

Name:

Project:

Audience for the game (player base):

Who is the game aimed at?  
Decide this first!

Games design overview:

Use this space to draw screen shots and label how the game will work. Keep the idea simple, extra levels and options can be added later but we need to see how the game plays and what the main idea is.

Aim of the game:

Does the game teach something, help solve a problem or raise awareness.

Value propositions:

What things does your audience like. Genres, colours, characters, TV/Film, sports, music, places etc. Make a list, based on research if possible, then use it to decide what to include in your game.

Characters/objects/locations:

There is a separate sheet for detailed character design but please use this space to indicate which characters need to be designed and which locations. Bullet points are fine.

Logo:

Your logo should sum up the game in a single image, possibly with some words on, maybe not. It needs to make it obvious what the key elements of the game are. Some teams may like to create a short advert or poster to advertise the game they are making.