High Concept

- Enter a world where all is not what it seems; where even your own thoughts defy reality… a world where a simple act can make all the difference; where the course of history can be forever altered. Join two unlikely allies on a quest to uncover the truth and prevent the destruction of two not so different worlds. Two worlds... One reality…

Premise

- When reality is not what it seems and what it seems is not reality... when your dreams mask the life you once knew... what will you do?

Game Design

- Adaptive branching script
- In-game first person cutscenes
- Characters
  - Rick Connolly
  - Jack Fowler
  - Michael
- Choices -> Special abilities

Game Design

- Inventory
  - Weapons
  - Armor
  - Gadgets
- Enemies
- Key Features
  - Choices
  - Nightmares
  - Powers

Game Design

- Hours of gameplay
- Save locations
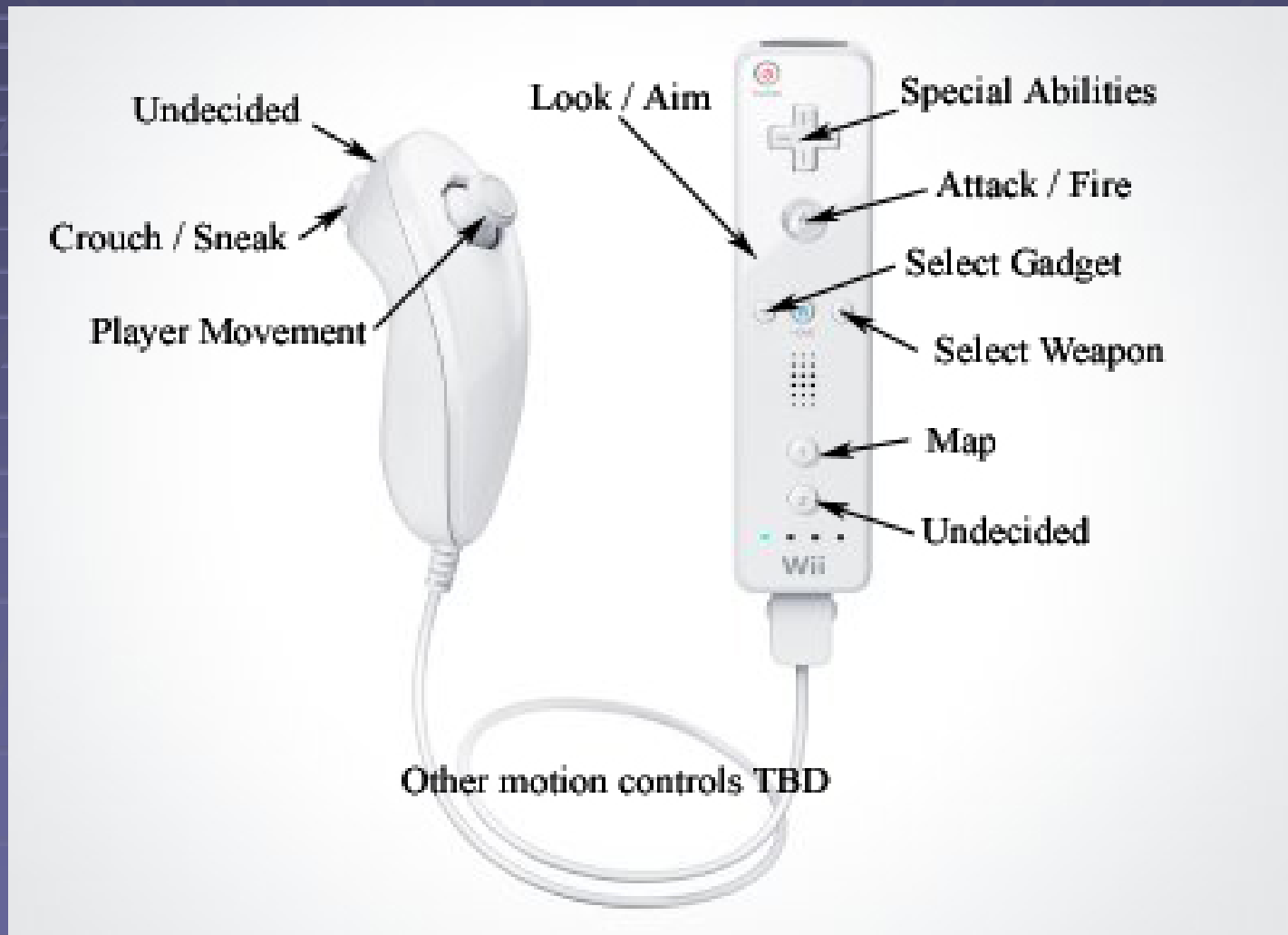- Checkpoints
- Ramping difficulty

Interface Design

- Blending
- Oscilloscope "Health"
- Weapon/Gadget Brain
  - Thought bubble selection
- Radar / Minimap

Interface Design

Interface Design

Technical Design

- Engine - Jupiter EX
  - Havok Physics
- Artificial Intelligence
  - Adaptable
- Ragdoll Physics
- Client / Server
- PunkBuster
- Alienbrain

Technical Design

- Target Platform – Nintendo Wii
  - CPU: PowerPC-based "Broadway" processor, made with a 90 nm SOI CMOS process, clocked at 729 MHz, maximum bandwidth:1.9gbyte/sec
  - GPU: ATI "Hollywood" GPU made with a 90 nm CMOS process, clocked at 243 MHz
  - 88 MB main memory (24 MB "internal" 1T-SRAM integrated into graphics package, 64 MB "external" GDDR3 SDRAM – 4gbyte/sec)
  - 480p (PAL/NTSC), 480i (NTSC) or 576i (PAL/SECAM), standard 4:3 and 16:9 anamorphic widescreen

Art Style

- Dreamscape - Best

Art Style

- Dreamscape - Nightmare

Art Style

- The Real World

Sound Design

- Feedback and Hints
  - Nearby enemy
  - Hurting an enemy
  - Setting off a trap
  - Directions
- Music
  - Soft, gentle
  - Fast, dramatic
  - Mysterious

Budget and Staffing

Project Budget

Labor			Unit Cost	Concept Jan-08	Feb-08	Mar-08	Preproduction Apr-08	May-08	Jun-08	Jul-08	Aug-08	Production Sep-08	Oct-08	Nov-08	Dec-08
Producer		$69,000	$5,750	1	1	1	1	1	1	1	1	1	1	1	1
Associate Producers		$74,130	$3,530	1	1	1	2	2	2	2	2	2	2	2	2
Assistant Producers		$9,700	$2,425									1	1	1	1
Design Director		$65,736	$5,478	1	1	1	1	1	1	1	1	1	1	1	1
Level Designers		$148,444	$4,366	1	1	1	3	3	3	3	3	4	4	4	4
Writers		$39,294	$4,366				1	1	1	1	1	1	1	1	1
Technical Director		$75,780	$6,315	1	1	1	1	1	1	1	1	1	1	1	1
Tools Programmer		$99,990	$4,545	1	1	1	3	3	3	3	3	1	1	1	1
Network Programmer		$40,905	$4,545				1	1	1	1	1	1	1	1	1
AI Programmer		$18,180	$4,545									1	1	1	1
Art Programmer		$36,360	$4,545									2	2	2	2
Audio Programmer		$36,360	$4,545									2	2	2	2
Art Director		$62,784	$5,232	1	1	1	1	1	1	1	1	1	1	1	1
Artist		$247,080	$4,260	2	2	2	4	4	4	4	4	8	8	8	8
Modelers		$105,690	$4,065				2	2	2	2	2	4	4	4	4
Animators		$102,250	$4,090				1	1	1	1	1	5	5	5	5
Audio Director		$55,680	$4,640	1	1	1	1	1	1	1	1	1	1	1	1
Sound Designers		$34,290	$3,810				1	1	1	1	1	1	1	1	1
Composers		$15,240	$3,810									1	1	1	1
Quality Assurance Director		$28,620	$3,180				1	1	1	1	1	1	1	1	1
Q/A Testers		$11,800	$1,475									2	2	2	2
Gameplay Testers		$5,900	$1,475									1	1	1	1
Total Salaries	**$1,383,213**		**Headcount**	10	10	10	24	24	24	24	24	43	43	43	43

Employment Taxes & Benefits	$461,071
General & Administrative	$207,482
Travel & Entertainment	$21,440
Furniture & Equipment	$207,482
Software	$44,263
Media	$2,766
Shipping	$5,533
Insurance	$27,664
Licenses	$41,496
Contract Services	
Story & Script	$82,993
Voice Recording	$55,329
Cinematics	$276,643
Music & SFX	$152,153
Motion Capture	$27,664
Total Contract Services	**$594,782**
Total Budget	**$2,997,192**

Financial Analysis

Retail Price		$49.99			
Average Wholesale Price		$32.00			
Hardware Manufacturer's License		($7.00)			
COGs		($2.75)			
Distribution Fees		($0.50)			
Net Revenue per Unit		$21.75			
Units Sold		100,000	500,000	1,000,000	2,000,000
Gross Receipts		$2,175,000	$10,875,000	$21,750,000	$43,500,000
Development Costs		($2,997,192)	($2,997,192)	($2,997,192)	($2,997,192)
Return Reserves	10%	($217,500)	($1,087,500)	($2,175,000)	($4,350,000)
Net Receipts		($1,039,692)	$6,790,308	$16,577,808	$36,152,808
Developer Royalties Net of Advances	12%	$0	($814,837)	($1,989,337)	($4,338,337)
Marketing		($300,000)	($1,500,000)	($3,000,000)	($6,000,000)
MDF, Commissions	5%	($108,750)	($543,750)	($1,087,500)	($2,175,000)
Net Revenue		($1,448,442)	$3,931,721	$10,500,971	$23,639,471
Return on Investment		-66.6%	36.2%	48.3%	54.3%
Break-Even		178,347	256,376	349,322	535,213

Risks and Contingencies

- Data Storage Failure
  - Daily and Weekly Backups
- Equipment Failure
  - Loaned Replacements
- Destruction of Office
  - Temporary Office
  - Replacement Equipment
- Theft
  - Encryption and Limited Access

Questions

- You have just gained the ancient power of asking questions. You may now use this power to slay the evil thought processes inside your head.