GAME PITCH

PITCHING A GAME

• In this course, you'll be practicing the elevator pitch for your game.
  • Need to win the audience in the 30 seconds it takes to ride the elevator with the CTO or Lead Game Designer.
  • There are no absolute rules that need to be followed, but there are things that will help you succeed.

MILESTONE #1 PRESENTATION

• 5-10 minute presentation that describes your game to our industry panel, such that they understand:
  • What your game is about
  • What makes it interesting/unique
  • What your theme and audience are
• Include elements that communicate your vision:
  • References to other games that inspired your pitch
  • Images (mood boards), early sketches, character design
  • Videos
  • Comparisons to other media
• Show what you build during Game Jam #2 and why you decided to build that first

MILESTONE #1 CREATIVE BRIEF

• Due the day of the presentation at 4:59 PM
• Description of your game, in more detail than your pitch presentation:
  • Gameplay: Genre, number of players, game mechanics, overall experience, fun elements, etc.
  • Inspirations: aesthetic (mood board), similar games, images, videos, backstory, etc.
  • Storyboard, character & level designs, level progression, etc. are fine but not necessary.
  • Save these for the design document milestone.
  • Remember the TA is marking this without seeing your pitch.

PRESENTATION OUTLINE

• Introduction:
  • Your team
  • The name of your game
• The game:
  • What the game is about
  • What's cool, fun or unique about it
  • Special details, worth mentioning
  • Describe gameplay, style, main mechanics, secret ingredients
• Demo

THINGS WE WANT TO SEE

Getting feedback:

• Assign somebody to take notes
• Be gracious in accepting suggestions
  • Avoid debate as much as possible
• Use industry guest to resolve design issues
  • You don’t have to have everything figured out
• Don’t read from your phone or from the slides
THINGS WE WANT TO SEE

Be prepared:
• Figure out how to connect to A/V ahead of time
• Prepare slides with imagery to accompany presentation
  • You should be able to pitch without slides
• Practice with your group
  • Know who is going to speak, when and what each will talk about
  • Know EXACTLY what everyone is going to say

A picture is worth 1,000 words
• Present images from similar games that you will draw inspiration from.
  • Early sketches
  • Character designs
  • Mood boards

PREPARING FOR THE PRESENTATION

STEP #1
Know your game

FOCUS ON THE 3 CS

Character
Camera
Controls
CHARACTER, CAMERA & CONTROLS

- Responsible for your initial experience
- Sets the tone for the game
- Helps create flow

STEP #2

Good presentation

PRESENTING

- State the purpose of the presentation
  - Start with one-sentence description
  - Slides should build to game’s overall goal
  - Ensure clarity and flow
- Keep points brief
  - No long, rambling points
  - Presentation provides cues to the presenter, not a full description.
  - They’re meant to help you, not replace you.
- Figure out the technical setup ahead of time

BAD PRESENTATION

- Presentation important
- Keep your slides clean
- Game Brief
  - want to ride dolphins?????
  - Game Brief
    - Sometimes people want their slides to tell the entire story for them, which makes it difficult for the audience to spend more time reading the slides than paying attention to what’s being said, and to even more of the audience that makes it difficult to really take in what’s being said. The main focus is the presentation, and the slides should guide, not replace what’s being said.

AUDIENCE

- Present, don’t read
- Make it interesting
- Get people involved
- It’s not about you, it’s about them
**STEP #4**

**Delivery**

- Be confident
- Be comfortable
- Speak clearly
- Don’t rush
- Keep focus

**TIPS**

- Stop thinking about the presentation
- Focus on the story you’re telling
- Keep it short
  - Know when to stop talking
  - The less you talk, the more feedback you’ll get
- Practice!
- Don’t stress

**EXAMPLE**

King’s Candy Crush Saga

**WHAT IS IT?**

- Free Match-3 game
- Hundreds of levels
- Limited lives
- Available on iOS, Android and Facebook

**SECRET SAUCE**

- Facebook integration to request:
  - Lives, Charms, Moves, Boosters
- Addicting gameplay
- Regular updates with new levels