# CODE GAME DESIGN DOCUMENT REQUIREMENTS

While there is no single way to outline a Game Design Document, the following provides a basic template and headings for the high-level (brochure-version) of a GDD that we require as part of our assessment process.

The intentions of asking our applicants to complete this process are twofold; it helps our assessors check off the requirements we need to see to make sure your project is viable for the level of funding you are applying for and provides standardisation in our approach. Also, it is beneficial for you as an applicant because it will equip you with a "toolbox" from which to draw material when you go to pitch to publishers, platform holders such as Xbox, PlayStation etc. and other financial partners.

**Ideally your brochure GDD will be up to twenty-pages. We do not require exhaustive detail, but do require the key points about what makes your project viable and stand out.**

# Headings and Explanations

## Introduction & Logline

- Your one-line elevator pitch.
- A brief introduction of your game; what is it and who is it for? (Target audience)

## Gameplay

- What is the core gameplay-loop of your project going to look like? Hint: Use diagrams wherever possible showing the flow of the game.
- Do you have any relevant systems that you need to outline on top of the core loop?
- Include any relevant narrative design summary or script samples (if you have a full script, that is best attached as a separate document).

## Art & Animation

- A brief paragraph on what art-style you are planning on using and what your influences are.
- Use a combination of concept/ character art or screenshots where appropriate. It is more important for you to show the vision of what the final product will look like rather than screenshots with lots of placeholder artwork.
- UI or UI-mockups are also valuable at this point.
- Using images of other games is useful, particularly if you are early-stage in the project, however that should supplement some concept or character art.
- Also show environment art if necessary or if you have it to hand. Sometimes a separate art-folder can be a good idea, supplementary to the main document.

## Sound Design

- Sound design is often ignored in applications or considered an afterthought - it is best to put in a short paragraph of your aims.
- Include intentions with music and SFX.
- Remember that music and sound contain so much of a game's emotion and mood-use examples where possible.

## Production

- Included a condensed timeline (as derived from the figures on your production spreadsheet).
- Discuss major production milestones, challenges (if relevant) and what you plan to do to mitigate them.

## Finances

- At a Kickstarter level, we are not expecting definitive answers on where you expect to get additional funding from, but we would like to see the beginnings of a plan.
- At a Startup level, we most definitely want to see how you plan to fund the game through to launch in addition to any monies you may receive from CODE.
- Include any relevant publishing deals, market attachments, commercial opportunities, completed crowdfunding efforts, and raising attempts.

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## Go-to-Market

- As a minimum, even at a Kickstarter level, we expect to see ideas around target market (including demographics) and how you expect to reach your audience.

- Startup applications are expected to demonstrate solid marketing plans.

- This should be any combination of; your social media presence(s), website, paid User Acquisition, PR-planning, advertising, platform and publisher engagement or direct marketing activities.

By supplying information matching these points, you are giving your application the best chance it can get. Remember it is your job to sell the concept of your game to the assessor panel and make them excited for your launch product. Handy tips include:

- Use diagrams where appropriate or useful.

- Keep your writing clear and concise.

- Write in a third-person business style.

- Be specific about your target market- E.G. "we're targeting mid-core gamers interested in fantasy rogue-likes who will likely have played..." rather than "Male and female gamers, 18-50".

- Avoid the word "unique"- be more descriptive about the experience.

- This is high-level, E.G. the assessment panel does not need to see long asset-lists you have yet to complete. It is about the big picture of what your game has to offer.

- Use non-discriminatory language.

- Follow guidelines for First Nations content. Cultural consultation is not an afterthought.

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