Nuggets of Knowledge

Sample High Concept Document

High Concept Document for Final Game
Virtual Virginia 6640 Intro to Game Design & Development
Spring 2015

Basic Idea
The gameplay is similar to the Pac-Man game that was popular in the 1980s. This action-genre game uses a similar map with collection objects and enemies. The twist is the game is custom to a school. The Pac Man–style character will be students, instructors, and administrators at the school; they collect “nuggets of knowledge.” The ghost-style characters chase the player character to “steal” knowledge. Maps will use features of the school and images related to the school to customize the design to each school market.

Audience and Target Market
The audience for this game is teenagers who are actively using handheld gaming devices, such as cell phone apps. Other targeted markets are the PC gaming market for students, their parents, and instructors at the school. The game will be E rated so it can be customized to elementary schools through college for fundraising by clubs, PTA, and student organizations.

Character
The ghost-style characters will be a basic design and not customized. The protagonist (player character) will change on each level to be one of up to five students, instructors, or administrators from the school. Only the head of the protagonist will be the Pac-Man character. It is important to choose students, instructors, or administrators the players know and want to see in the game.

Game Play
The player controls the protagonist through the maze in an attempt to collect all nuggets of knowledge throughout the school hallways. If the player character is contacted by a ghost, the player character explodes with lost knowledge and the map changes to the next level with a different instructor. The victory condition for each level is the collection of all nuggets of knowledge before ghosts can catch the player. If a level is successfully completed, a bonus of 10,000 points is awarded before the player moves to the next level.

World Design
The player controls the protagonist through the maze in an attempt to collect all nuggets of knowledge throughout the school hallways. If the player character is contacted by a ghost, the player character explodes with lost knowledge and the map changes to the next level with a different instructor. The victory condition for each level is the collection of all nuggets of knowledge before ghosts can catch the player. If a level is successfully completed, a bonus of 10,000 points is awarded before the player moves to the next level.