

Planning your game

Name:		Name of game: What is the name of the game (often not filled in until last!)				
Audience: Who is your target audience?		Type of game: <ul style="list-style-type: none"> • Paddle • Maze • Hide and seek • Dress up • Music • Play music • Pop bubbles • Hand paddle Use the Scratch link to explore which type of game you want to make.		Characters (sprites): Design your character here. You could photograph them and use them in a scratch game.		
Value propositions:						
What sort of things do your audience like? What sort of things do they want to be like? What do they value as important?		Scenes (backdrops): How many backdrops will you need and what will they look like?				
		1	2	3	4	
		How do you play the game? Some simple instructions for how to play the game. These will help you to program it.		How do you win/end game? This is sometimes forgotten. How does someone end the game? Is it a total, an end point or losing lives?		Logo/icon design: Logos and icons will feature on Twitter, Instagram etc. They need to be simple and clearly linked to the product and the value propositions/ USP behind it. Think colour and form.
		USP: Which Value Propositions will you decide will form your Unique Selling Point? Features of the design will reflect this. Could be more than one.				