

## Game Design & Development I

CGR 125

Professor Ryan Morrison

### Game Analysis 3 (PPD Idea starter)

**\*This is a required assignment\***

#### Purpose

- Practice creating game concepts as if trying to sell an idea to a publisher.
- Identify selling points of the proposed title, which is what publishers **like** to hear; as well as identify risks of the proposed title, which is what the publishers **need** to hear.

#### Instructions

- As you brainstorm for your original idea or original IP (Intellectual property) for your PPD ideas, you should keep in mind the reasons that a publisher should show interest in your new title. In other words, what is your “hook”? What added or new features add to the appeal of your game? In order to accomplish this you should be bringing up several selling and key points on this title.
  - The analysis should include the following topics:
    - Hi-Concept (20 words, genre, perspective, character)
    - Targets-Demographics, System & Rating
    - Selling Points or features minimum of 5
    - Description – one or two paragraph synopsis (brief)
    - Worries-list 3
- To help you with the selling points/features, it is useful to compare the proposed title to titles that have been currently doing well on the market. Explain how the proposed title is similar to best selling games and is nothing like an utter failure that somehow made it to the shelf.
- In addition, note worries that you have about the title. Does it incorporate something newer attempted by another title?
- The analysis should cover 3 total original ideas (as in non existing games). Each idea should be constructed on a separate piece of paper but should all be in the same document. Each idea/title should be no more than one page either. Regular GA requirements apply. It is not necessary to include frivolous information in each analysis just for the sake of expanding the analysis to the entire page, remember to format your pages properly. Finish the entire set off with a formatted cover page with all the titles listed covered in your analysis.
- This assignment must be posted prior to class for peer feedback.
- After the assignments you will take the next week to comment on your fellow classmates posts and ideas. Please keep your feedback constructive and not critical.
  - ***\*see Analysis requirements for particulars on writing the paper***