Key:
Abe
Dino
Danwen

Background

3 interactive media junkies born in the 90s with great ambition and visions to make a game that links music and design to an interactive platform. We hope to break design barriers to promote uniqueness, incite, thought processing and complex reasoning.

Creative Challenge

To build a brand and demo around a web game that encourages community contributions (musical tracks). The game is a 2d vector based Rhythm RPG that will take influence from both genres to create fresh experiences. Users submit soundtracks and we design monsters and levels/maps based on the most popular tracks. This allows for a continuous relationship between consumers and creators in making the game forever updatable.

Branding includes logo, website, promotional material (trailers etc),, any kind of graphics related to our game, web site, product personality, communication with audience, company actions/decisions and of course the final product.

The game will incorporate a free to play business model where players can purchase in-game currency (that can be purchased with real-life money). In order to make sure player can not pay to win (a complaint often targeted at f2p games) specific items/classes are only accessible when players are at specific levels.

Considerations

For our project we would need to consider the following. Firstly as we are making a prototype for a game, it can be quite an intricate process, where the designers and the coders have to work quite closely together, so making sure we communicate well is key. Something else we will need to consider is, Copyright, as a big part of the game is community participation, which involves people uploading their own music, we need to make sure that the music they upload is actually theirs. As the age certificate is 7+ we need to make sure that all of the game content is appropriate, including the music that people upload themselves.

As well as the considerations for the game, we would have to consider things for the other deliverables. The other deliverables, the website and the promotional video will also have to carry the same style (the concept art as well obviously).

Target Audience

Our group believes that our game will be suitable for children from the age of 7+, we agreed that our game will contain some comical violence therefore that age seemed appropriate. In addition here's some other reasons for why our game will targeting a wide range of range of different audiences :

-Young to old people (7-60+ years) much like some app's target audiences. Vector graphics appeal to most age groups so that's why it's our chosen audience.

-Gamers as well as gaming enthusiast both dedicated and causal. We believe games should be accessible to as many people as possible, even our choice of genres reflects this aim: RPGs are usually loved by people who dedicate time to gaming whereas rhythm is preferred by those who occasionally game. By mixing the two we hope to bridge the gaps and appeal to both audiences.

-Psychographics: RPG/Rhythm game fans of all ages.

-Music composers who wish to see their music on an interactive platform (double purpose, promotes their music and provides us with free content and inspiration).

Deliverables

Our group's aim will be to produce 4 deliverables :

- A fully functional website
- A game demo
- A Promotional video
- Concept Art.