

# Capstone Winter Quarter

## Design Document part 1

The game industry has no standard format for documenting designs. What everyone does agree is that a good design document needs to contain all the details required to create a game; however, what those details are depend on the game you are making.

In general, the contents of a design document can be broken up into the following areas:

- Overview and vision statement (part of pitch document)
- Audience, platform, and marketing (part of pitch document)
- Gameplay
- Characters (if applicable)
- Story (if applicable)
- World (if applicable)
- Media List

A design document can also include technical details, or these can be articulated in a separate design document called a technical specification. The technical specification or technical sections of the design document are usually prepared by the technical director or lead programmer.

### 1. Overview and Vision statement *\*\*part of pitch document*

This is where you state your vision for the game. It is typically about 500 words long. Try to capture the essence of your game and convey this to the reader in as compelling and accurate a way as possible.

- **Game logline:** in 1 sentence, describe your game. This is sometimes called the “X statement”
- **Gameplay synopsis:** describe how your game plays and what the user experiences. Keep it concise—no more than a couple of pages. You might reference some of the following topics:
  - Uniqueness: what makes your game unique?
  - Mechanics: How does the game function? What is the core game play mechanic?
  - Setting: what is the setting for your game: the Wild West, outer space, the ocean?
  - Look and feel: give a summary of the look and feel of the game.

### 2. Audience, Platform, Marketing *\*\*part of pitch document*

- **Target Audience:** Who will buy your game? Describe the demographic you are targeting including age, gender and play preferences.
- **Platform:** What platform or platforms will your game run on? Why did you choose these platforms?
- **System requirements:** describe what is required to play the game and why those choices were made.
- **Top Performers:** List other top-selling games in the same market. Provide sales figures and release dates, as well as a brief description of each title.