

*The goal of this worksheet is to distill the core ideas behind your inspiration for a game. It requires hard work because it is so short. **This worksheet should be approved before you work on the larger proposal.***

### Thought Process:

- Brainstorm
  - Many game ideas (many worksheets)
  - Many ideas for each entry on each sheet
- Spend time on each good idea
  - 15 minutes on each game idea for which you make a sheet
  - More than 15 min on the ones you like best
- Find the best words to express your idea concisely and compellingly
  - Use specific nouns (coin, dragon, corvette, steel grate) over generic ones (bonus, thing, vehicle, barrier)
  - Strong verbs (soar, dash, anchor, pummel) over weak ones (fly, race, hold, hit)
  - Avoid adjectives and adverbs altogether.
  - Cut everything that is not core to the idea
  - Quality is better than quantity

### Title:

*The title is a summary, a hook, and an aperture through which to view the game. It should immediately inspire the theme, gross game mechanic, and sound exciting. Think about the difference between synonyms, e.g., “Spy” vs. “Secret Agent” vs. “MI-6” vs. “undercover” vs. “Spook”. Do not be afraid to make up words if they have clear connotations.*

### Tagline:

*The tagline is a less compressed version of a title; it epitomizes the game in a single sentence. It frequently uses double-entendres to succinctly capture multiple ideas. Unlike an advertising tagline, don’t worry about being too clever or punchy. It borders on a mission statement. Some previous taglines are: “The short word game” (Quizzler), “The game of outrageous fortune” (Pirateer), ‘Evil has survived...An Epic Game of Role-Playing action and adventure” (Diablo II), “Playground of destruction” (Mercenaries), “No man fights alone” (Call of Duty), “Hell breaks loose” (Doom movie), “Evil must be exterminated...but first it must be found” (Metroid), “Combat evolved” (Halo).*

### Picture:

*Paste an image clipped from a magazine or one you have drawn that will act as a graphic reminder of this game. This need not be a mock-screenshot, but that would be great when you refine your ideas.*

### Genre:

RTS	RPG	Shooter	Platformer
Puzzle	Turn-strategy	Construction	Race

*Most games are of course hybrids, but try to choose the genre that best defines yours and optionally mark a secondary genre. E.g., “The Incredible Machine” is Construction, Chess; Advance Wars are Turn-Strategy; Lode Runner is primarily a Puzzle, not a Platformer; Spy Hunter is a Shooter and not a Race. Most pet-raising games are RPGs; most sport games are RTS.*

### Mechanics:

Popular Game X meets Popular Game Y

**Setting:**

Popular Movie X meets Popular Movie Y

*The setting is your original inspiration, but you are free to change this later*

**Target Audience:**

*e.g. Casual gamer, teenage boys, teenage girls, kids, college, adult, “soccer mom”, secretary, hard-core gamer, training.*

**Goal:**

*How do you progress through the game, score points, or win? Cut down to the core aspect of the game; do not use the word “and.” The goal might not be objective, e.g. “decorate a doll-house that you are proud to show your friends.”*

**It’s fun because...**

*Exactly three sentences.*

**It is innovative because...**

*Exactly three sentences.*

**Scenes:**

*Describe the images you see when you think of the game. Describe level bosses, missions, characters, weapons, power-ups, and the cover-art for the game box. What are the sounds and the graphic style?*

**Team and Members:**