



# Giving Your Game Pitch

CSC404 Supplemental Notes

# Pitching a Game

- For this course, you'll be delivering an elevator pitch for your game.
  - Need to win over your audience in the time it would take to ride an elevator with the CTO of your company.
- While there are no absolute rules that need to be followed to make this work well, there are things that generally result in success.

# Deliverables

- **Game Pitch**

- 2-3 minute presentation that describes your game to our industry panel, such that they understand
  - what your game is about
  - what makes it interesting/unique.
- Include elements that communicate your vision.
  - images (mood boards),
  - videos,
  - comparisons to other media

# Deliverables

- **Design Blog**
  - Weekly record of your team's current progress:
    - What each person managed to accomplish,
    - What the plan is for the following week.
  - Written deliverables (creative brief, design doc, etc) uploaded to your blog at the end of the week.
  - Hosted on Google Docs, Tumblr, Wordpress... whatever is easiest for your team to use.
    - Date entries (and label, where appropriate)
    - Send the link to the instructors as soon as it's ready.

# Deliverables

## ■ Creative Brief

- 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, high-level flow charts, images, videos, etc.
- Storyboards, character & level designs, level progression, etc. are fine but not necessary.
  - Save these for the design document milestone.

# Important pitch skills

- Presentation skills
- Writing skills
- Communication skills
- Salesmanship



# Presentation outline

- Introductions
  - Your team
  - The name of your game
- The game
  - What the game is about (objective, mechanics).
    - (exercise on this later)
  - What's cool/fun/unique about it.
  - Special details worth mentioning

# Things we will look for

- **Getting feedback.**
  - Present as much of your idea as possible.
    - You have 2-3 minutes, so you can't present all of it.
  - Be gracious in accepting suggestions.
    - Avoid debate (and sometimes avoid discussion)
  - Use the industry guests to resolve design issues.
    - You don't have to have everything figured out.
  - Assign somebody in your group to take notes.



# Things we will look for

- **Be prepared.**
  - Figure out how to connect to the A/V ahead of time.
  - Prepare slides with imagery to accompany your pitch presentation.
    - Do not read off the slides!
    - You should be able to pitch without them.
  - Practice with your group.
    - Know who is going to speak.
    - Know EXACTLY what people are going to say.

# Bad Presnetations

- wnat to ride dolphins?!?!!!!!
- Game Brief



- *Sometimes people want their slides to tell the entire story for them, which makes things difficult because a) this causes people to spend more time reading the slide than paying attention to what's being said, and b) it can create a block of text on the screen that makes it difficult to really take in what's trying to be said. The main focus is the presentation, and the slides should be a guide, not a replacement for what's being said.*

□

Formatting should be important  
all your base are belong to us!!!11111



# Being prepared

- You should know your game by now
    - You need to be able to picture your game and exactly how it's going to work.
    - This means figuring out things like:
      - the type of game
      - the game's look & feel
      - the controls
      - how the game will play
      - the challenges & rewards
      - the educational elements
- You must be able to answer any and all questions that your audience can think of!

# Things we will look for

- **A picture is worth a thousand words.**
  - Present images of similar games that you will draw from.
  - Early sketches, schematics and flow charts
    - (design material that shows logic, aesthetics and mechanics),
  - Character designs
  - Mood boards.

# Public speaking tips

- Rule #1: The presentation
- If you get to pitch your game in a presentation, make sure that it's of decent quality.
  - State your presentation's purpose
    - Start with the one-sentence description of your game
    - Slide points should build to game's overall goal
    - Ensure clarity and flow in your presentation.
  - Keep points brief
    - No long, rambling points
    - Presentations provide cues to the presenter, not a full description for the audience
  - Figure out your technical setup ahead of time!

# Public speaking tips

- Rule #2: Engage the audience
  - Present, don't read
  - Make it interesting
  - Get people involved
  - It's about them, not you.
    - $\max(\text{relevance} * \text{interest})$
- Rule #3: Delivery
  - Be comfortable
  - Speak clearly
  - Don't rush
  - Maintain focus



# General Pitch Issues

- Presenting some backstory is okay.
  - It's a game pitch though, not a story pitch.
- Don't stress about the ~*PRESENTATION*~
  - Focus on telling your story to one person.
- **Keep. It. Short.**
  - Know when to stop talking.



# Pitch Perfect

- Keep it short.
- Describe the key parts of your game.
  - What it's about.
  - Main mechanics.
  - What makes the game fun.
- Some backstory is okay.
  - Just not too much.
- Prepare slides with imagery to accompany your presentation.
  - Do not read off the slides!
- Reduce description time through pictures & diagrams
- Decide ahead of time who will present what. Practice before coming in.
  - Know when to stop talking.
- Use the pitch to ask questions your team can't decide on.
- Make sure somebody records the feedback.



# Example Pitch



# ROCKET LAUNCHER

- Launch your satellites from Earth to the other planets in the solar system.
- Use the gravity well of other planets to help them reach their destination!



# GAMEPLAY DESIGN

- Players aim their rockets, adjusting the speed and angle of each launch.
- When rockets are launched, the path is shown as they pass through the planets or crash into them.
- Points are awarded for arriving at the target planet, and passing other planets on the way.



# EDUCATIONAL COMPONENTS

- Each level reflects an actual space mission, which the player learns more about once the level has been completed.
- Players learn about:
  - the effects of planetary gravitation on objects,
  - the factors that space missions have to consider.

