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 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

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

Presentation outline

- Introductions
  - Your team
  - The name of your game
- The game
  - What the game is about
  - What’s cool/fun/unique about it
  - Special details worth mentioning

Things we want to see

- The goal of the pitch is to get feedback.
  - Assign somebody to take notes.
  - Be gracious in accepting suggestions.
    - Avoid debate (and sometimes discussion)
  - Present as much of your idea as possible.
  - Figure out the technical elements ahead of time.
- You don’t have to have everything figured out.

Presentations

- **Want 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!!1111*
Important pitch skills

- Presentation skills
- Writing skills
- Communication skills
- Salesmanship

Pitch presentation tips

- **Rule #1:** Figure out your game
  - 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!

- **Rule #2:** 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!**

- **Rule #3:** Engage the audience
  - Present, don’t read
  - Make it interesting
  - Get people involved
  - It’s about them, not you.
    - $\max(\text{relevance} \times \text{interest})$

- **Rule #4:** Delivery
  - Be comfortable
  - Speak clearly
  - Don’t rush
  - Maintain focus
Final Presentation Tips

- Stop thinking of the presentation
  - Focus on telling your story to one person.
- Practice, practice, practice
- What would you enjoy?
- Don’t stress

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.