

Prototype Penguin

Game Pitch Document

by Puffins or Penguins

GAME OVERVIEW

Prototype Penguin follows the adventures of Proto, a penguin inventor who is travelling around Antarctica. He has created a gun that fires blocks of ice, and he has made himself unpopular in his home rookery by firing slush at his fellow penguins. Sent away, Proto has found how to fire large blocks of slush that will stick to ice and provide him with steps to get around obstacles.

Prototype Penguin is a 2D puzzle-based side-scrolling platform game. It has an intended target audience of children and teens 10-17 years old, with a secondary audience of their parents' age of 30-45 years, a nostalgic generation that grew up on side-scrolling platformers.

In addition to focusing on thought-provoking puzzles, Prototype Penguin also features quirky, adorable artwork and a loveable protagonist:



Some gameplay and similar mechanics of Bubble Bobble



Art style of Angry Birds



Protagonist



Prototype Penguin

Proto then runs, jumps and places blocks to make his way through the icy environment, using standard platformer controls that will be intuitive to anyone experienced with classic side-scrolling games.

GAMEPLAY

OVERVIEW

Prototype Penguin consists of a series of short screens, with a built-in automatic checkpoint, leading up to a “boss puzzle” at the end of each level. In the first level, the player learns the mechanics of running, jumping, firing blocks of ice that stick to walls and floors, and then jumping onto those blocks to avoid obstacles. The challenge from the obstacles increases gradually, and then eases at the introduction of each successive mechanic. This pattern continues as the player learns how to stick blocks to each other, undo the last shot, charge the gun for a larger block, and as each environmental hazard is introduced.

The initial environmental hazards on the first level consists of walls to jump up, pits to jump over, and walls and pits that can only be crossed with carefully placed blocks. After that, further changes to the environment are added. Green ice walls do not allow blocks to stick, and they slide off onto the floor. Purple ice walls cause blocks to shatter, although Proto is not harmed by them. Similarly, blocks will shatter when passing through falling water, but Proto can walk or jump through unimpeded. Spikes on the floor, walls or suspended in air will defeat Proto, causing him to explode in snow and be reformed at the last checkpoint. However, blocks of ice will stick to the spikes, and allow the player to navigate past.

At the end of each level, a final scene involves an arctic animal out of place in Antarctica. Instead of the “boss fight” common to most games, the player guides Proto to solve a puzzle that incapacitates the enemy. Once the enemy is incapacitated and the penguin takes the exit, the level ends with a quick cartoon. At the beginning of the next level, Prototype Penguin lives up to his name and creates a new kind of block or bubble to fire from his gun. The new mechanic then dictates the type of puzzles the player faces on that level.

PUZZLER PLATFORMER VS TWITCH

Many platformers tend to be lean either towards being twitch based play. That is, players are expected to train and master their ability to overcome timing challenges. While other platformers will lean towards being more of a puzzle game.

Prototype Penguin places an emphasis on being a puzzler platformer. While there are twitch elements of it being necessary to jump onto other platforms, these will be kept simple and immediately achievable. Once a player figures out any given puzzle, they can expect to overcome the challenge.

EXAMPLES OF NEW “AMMO” AVAILABLE ON EACH SCREEN INCLUDE:

- Snowballs that bounce off walls and enemies, or push moveable pieces of scenery
- Ice blocks that slide and can be moved along the ground
- Bubbles of warm water that can melt portions of ice in the environment
- Bubbles of cold water that freeze enemies or portions of the environment
- Air bubbles that float and can be ridden by Proto
- Gravity bubbles that alter the path of nearby jumping or falling

STORY

The opening cartoon introduces Prototype Penguin, and how he has made himself unpopular at home by firing slush and ice at his fellow penguins. His community decides to send him away from the rookery, and he sets off around Antarctica to look for adventure. At the end of the first level, he encounters a walrus who must be defeated to continue onward. In the cartoon afterwards, Prototype stops and thinks to himself, "Wait, what's a walrus doing in Antarctica?" but precedes to the next level.

Each successive screen features a puzzle to get past another arctic creature. Possible foes include:

- Arctic fox
- Arctic hares in a warren
- Caribou
- Harp seal
- Orca
- Arctic wolf
- Polar bear



Towards the end, a puffin is introduced: Boffin the Puffin. After defeating him, Proto finds out Boffin is leading all the arctic animals invading his home, but the puffin escapes. Our penguin hero continues and completes more levels with harder boss puzzles. Before the final level, Boffin reappears and occasionally taunts Proto as he completes the level.

After the final boss puzzle, and Boffin the Puffin is defeated, Prototype Penguin asks him why he and the other animals are invading Antarctica. The puffin reveals that the ice is melting in the arctic, and they were hoping to find a new home. Prototype declares that Antarctica belongs to the penguins... but there's plenty of room, so the other animals are welcome as long as they don't try to take over any more.

BUDGET

Puffins or Penguins has received a proposal to build a 2D platformer game with a budget of up to \$2,000,000. We have estimated the price to produce Prototype Penguin as \$1,600,000, or 80% the proposed budget, allowing this project to be less of a financial risk than originally suggested.

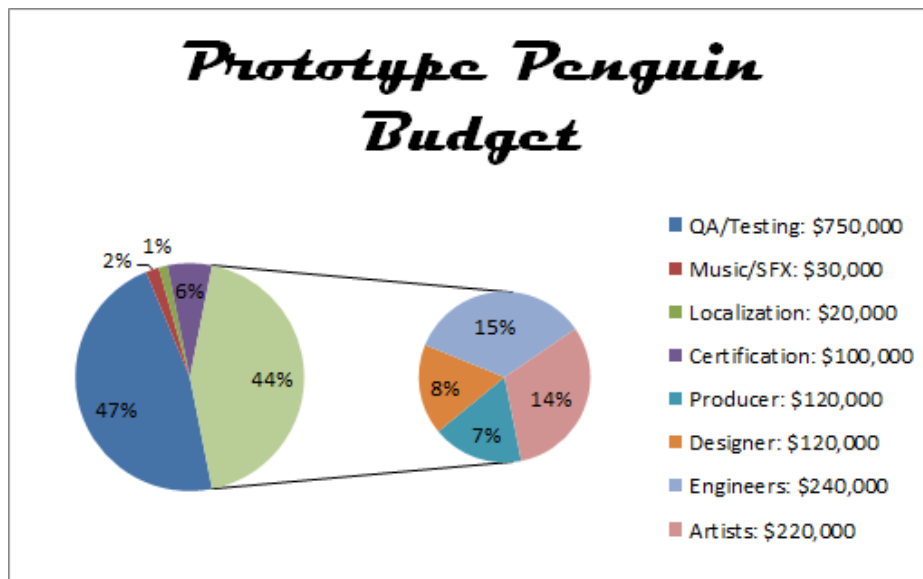
The breakdown of our budget has 44% going to the staff of six in our studio, and 56% going to various outsourced tasks.

OUR STAFF CONSISTS OF:

1. Producer, at a cost of \$10,000/mo for 12 months
2. Designer, at a cost of \$10,000/mo for 12 months
3. Two Engineers, at a cost of \$10,000/mo for 12 months, each
4. Two Artists, at a cost of \$10,000/mo for 11 months, each

OUR OUTSOURCED COSTS CONSIST OF:

1. Quality Assurance/Game Testing, at a cost of \$750,000 as we intend to launch on several platforms. The initial platforms of Nintendo 3DS and the major console systems take a minority of this budget, compared to testing on the variety of hardware for a Steam launch of a Windows 7 / 8-compatible game.
2. Certification, at a cost of \$100,000 for our initial platforms.
3. Music and Sound Effects, at a cost of \$30,000 for a light and fun background environment.
4. Localization, at a cost of \$10,000 as we expect to have less than 500 words of text and dialog for the entire game that needs to be translated. Additionally, that material for translation does not need to fit into set spaces, keeping those expenses at a minimum.



MONETIZATION

SUMMARY

- Target Audience: Teens (10-17 years old) and their parents.
 - Premium purchase with DLC
-

IN-DEPTH

The primary audience demographic for Prototype Penguin has a built-in difficulty, that children and teens do not directly control their expenses. This is directly related to the secondary audience, in that most parents of 10-17 year olds are themselves from the generation that grew up on platformer games such as Donkey Kong, Sonic the Hedgehog, and Bubble Bobble, which has many similar mechanics to Prototype Penguin.

This game is intended for a direct premium release, available from the downloadable stores for 3DS and all three current generation consoles, Xbox One, PS4 and Wii U. Following testing for the available range of PC hardware, it can then be released on Steam.

After the full release, Prototype Penguin can be followed by downloadable content that adds further levels, each with a new block or bubble to fire. Additionally, based on the success of the game and popularity of the characters, further merchandizing is possible. Plush dolls and toy figures of Proto, Boffin and other characters can be made. Block sets would allow fans to physically built settings like the puzzles from the game. Clothes with characters and artwork from the game, ranging from t-shirts to caps to Proto onesies could be offered.

If the growth of the Prototype Penguin intellectual property is successful enough, spin-offs products are entirely feasible. Direct sequel games can be written, as can similar games designed for other systems. While platformer mechanics can be difficult to duplicate on mobile devices, other adventure-style games could be developed with the same characters and art style. Animated movies and TV shows have been produced from other successful video games, and the characters seem to lend themselves easily to those markets.

OVERVIEW

The UI uses a combination of Meta and Spatial elements during the primary gameplay experience. These elements inform the player about how many projectiles they currently have active, the size of the projectile, which direction the projectile will fire, and which projectile will be destroyed by the undo function and by firing a fourth shot.

BREAKDOWN

PRIMARY GAMEPLAY EXPERIENCE

- Bubble count indicator
- Three lights on top of the bubble gun indicate how many bubbles are currently active.
- Bubble Size indicator
- A dotted line circle forms when firing to show the size of bubble that will be fired.
- Aiming direction
- A dotted line ending in an arrow illustrates the direction the bubble will be fired.
- Mockup



SECONDARY GAMEPLAY EXPERIENCE

- Bubble switcher
- Bubbles used
- Timer
-

PRIMARY LEVEL-END EXPERIENCE

- Bubbles used
- Time to completion
- Deaths



SECONDARY LEVEL-END EXPERIENCE

Confetti and Dancing Penguin

UI RESTRICTIONS

Platform	Primary Experience		Secondary Experience	
Nintendo 3DS	400 x 240	3.53" / 4.88"	320 x 240	3.02" /4.18"
Nintendo Wii U	1920 x 1080	>10"	854 x 480	6.2"
Xbox One	1920 x 1080	>10"	1920 x 1080	4 - 12"
Other	1920 x 1080	>10"	N/A	N/A

CONCEPT ART

