

Pitch Document

Team Size & Roles:

- 1 Programmer - [REDACTED]
- 1 Designer - Michael Reilly.
- X Artist - [REDACTED]
- 1 Audio - [REDACTED]

Assets For Audio Team:

- Menu Music.
- Game Music.
- Ambient Sounds.
- Waste Collection Sound.
- Wildlife Hit Sound.
- Game Over Sound.

Assets For Artists:

- Game Logo.
- User Interface.
 - UI Text.
 - Menu Buttons.
 - Display the number of lives.
 - Powerups Display.
- Player Avatar:
 - Three different sprites for the player depending on the damage.
- Waste:
 - Plastic bottles.
 - Aluminium cans.
 - Six pack rings.
 - Plastic bags.
 - Cigarette butts (Check if it affects game age rating).
 - Straws.
 - Bottle caps.
 - Food packaging.

- **Wildlife:**
 - Generic fish with slightly different visuals (body shape & colour).
- **Environment:**
 - Coral reefs.
 - Sea turtles.
 - Starfish.
 - Squid.
 - Crabs.
- **Hazards:**
 - Sea Mines.
 - Boats.
 - Orca.
 - Narwal.
 - Shark.
- **Particle Effects:**
 - Waves.
 - Bubbles.
- **Game Background:**
 - Top Down view of the ocean.
- **Play Area Boundaries:**
 - Buoys.
- **Level Boundaries:**
 - Rocks.
- **Power Up Symbols:**
 - Double Points.
 - Extra Life.
 - Ignore Fish.
- **Animations:**
 - Player taking damage.
 - Game objects moving.
 - Game background

Unique Selling Points:

- Environmentally Conscious.
- Endless Gameplay.
- Ocean Theme.

Competitors:

- Shoal of Fish (Aquatic themed endless game).
- Seavax (Ocean cleanup game).
- Color Road (Infinite runner by our direct competitor).

Style Document:

Concept art: Artstyle for Aqwa is 2D pixel art.

- Different variations of the same type of object (waste, wildlife, environment and hazards) that appear randomly to make visuals more varied.
- Particle effects of bubbles appear on screen when the player collects a power up.
- Symbols on User Interface buttons for a universal understanding worldwide.
- Player's sprite to look like a recycling logo over a generic bin or net to get the message across clearly and to prevent accidental confusion by the player targeting the fish.

MVP

Intro:

Save the ocean by clearing it of humanity's waste. Aqwa is a 2D top down Infinite Runner.

The player controls a sea bin and must use it to clean up the ocean to protect the delicate ecosystem. They must watch out for dangers to prevent destruction of the bin and to not harm the environment they swore to protect.

Concept & Gameplay:

Core Gameplay Loop -

The core gameplay of Aqwa is to collect the waste and avoid the hazards, the game will progressively speed up when the player is doing well to add challenge to the game. The player is awarded points when they collect waste and if they accidentally collect a fish then a score multiplier will reset to its default value and the game will slow back down to give the player a chance to regain momentum.

Waste -

Graphically represented by general waste found littered in the real world. The player is supposed to collect these to gain score and progress through the game.

Wildlife -

Standard fish found in the ocean, player is to avoid them to not reset their multiplier.

Hazards -

These are larger objects that will take up more screen space than standard objects, when the player collides with them the game will end. Unless the player claimed an extra life powerup.

Game Over -

When the player inevitably hits one of the hazards, the game will go to a game over screen which lets the player try again or go back to the menu. Their score will also be displayed along with the high score.

Menu -

Standard main navigation menu where the player can access the game, game settings, high score and the in-game store.

Settings -

Change the game settings such as: volume control/mute, reset high score and accessibility options.

Level Example:

- Players will begin the game and the player can move freely in a marked area.
- Objects will move towards the player
- If the player collects waste then their score will increase.
- If the player hits a fish then the player's score multiplier will reset to x1.
- Throughout the game the player will encounter power ups which will award the player with a bonus.
- If the player gets an extra life powerup then the player will be able to survive a hit. These are not stackable.
- If the player gets a double multiplier, then their multiplier will double for a limited amount of time.
- If the player collects the "ignore fish" power up, then the player will not be able to collide with any fish for a short period of time, allowing the player to keep their multiplier.
- If the player collides with a hazard then the game ends.

Features:

- Fast paced infinite gameplay.
- Aquatic themed graphics with bright colours.
- Three power ups that modify the game while playing and retain progression.
- Encourages the audience to care about the environment.
- High score tracking for the player to show their friends.

Target Platform:

- Android Mobile.
- iOS Mobile.

Genre:

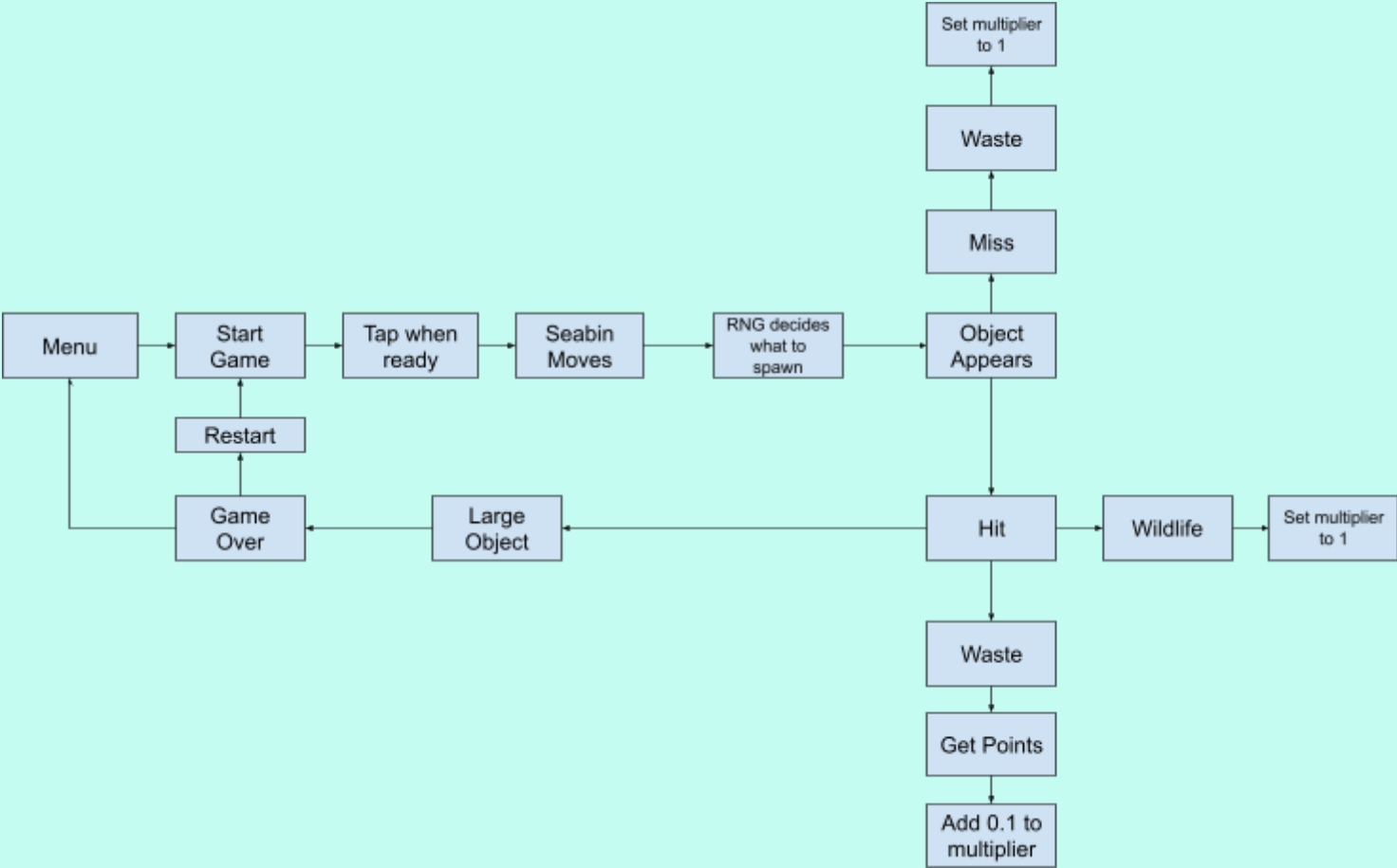
2D Hyper-Casual Infinite Runner

Target Audience:

The target audience for this game is to grab the widest appeal as possible with a focus on children and non gamers.

Most gamers are less likely to be playing hyper casual as they will favor console or PC games. Hyper Casual audience is typically reserved for people who are not gamers but would like to do something interactive for a quick amount of time. For example: waiting for public transport.

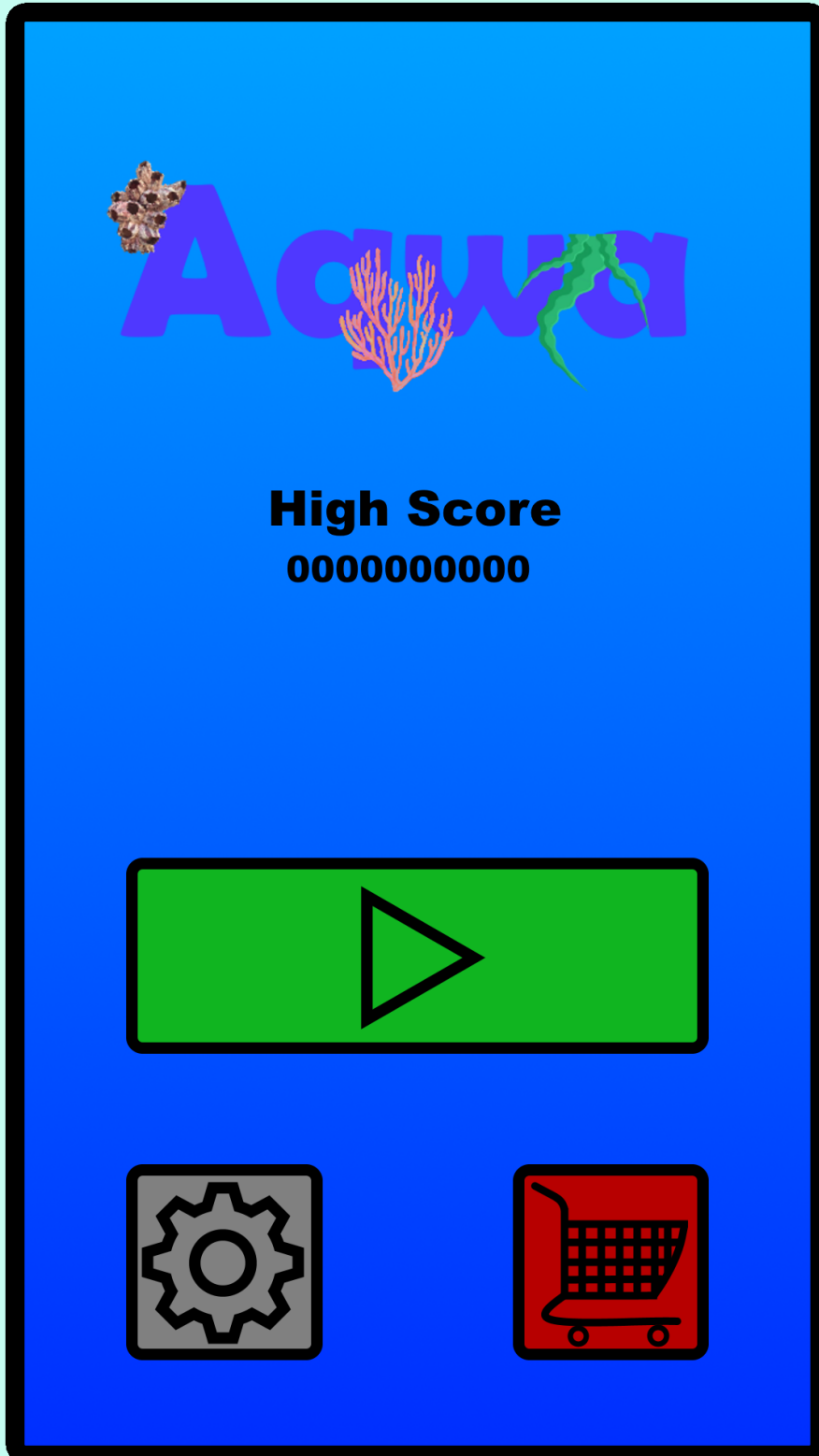
Core Loop



Style Document

UI Concept:

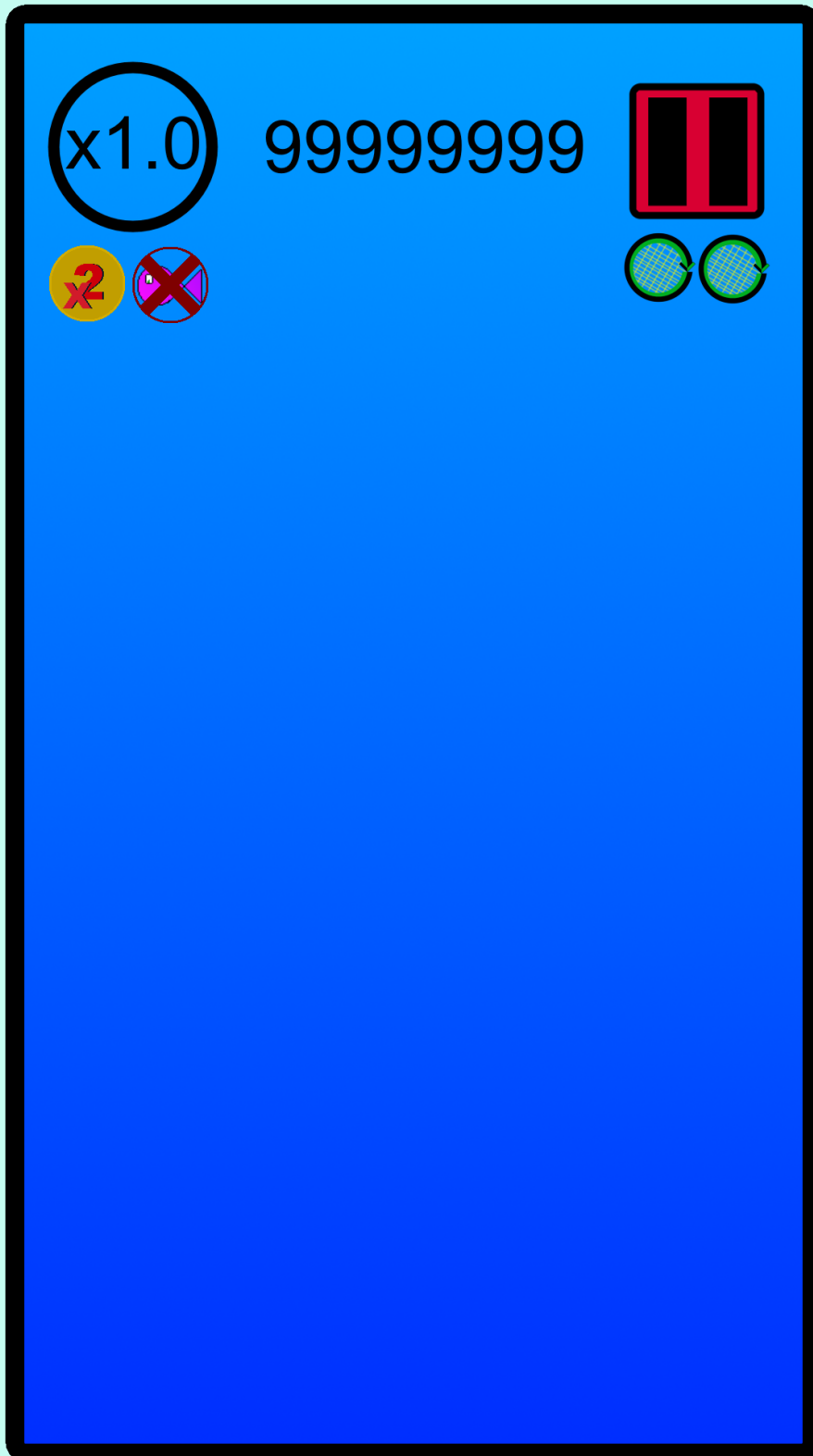
Main Menu -



Large Menu buttons towards the bottom of the screen with symbols. The player can press easily reach them with a thumb, also does not require a reading requirement (essential to young children and non english readers).

The play button is stretched not just for visuals, but so the player's thumb can easily reach it whether they are left or right handed.

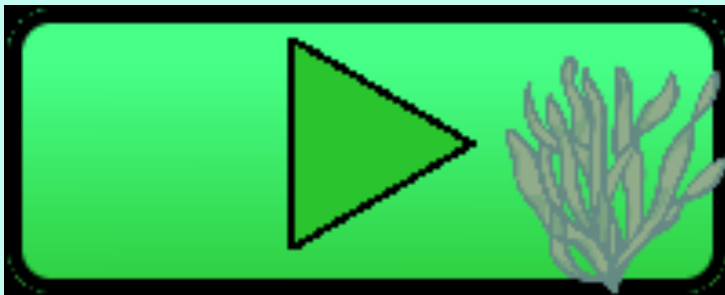
In Game -



The layout for the user interface for Aqwa. The icons represent the number of lives remaining and what power ups are currently active. Big pause buttons that is easy to both see and touch while not too intrusive and big, bold, basic text to display various variables so it can be easily read without any thought.

Buttons and Logo -

Aqwa



Logo and UI elements should have visual plantlife growing on it for immersion.

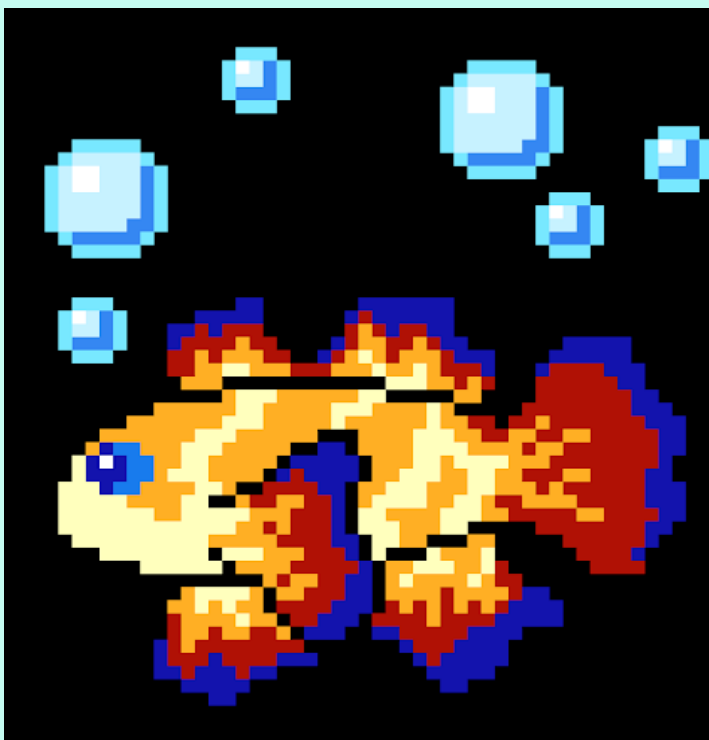
Several placeholders for reference as well as the Bioshock 2 game logo that has a similar visual effect intended for Aqwa.

Bioshock is a horror franchise so Aqwa's style should be more bright and vibrant.

Art Style Examples:

Game Art Style -

Pixel art of fish similar to the art style intended for Aqwa. Bright colours for the fish and basic shapes to make them easily recognisable for the player and perfectly fits the tone for hyper casual.



Environment Moodboard -

To clear any potential confusion, about what exactly “environment objects are.

These objects are to be spawned under water and thus need to be representative of the underwater environment. Here are some examples of the type of life:

