“Sneak Out”

A Game Proposal by Dave Moppert

Writing & Interactive Design

Overview:

The game is called “Sneak Out.” In this game the user plays the part of Joey, a young boy who’s sole purpose is to get out of the house so that he can hang out with his friends. Along the way he will encounter obstacles and other characters that will oppose him and try to restrict him from accomplishing his goal. This game is an adventure real-time strategy game. The player must accomplish tasks within each room seeking out information and picking up useful items that will be necessary to progress to the next room (or level) of the house. Once the user successfully makes it through all the rooms of the house and yard, the user has beaten the game.

This game will be made for both Mac and PC.

Story Premise:

I grew up in a big family. I am the oldest of six siblings and honestly I can say that it wasn’t all fun and games. Although it was fun at times, it was definitely a challenge to stay sane while at home. I would frequently try to sneak out of the house just to get away. Sometimes it was a task to get past my Mom in the kitchen, waiting to catch me on my way out and corner me into following through with some chores around the house, or avoid long drawn out conversations for hours about nothing with my Dad. It was hard being the only person in the family that the dog hates, or constantly looking over my shoulder to make sure one of my siblings wasn’t around to mimic every little thing I did. At times I was embarrassed of my family, and I feel that this is something that a lot of people can relate to.

The story of this game is a reflection of a childhood much like my own growing up. The story is of a boy trying to get out of the house to hang out with his friends, but is constantly being prevented by obstacles and characters within each room. Each room is a different level of the game.

The game will start out with a scene that introduces the character, his goal, and the other characters. There will be other scenes throughout the game that build the story as you play. Mostly when the user does something dynamic, beats a level, or is encountered by another character.

Target Audience:

I think this game targets a number of people. Because of the story I believe it will attract mostly teens, but I estimate people between 11-25. It will attract both boys and girls because of the game genera, but more likely males. I made the main character a male anticipating the fact that mostly males will be playing this game. This game is intended for those who are familiar with basic computer skills.

Justification as to why my idea should be funded and produced:

Kids like games. Kids like games that they can relate to, and especially game that allows them to push social boundaries that they normally are not able to delve into. This game will allow the user to do just that.

This game will have an entertaining storyline with fun objectives and challenges within each level that will keep the user entertained for hours. It is a story with necessary conflict between characters that people can relate to.

This is a product in a market that is growing, and growing rapidly. Because of the game genera and story it will attract a large consumer base.

Basic Content Outline:

You (Main Character)

You are an average teen who enjoys normal things like video games and skateboarding. At home you are more like an accessory then a member of the family. Not that you don't get enough attention at home, you've work hard to be ignored. Besides the fact that your family is extremely embarrassing and annoying at times, you still love them, but you would much rather be hanging out with your friends then sitting at home doing chores or homework.

Older Sister

One word … Evil. When she isn't in the bathroom caking on the make-up or in her bedroom talking to her boyfriend, your sister lives to make your life miserable. She does whatever she can to get you in trouble. She goes from room to room looking for things to blackmail you with.

Hint: Your only defense is to gather information that on her that may be useful (as blackmail) later.

Mom

She can be sweet and caring…too bad she's that way with your older sister! Everything you do seems to be disappointing to her, and she constantly nags at you to pick up your messes! The best thing to do is stay clear of her…if she catches you she will make you do chores like mop the kitchen on you hands and knees!

Hint: She spends a lot of time cooking in the kitchen or cleaning the bathrooms.

Dad

Dad is a pretty nice guy for the most part. He is a lot more relaxed then Mom, but is totally obsessed with cars and football, and frankly, you just can't relate to the guy. If he runs into you, be prepared to be watch football against your will and act as the "human remote control" to flip between games.

Hint: He spends a lot of time in the living room watching the game.

The Dog

The Dog never really liked you. In fact the only thing your dog really likes is his tennis ball. He barks and growls at you and it seems the only way to shut him up is if you play fetch with him.

Hint: He has a keen nose and can smell you coming from a distance, so if you are going to encounter the dog be sure to have a couple of tennis balls ready.

Stairs

Stairs are useful to go from the top story to the bottom story or the other way around. The stairs are creaky, so if there are any characters close to the stairs as you enter them, you may be detected.

Closets

Closets are good for hiding in when a character is close by.

Bathrooms

Bathrooms are useful to create diversions. Turn on the faucet or flush the toilet to make other characters believe that you are preoccupied. You may find useful items in this room that might help you throughout the game.

Your Room

Your room is equipped with essential items to help you get through the game. It is a save point and is a neutral area of the house. You may archive items and information within this room.

Parent's Bedroom

This room is off limits, and remains locked. If you find the key to this room you may enter. This room offers an easier route out of the house (onto the deck and down the tree), but if you are not careful and prepared, can be a quick way of getting caught. This room also offers useful items that may help you throughout the game. Sometimes characters will be residing within the parent's bedroom. If you enter the room while a character is present you will be caught and pay the consequences.

Older Sister's Room

There is vital information within the walls of this room but is very risky to enter. The room is booby trapped with creaky doors and floors, and is constantly safeguarded by the Older Sister. Sometimes you may catch the older sister committing acts within this room that may be useful as blackmail information.

Kitchen

This room is where Mom usually resides, but is also a place where useful items may be present. More importantly the kitchen is the only way into the dining room.

Dining Room

The dining room contains items that are useful as bribes to specific characters, but is very vulnerable and exposed. It is risky to enter this room but may be worth the trouble.

Living room

The living room is room that is safeguarded by Dad. It is very open and vulnerable to exposure, but is the only way out the front door.

Dog House

This is where the dog resides. Do not upset the dog or he will alarm people of your presents. There are items within the house that will remedy the dog to stay quiet.

Tree

The tree is useful to climb up and down to the top and bottom stories, but is risky because some branches are weak and may break resulting in harm to your characters well being, and possibly death depending on what height you are at.

Needed Personnel:

Creative Director

The creative director will oversee the whole production. Everyone will answer to him. The director conceptualizes the ideas and delegate tasks to the appropriate team member.

Producer

The producer takes care of the marketing end of things. He has the connections to distribute the final product.

Game Designer

The game designer is the micromanager over the storyboard artist and writer. The game designers sole purpose is to conceptualize the ideas and help the storyboard artist and writer flesh out his ideas.

Writer

The writer's job is to write the storyline for the game and also scripts for the voice talent.

Editor

The editor's job is to overlook the work of the writer and make the necessary changes to make the game flow smoother and to correct any errors in the scripts.

Voice Talent

Voice talent is contracted out to record the voice of the characters within the game.

Art Director

The art director oversees the game designer, storyboard artist, interface director, digital artist, graphic designer, lead 3D animator, and any other art related job within the game production. The director conceptualizes the ideas and delegate tasks to the appropriate team member.

Storyboard Artist

The storyboard artist works with the game designer and builds the scenes that will be built into the game. He also will help design the characters and environment.

Interface Designer

The interface designer is a 2D artist that will design the interface of the game. The interface designer will also work with the programmer to make the interface of the game function appropriately.

Digital Artist

The digital artist will build 2D wallpaper to wrap onto the 3D environments and characters.

Graphic Designer

The graphic designer will create a aesthetically pleasing package for the game. They will design everything from the game cover to posters for marketing purposes.

Lead 3D Animator

The lead 3D animator will build the characters for the game into a 3D format.

3D Animator

The 3D animator will build the environment for the game into a 3D format.

Technical Director

The technical director oversees the lead programmer and programmer. The director conceptualizes the ideas and delegate tasks to the appropriate team member.

Programmer

The programmer programs all the small details of the game and Troubleshoots.

Lead Programmer

The lead programmer programs all the major functions of the game.

Audio Director

The audio director is the micromanager over the musician, SFX designer, SFX capturer, and mixer. The director conceptualizes the ideas and delegate tasks to the appropriate team member.

Musician

The musician builds the theme music for the game.

SFX Designer

The SFX designer tweaks the captured sound effects to suit the game needs.

SFX Capturer

The SFX capturer finds sounds that can be useful for the game and records or builds the sounds or SFX.

Mixer

The mixer mixes the music and SFX into the game as is required.

QA Lead

The QA works with the tester to find out what is liked or disliked about the game, or what works and doesn't work. The QA documents the errors or comments and relays those messages to the appropriate team member.

Tester

The tester tests the game to find errors or things that they like or dislike about the game.

Simple Marketing Plan:

I plan on distributing free demos with the top selling computer games to date. I also plan on promoting myself in gaming magazines, to start out and eventually build enough revenue to make commercials and radio ads. I will also promote on the web.

Simple Distribution Plan:

I will distribute a total of 1000 tester games to be sold at local computer and gaming stores. I will contact the producer of certain top selling games of my game genera and make plans to distribute free demos of my game along with their top selling game.

Budget:

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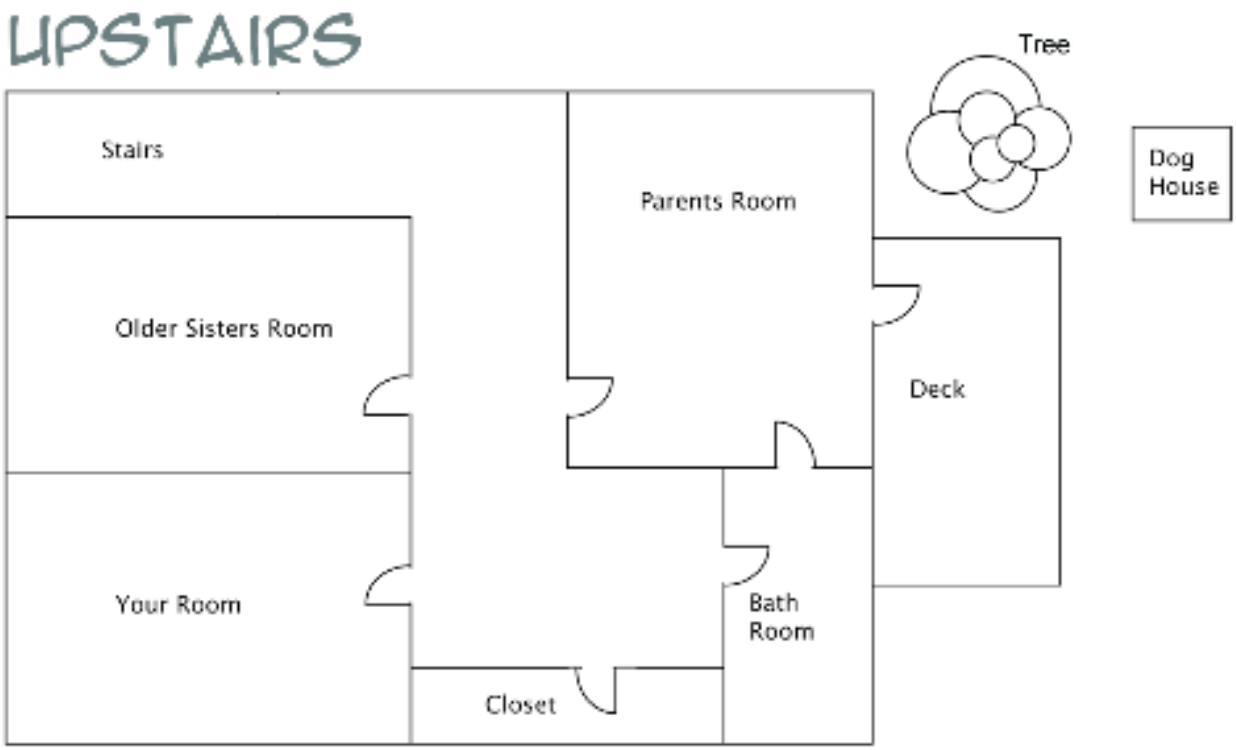
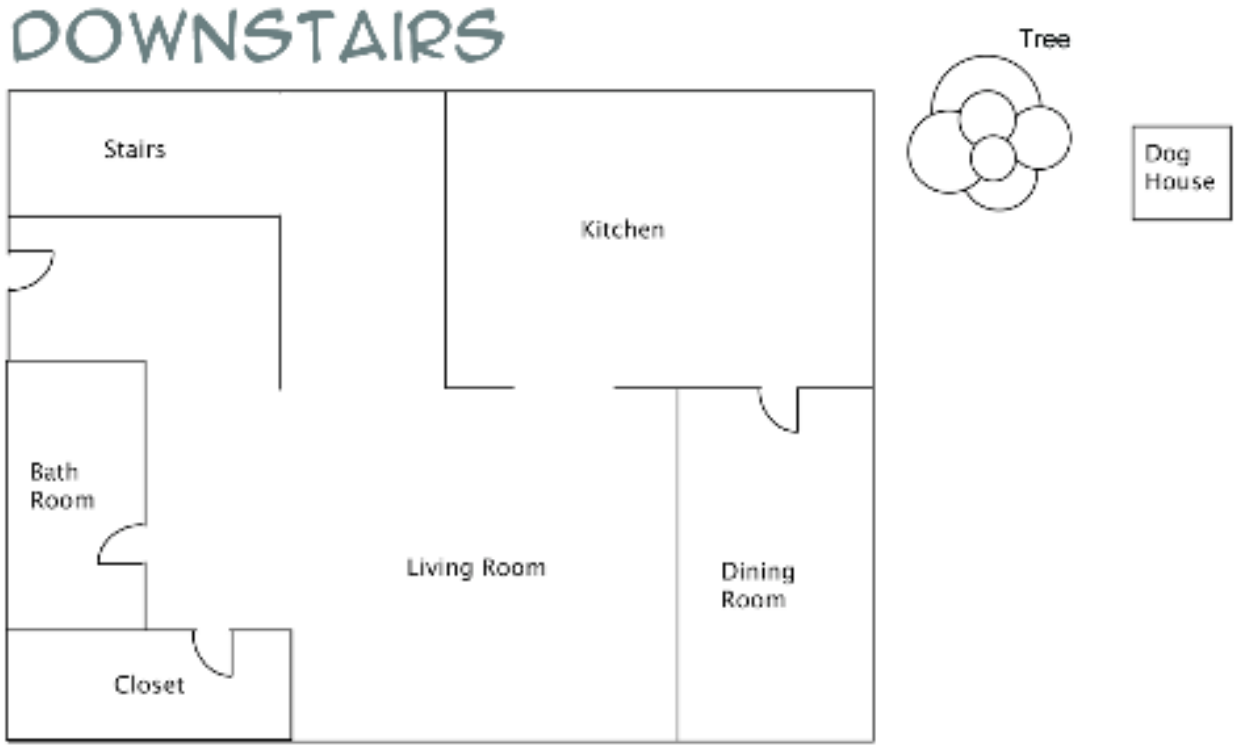
Production Co.	Fair Weather Media		
Job Name	Sneak Out		
Job No.	1120-2005-05-12		
Producer	Dave Moppert		
Director	Treppom Evad		
Quantity	Description	Units	Amount
	Producer	$200/hr	
126 Days	Creative Director	$200/hr	$201,600.00
42 Days	Game Designer	$150/hr	$50,400.00
42 Days	Writer	$60/hr	$20,160.00
42 Days	Editor	$60/hr	$20,160.00
1 session	Voice Talent	$400/session	$400.00
1 session	Voice Talent	$400/session	$400.00
1 session	Voice Talent	$400/session	$400.00
1 session	Voice Talent	$400/session	$400.00
1 session	Voice Talent	$400/session	$400.00
63 Days	Art Director	$200/hr	$100,800.00
14 Days	Storyboard Artist	$50/hr	$5,600.00
7 Days	Interface Designer	$100/hr	$16,000.00
49 Days	Digital Artist	$30/hr	$11,760.00
49 Days	Graphic Designer	$30/hr	$11,760.00
63 Days	Lead 3-D Animator	$100/hr	$50,400.00
63 Days	3-D Animator	$50/hr	$25,200.00
84 Days	Technical Director	$200/hr	$134,400.00
84 Days	Lead Programmer	$120/hr	$80,640.00
84 Days	Programmer	$50/hr	$33,600.00
14 Days	Audio Director	$500/hr	$56,000.00
Fixed Rate	Musician	$5,000	$5,000.00
14 Days	SFX Designer	$275/hr	$30,800.00
14 Days	SFX Capturer	$150/hr	$16,800.00
14 Days	Mixer	$180/hr	$20,160.00
7 Days	QA Lead	$30/hr	$1,680.00
7 Days	Tester	$10/hr	$560.00
Sub Total			$895,480.00
Mark up (%20)			$179,096.00
Total Price			$1,074,576.00

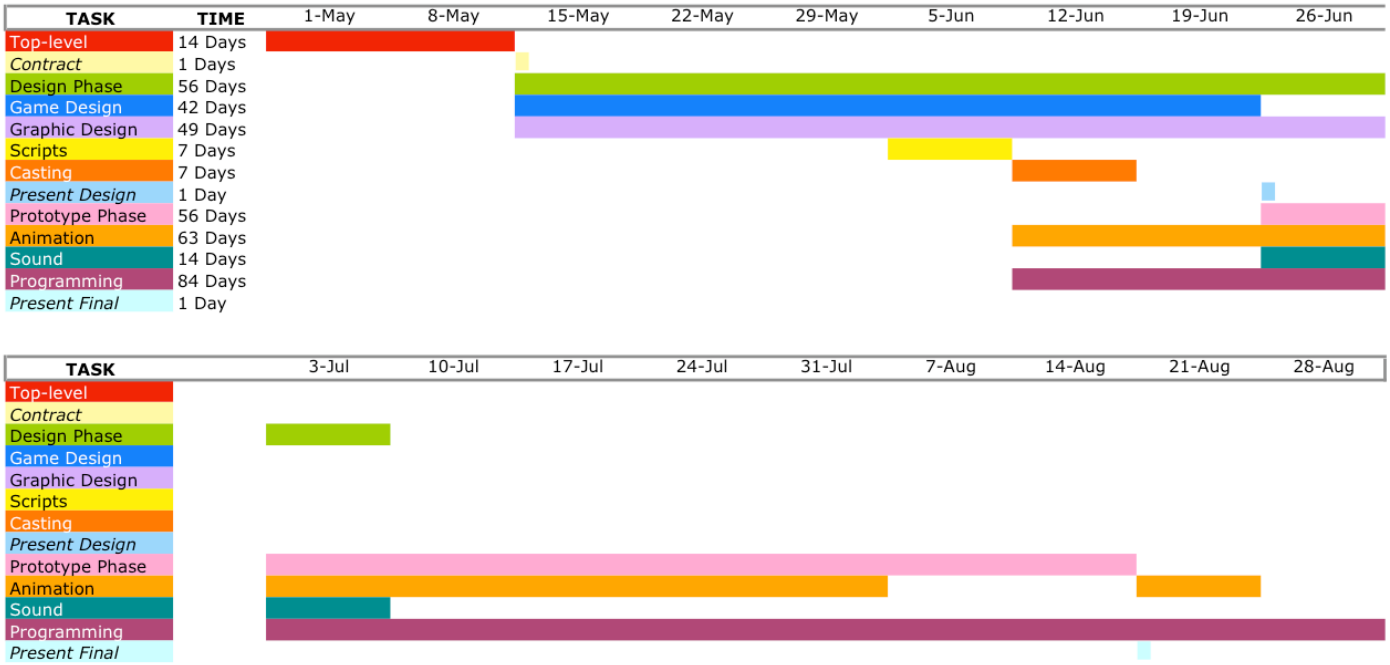
Navigation Map:



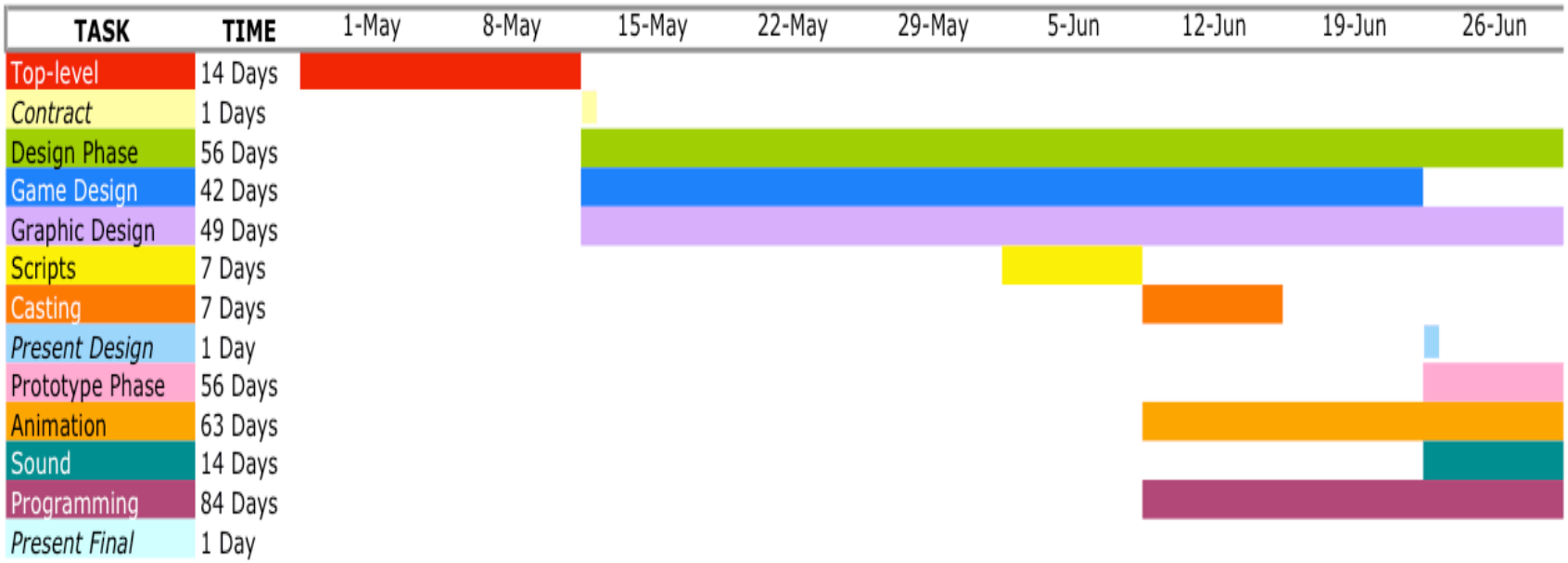


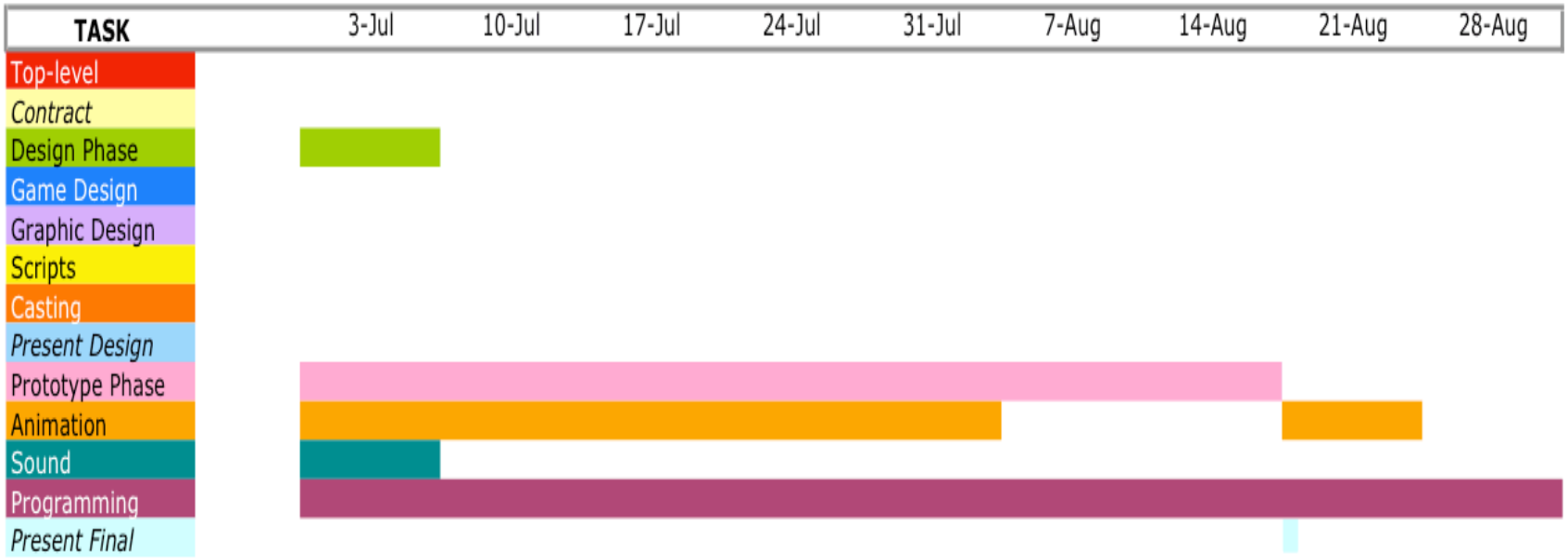
Production Schedule:

Horizontal Format Schedule



Vertical Format Schedule (Next Page):


TASK
TIME
1-May
8-May
15-May
22-May
29-May
5-Jun
12-Jun
19-Jun
26-Jun
Top-level
14 Days
Contract
1 Days
Design Phase
56 Days
Game Design
42 Days
Graphic Design
49 Days
Scripts
7 Days
Casting
7 Days
Present Design
1 Day
Prototype Phase
56 Days
Animation
63 Days
Sound
14 Days
Programming
84 Days
Present Final
1 Day


TASK
3-Jul
10-Jul
17-Jul
24-Jul
31-Jul
7-Aug
14-Aug
21-Aug
28-Aug
Top-level
Contract
Design Phase
Game Design
Graphic Design
Scripts
Casting
Present Design
Prototype Phase
Animation
Sound
Programming
Present Final

Game Prototype Screens:

OUTPUT
STEREO
MONO
SFX
MUSIC
BACK TO OPTIONS

NEW GAME
LOAD GAME
DELETE GAME
BACK TO OPTIONS

MAP
KEY
BACK TO OPTIONS

DEFAULT
SET CONTROLS
LEFT 4
RIGHT 6
BACK 2
FORWARD 8
JUMP 5
UP/DOWN MOUSE
LEAN LEFT 7
LEAN RIGHT 9
ATTACK MOUSE
GRAB 0
SCROLL
INVENTORY / AND *
BACK TO OPTIONS

Instructor Criticism:

You have made a good early draft effort toward a solid proposal for this game. This is a unique and fun idea, and from the outline and description given it shows a lot of potential. Overall, the basic scheme of what you are trying to explain comes across.

Strengths:

- The **game concept** and **premise** are clearly described, and easy to understand.
- The **character descriptions** have a good amount of verbal detail, and the artwork for each character helps bring out the potential "fun" graphic style of the game.
- The **staff descriptions** are potentially useful for persons who do not know much about media production. The "producer", as you have described her or him, will handle marketing. This is not typically what a producer does, so the title might more appropriately be "Marketing Director".
- The **budget** seems reasonable for a game of this apparent scope, and being based on an early draft of the idea. Depending on other production factors that emerge as this idea is further teased out, the game might be considerably cheaper, or more expensive.

Weaknesses:

- The **style and genre** of the game need to be more clearly described. From the game prototype screens the game comes across as being in the genre of an arcade game, but this isn't entirely clear from the description of the game earlier in the proposal.
- The intended **audience** needs to be given more thought and definition. What specific features of the game will appeal to the intended 11-25 year old age group?
- The **justification** that "kids like games" needs to be more fully developed. Specifically, the justification should point out that there is a market niche for this kind of game that has not yet been tapped, and that there is an expected audience of a given age range that would be likely to purchase it.
- The **timeline** needs a lot more time, and more detail that describes specific activities that will be produced during key milestones.
- The **budget** is missing some key information such as office space rental costs, insurance, accounting services, benefits, software licensing, etc. Additionally, and ideally, there should be a marketing and advertising budget.
- The **distribution** and **marketing** plan are really vague, but these issues are often largely handled by the publisher anyway. You have some good ideas here.
- It would help to see a more detailed **example** of how a game "scene" might operate. You have provided an upstairs and downstairs map, but it is not clear how each room might provide unique "arcade" challenges to the player. A mockup showing a character in the game, would help make this more clear.