal for our class (continued)

PROJECT MANAGEMENT: Project repository

- How will your team maintain and revise your software (e.g. Github, SourceForge, Bitbucket, etc.)?