

Game Idea Outline

Studio Name

Game Title (Something memorable)

What is the aim of the game? (How do you win?)

Is there a main character? What do they do?

How does the game end?

Marketing Plan

Which social media platform will you use?

What will your games launch event/activity look like?

Look at the examples on your table for inspiration

What is your games tag-line?

Your Studio Ethos

Draw your studio logo

Look at the example companies on your table for inspiration

What's your company's motto or ethos?

Name a way you make your employees happy at your studio?



Character / Environment Art

Draw your main character or power up or game environment

Give us a feel of how you want your game to look - is your game 2D or 3D?

Game Narrative

Where is your game set?

What is your main characters biggest weakness?

What are they scared of? What hurts them the most?

Why should you care about winning the game?

Why does your main character want to win? What are they fighting for?

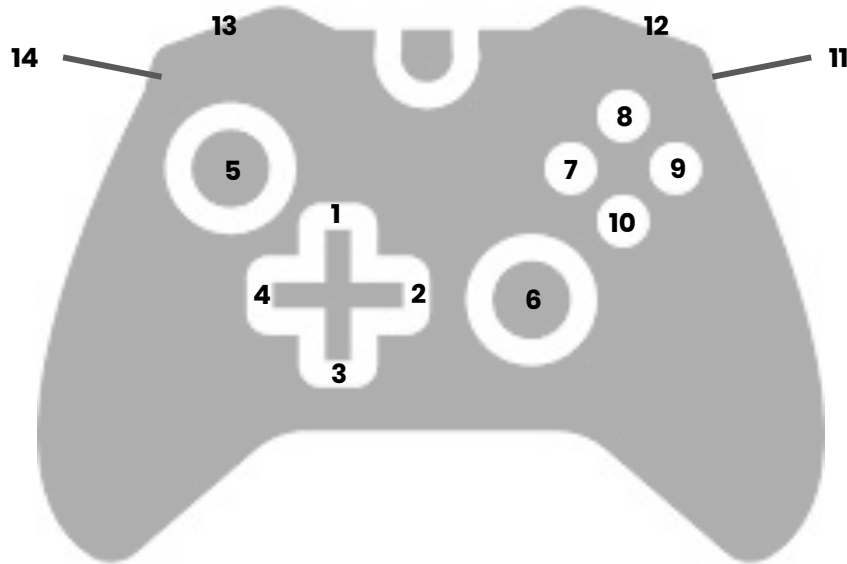
Why should you care about winning the game?

Why does your main character want to win? What are they fighting for?

Controller Instruction

Map out your controls

Decide what inputs you will use and what effect they will have on screen



No.	Action	Press Twice / Hold Down
1	Eg. Character jumps	Eg. Double Jump
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
+	Combo	
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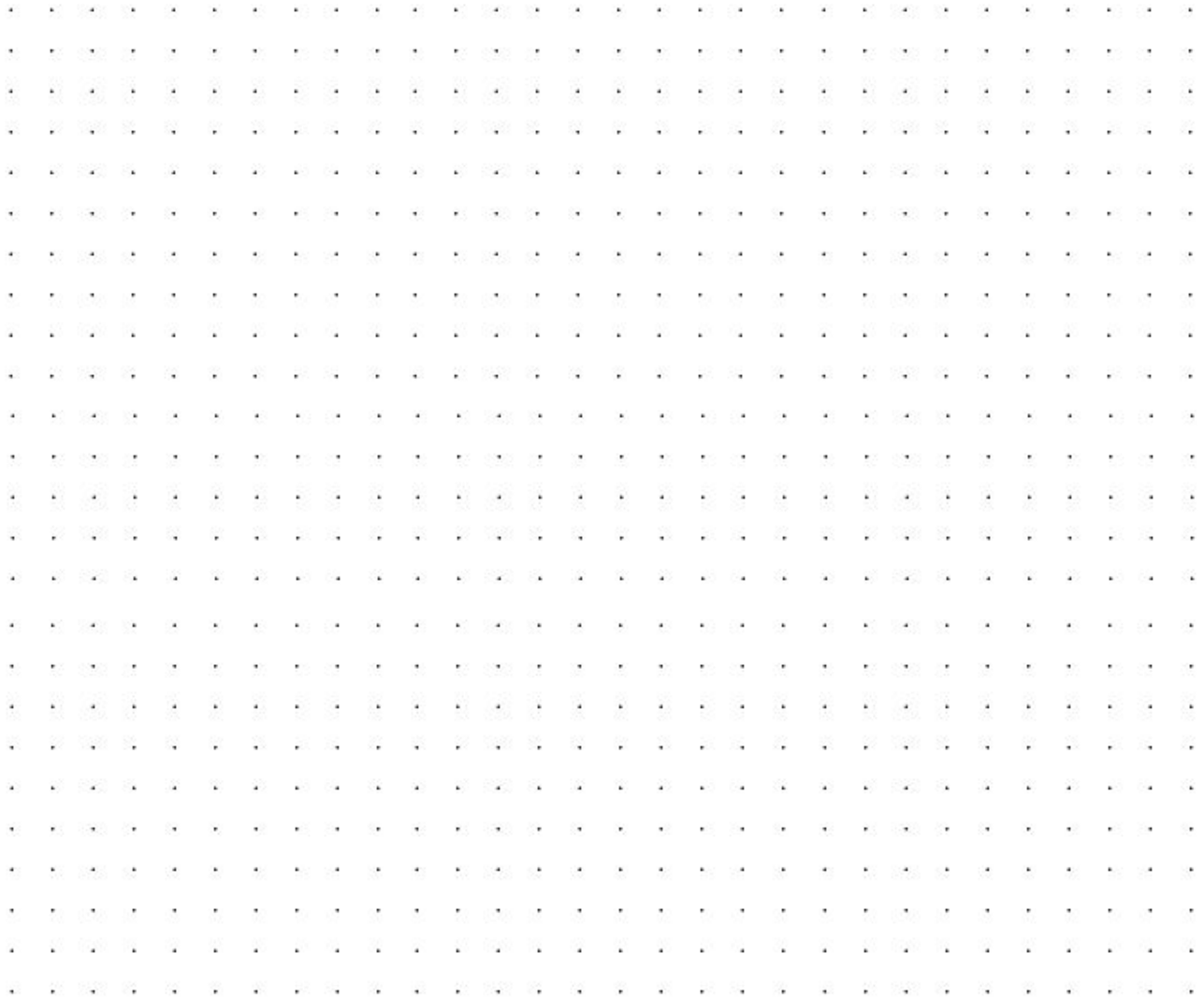
World Design

What 'rules' does your worlds physics have?

Look at the BAFTA rule cards for inspiration.

Draw a basic map of your first level

Draw it from above if its a 3D game or side on, if it's 2D - where are monsters located? Where should powerups be hidden?



Logo Examples

Here are some examples of studio logos and tag lines for inspiration



“For the players”



UBISOFT[®]

“Create the Unknown”



“We exist to inspire
the world about play”



“Live the rockstar life”



“Welcome to the next
level”



“Dedicated to creating the
most epic entertainment
experiences...ever”



“We make games”



PRIVATE
DIVISION

“We exist to inspire
the world about play”



“We exist to inspire
the world about play”

Marketing Examples

Here are some examples of cool marketing ideas

Get a celebrity to star in your campaign? Send the game into space? What creative stunts could you come up with?



Mass Effect 3

A fitting campaign for a title about exploring an alien universe, Electronic Arts attached copies of the game to a series of weather balloons, which were sent into space and tracked by GPS. Finding a landed balloon meant fans could grab a copy of the game before its scheduled release date.



Legend of Zelda: Ocarina of Time

Actor Robin Williams loved Nintendo's fantasy action series *The Legend of Zelda* so much that he named his own daughter for the title character. Williams further demonstrated his love for the game by appearing in a commercial for the 2011 Nintendo 3DS overhaul of *The Legend of Zelda: Ocarina of Time*, the series' most popular entry to date.



Saints Row 4

An over the top game about fast cars, explosions and excess, the marketing-savvy developers released a *Super Dangerous Wad Wad Edition*, which allegedly cost \$1 million to buy and included a replica dubstep gun, spy training, plastic surgery, seven nights at Dubai's Burj Al Arab, a Lamborghini Gallardo, and a Toyota Prius with one year's insurance!

Art Styles

Here are some examples of different game art styles to inspire you

Think about how your art reflects the kind of game you want to make – the options are only limited by your imagination!



Pixel Art

Pixel art is a type of digital **art** where artists specify the location of individual **pixels**, and uses these to build up a bigger design. The result is a retro-**style** creation in a limited colour palette, which harks back to the 8-bit graphics first seen with the release of gaming consoles in the early '80s.



Cel Shading

Cel Shading is a **style** of computer rendering that replaces the **shading** gradient of conventional rendering with flat colors and shadows. In layman's terms, it imitates the look of hand-drawn artwork and animation. The **style** was codified with the Sega Dreamcast game Jet Set Radio.



Photorealism

Graphics that are so good, it's hard to tell whether it's a game or the real world. Game engines are getting better and better at this, and it soon might be impossible to tell the difference!

Bill

Age 60

Insights

Recently retired, still very sporty, enjoys doing gardening, has a grandchild

Lucy

Age 12

Insights

Likes Anime, plays lots of Minecraft, loves building things with lego

Arjun

Age 35

Insights

Likes Stranger Things TV show, loves football, has a 2 children and is busy all the time

Caz

Age 23

Insights

Enjoys art and design, see lots of live music, studying history

Max

Age 8

Insights

Loves cuddly animals, enjoys drawing and watching Star Wars shows

Sarah

Age 42

Insights

Stay at home mum of two girls aged 8 and 14, goes to gym lots, likes Bake Off

Bill

Age 60

Insights

Recently retired, still very sporty, enjoys doing gardening, has a grandchild

Lucy

Age 12

Insights

Likes Anime, plays lots of Minecraft, loves building things with lego

David

Age 23

Insights

Hardcore gamer, loves first person shooters, spends lots of time online

**People &
Culture**

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PEOPLE & CULTURE

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PEOPLE & CULTURE

BLUE 2 PEOPLE & CULTURE

BLUE 2 PEOPLE & CULTURE

PEOPLE & CULTURE

BLUE 3

BLUE 3

PEOPLE & CULTURE

YELLOW 1 CREATIVE



YELLOW 2 CREATIVE



YELLOW 3 CREATIVE



RED 1

TECHNICAL DESIGN



RED 2

TECHNICAL DESIGN



RED 3

TECHNICAL DESIGN



Feedback

School/College name

To help us review the event, please rate these statements;

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I enjoyed the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm more aware of career opportunities in the games sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm more likely to look for more information on the games industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoyed meeting industry professionals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What was the most useful aspect of this event?

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