

Game Design & Development III
CGR 255
Professor Morrison
Publisher Proposal Document Requirements

Purpose

This document is primarily intended for display to potential publishers for your title. Learn to sell your title and what publishers expect to see when reading this fairly industry-standard document.

Instructions

Create a Publisher Proposal Document (PPD). This is a very short document directly and quickly explaining various facets of the proposed title – summarizes what the game is about, why it will be successful, and how it will make money. The key features that you mention in this document will be expected (by the publisher) to appear, in some form, the final product.

Make your document look good. Use colors, concept art, and interesting binding – be creative. For all intents and purposes, this document is analogous to a business card. A publisher receives lots of these documents at trade shows, just like business cards – how will you make your document stand out of the pack? Thicker paper? Vibrant colors? **I cannot stress this enough,** content is good, but making your document interesting to read, will help prevent a publisher from ignoring your document because it looks too wordy; therefore, too much effort to bother giving it the slightest chance.

Scoring

Scoring is based on the following criteria:

- Are all required sections in the document? *They were discussed in class*
 - o Hi-Concept
 - o Features summary
 - o Story
 - o Game Play Mechanics
 - o Target Demographic
 - o Target Platform
 - o Product Competition
 - o Frequently-Asked Questions (FAQ)
 - o This is your checklist.
 - o **Don't forget a cover or title page with copyright information!!!**
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- Do the descriptions under each section adequately describe the topic at hand?
 - o FAQ is not a two-sentence topic.
- Is there enough art to help the reader visualize?
 - o Include character art, setting art, backgrounds, etc.
- Does the document “look interesting”?
 - o Custom binding, special paper, decorated, etc
- Subjective
 - o The evaluator's personal opinion on the game (this could possibly be a teenager or an industry-colleague reading the document and giving feedback, as an example)