Game Pitches
Upcoming deadlines

- Sunday, October 12 (11:59pm)
  - Homework #2 – Game Pitch Evaluation

- Thursday, October 16 / Saturday, October 18
  - First game pitches in class
Friday Section

- Meet at 8am outside of the recital hall/Department of Music building
  - Located just downhill from the Digital Arts Research Center, on the edge of the Great Meadow
- Make sure you’ve looked at the Design Seed images on Abduzeedo first:
  - [http://abduzeedo.com/daily-inspiration-1877](http://abduzeedo.com/daily-inspiration-1877)
- Be sure to bring a laptop, or other writing device
- Both sections: keep an eye on Piazza for posts describing the location for that week’s sections
Game Lab Access

- By now you should ideally have been approved for access into the game lab
- BE 368, BE 366, BE 364, all on third floor of Baskin Engineering building

Three step process

- Receive approval for use of the space (should be done)
- Follow link in email you receive, and approve
- Have your keycard upgraded to use omnilock
  - … or, receive a keycode
  - Do this step with BSOE facilities, office on 3rd floor of Baskin Engineering
A game pitch is a short presentation designed to describe and sell a game idea to an audience unfamiliar with the idea.

- Also known as an elevator pitch, after the amount of time it takes to ride up a tall building
- Usually 30 seconds – 2 minutes

In CMPS 170, we will use an elevator pitch format during the game pitch sessions

Elevator pitches are not unique to games

- Often used to describe business startup ideas, or to present yourself to a prospective employer
Examples of game pitches

- **Good**
  - [https://www.youtube.com/watch?v=YKJDyDtqGAg](https://www.youtube.com/watch?v=YKJDyDtqGAg)
    - Examples from PAX East 2014
  - [https://www.youtube.com/watch?v=J0iQhn5dYqE](https://www.youtube.com/watch?v=J0iQhn5dYqE)
    - CEO of Elementeo

- **Bad**
  - [https://www.youtube.com/watch?v=tXeXNVYqd7E](https://www.youtube.com/watch?v=tXeXNVYqd7E)
    - Too long, not sufficiently focused, +1 for props use
  - [https://www.youtube.com/watch?v=sLrx_GP8bm0](https://www.youtube.com/watch?v=sLrx_GP8bm0)
    - Feels like a parody, but probably isn’t
Our Game Pitches

- There are no fixed conventions on how to give a game pitch
- If it successfully convinces your audience, then it worked
- In Game Design Studio, our pitches are somewhat unusual
  - You’ll have an associated slide deck, hence can have text and visual backup. Could even have video. (Most are voice only)
  - You’ll have two minutes, guaranteed (Often are shorter)
  - We’ll give you guidance on information we’re seeking (In general, it’s anything goes)
Game Pitch Elements

- Basic elements (place on first 1-2 slides)
  - Game title
  - Game genre
  - Game category (from the CS 170 list of categories)
  - Your name

- High concept
  - In 1-3 sentences/bullets, describe the core idea of the game?
  - What is the goal of the game?
Game Pitch Elements (2)

- **Audience**
  - What is the audience for the game?
    - May be interesting to consider audiences different from 18-25 year old core gamers
    - Is it a game for a core genre audience?
    - Core vs casual?
  
  - How will your game affect the player?
    - What will the player enjoy about your game?
    - What kind of emotional response are you seeking in your player?
Game Pitch Elements (3)

- Game world
  - What is the (fictional) setting of the game?
  - How does this setting relate to the game?

- With fantasy and sci-fi settings, be careful to avoid cliché
  - Standard Tolkein-style universe? Yawn…
  - Dystopic post-nuclear apocalypse? Sigh…
Game Pitch Elements (4)

- Mechanics
  - What is the core gameplay loop?
    - The dominant activity the player performs in moment to moment gameplay

- Dynamics
  - Provide a sense of what the game will be like, “in action”
  - What are the game’s core challenges?

- Ideas:
  - A series of sketches (storyboard-style)
  - A series of images of game scenes acted out with toy figurines
  - Video of a simple computational prototype
Game Pitch Elements (5)

- **Aesthetics**
  - Sample images that convey a sense of the desired visual style
  - Especially for audio-themed games, audio clips that give a sense of the desired music/audio experience

- **Novelty**
  - What is unique about this game?
  - Why is this game better than other similar games?
Comments?