



# CAMPAIGN NAME

*Concept.*

DESIGNED BY NAME

Complexity Rating: ●

## THE PITCH

A one paragraph explanation of the campaign frame. It should give an idea as to what makes this frame unique, and what may draw players to it. Try and make clear some of the tones and themes that this campaign frame would be best suited for,

## TONE AND FEEL

A few Tonal Descriptions

## THEMES

A few Taglines of the Campaign Frame's Major Themes

## TOUCHSTONES

A List of Sources you Derive Inspiration From

## OVERVIEW

A comprehensive rundown of your campaign frame. This should cover major elements of the campaign and establish what to expect. This shouldn't bear all the details of the campaign, merely enough to provide the players with a good understanding (the "Distinctions" section will be a good place to elaborate more)! The Overview should roughly be a page to a page and a half.

## HERITAGE AND CLASSES

### Ancestries

This section is meant to provide additional information that a player may need to consider when making a character for this campaign. What makes certain ancestries unique in this setting compared to others?

### Communities

Additionally, what kinds of communities have formed in this world? What implications might they have that may not immediately come to mind?

- Be sure to provide questions! It's a great way to get your players brainstorming!
- It's also a great way to provide subtle details about the setting!

### Classes

It's also important to consider what character options might *not* be available in your game, and why. Or perhaps how the options might hold a different meaning.

## PLAYER PRINCIPLES

### Establish Guidelines

What is important for your players to keep in mind for the game? What mindset will help players be in the mood to get the most out of their experience?

## GM PRINCIPLES

### Give a GM Structure

What will be important for a GM to think of while running this game? What attitude or ideas will help them understand how to provide the story to the PCs?

## DISTINCTIONS

### An In-Depth Overview

This is where you truly establish what makes this world different. This is where you explain the concepts that a GM will build their story atop of, and provide the information that isn't meant to be seen by the PCs! Major locations, factions, cosmology, heroes and villains! This is where you define the stories and truths that define your world!

## THE INCITING INCIDENT

*A taste of what kind of story can be told, incorporating the themes and concepts explained earlier.*

This doesn't need to be an entire quest! Simply enough background context to understand current events, and one such event to get the PCs out the door.

After that it becomes the GM's job to use the principles you've provided to build their own story!

## CAMPAIGN MECHANICS

*Establish the feel of your game with rules!*

### ■ Custom Mechanics

Are an important part of every story! Whether it's a PC facing system to help get them engaged in new ways to interact with the world, or a set of sub-systems to help the GM run the world, or both! Make it memorable, unique, and always consider what kind of stories it can help tell.