



PUFFY

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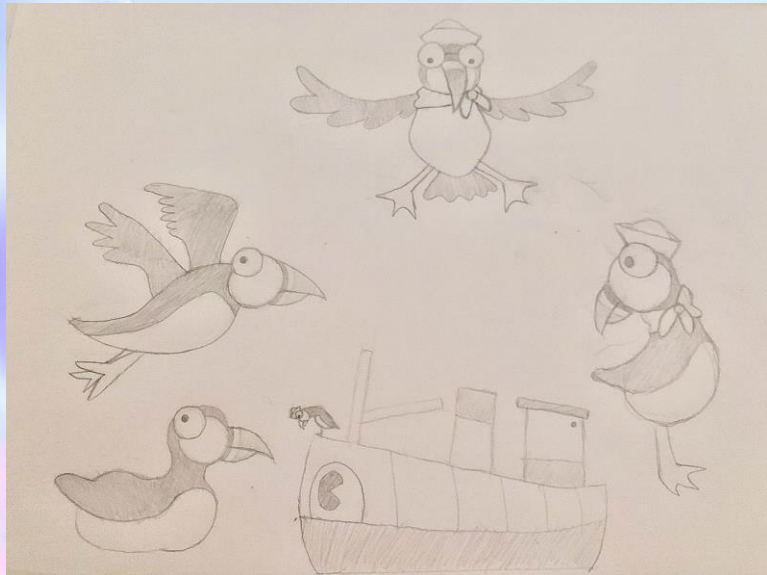
**Summary**

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# INTRODUCTION

- Hello, and welcome to our brief PowerPoint regarding the Puffy McPuffer pitch. Before we start, allow us to introduce ourselves and what roles we serve for our team:
- Our team consists of 1 artist (Laura Roberts), 2 designers (Kyle Hoey and Shannon McLure) and 3 software developers (Dylan Yuen, Ewan Clark and Jack Logan)



# Market Research

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## Target Audience and Age Rating

This game will be designed for children aged 4-7, It will be suitable for young children ensuring that it is both educational and entertaining with the use of bright colours and engaging content.

## Genre – Features of the game

Some games will be an interactive adventure while others with focus more on the puzzle-solving elements. Players will navigate Puffy McPuffer through the Scottish canals and may encounter fun challenges that encourage critical thinking and decision-making, while still being designed to be simple and enjoyable for children.

## Game Length

Each section of the game will last around 1-3 minutes, making it suitable for the attention span of young children. This duration allows kids to stay engaged and enjoy the experience of the game without feeling too overwhelmed.

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# Market Research – Making it Suitable for Target Audience

## Engagement for children:

Use Bright colours and cute characters to keep kids interested, along with rewards encouraging children to want to keep playing.

## Controls:

Design simple controls and provide clear instructions so players understand how to play the game without it becoming too overwhelming, using visuals or audio for guidance.

## Educational value:

Include some elements that teach basic problem solving, navigational skills and facts about the Scottish canals. By focusing on these areas, the game will not only entertain children but also offer valuable learning experiences for all players.

# CONCEPT 1:

## POINT & CLICK ADVENTURE



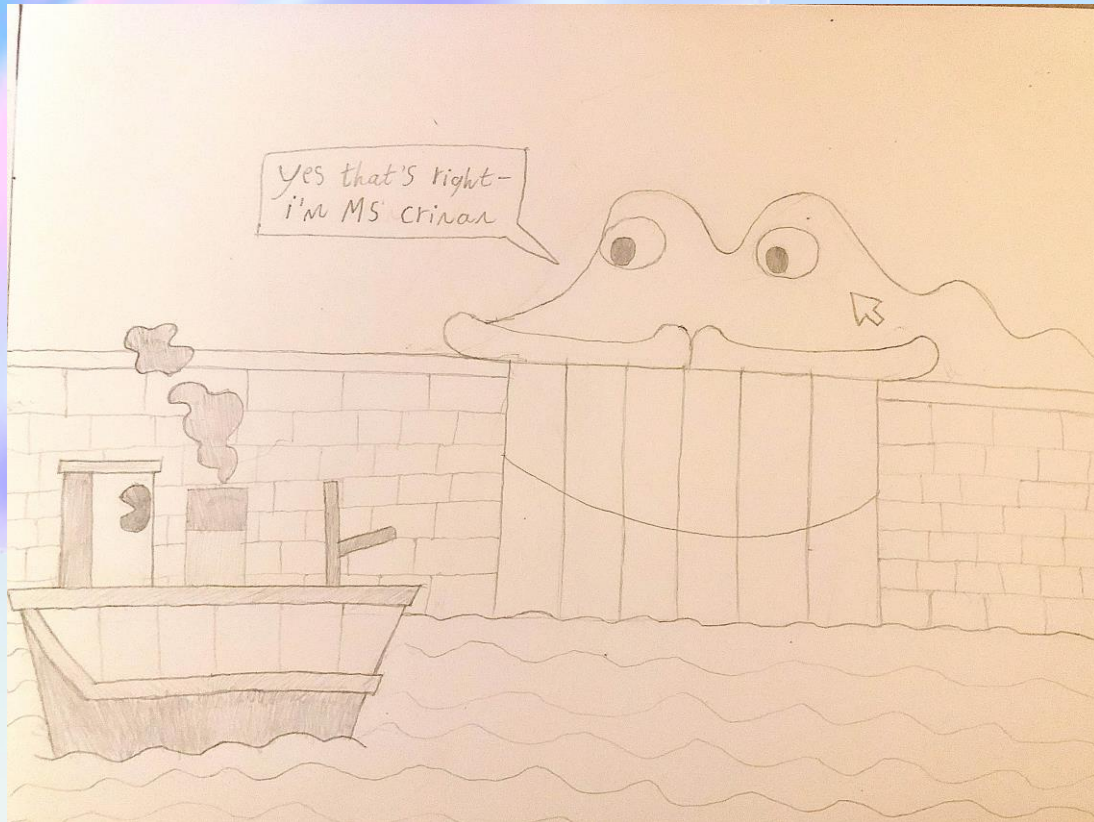
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A Point and Click Adventure style game is self-explanatory mechanic wise – using a pointer, you can hover over whatever you wish to interact with, then click!

A game in this style would optimally fit the target demographic due to:

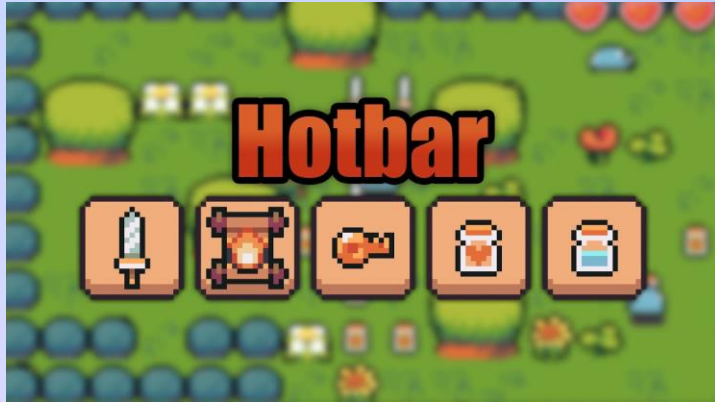
- Simple to understand gameplay/user friendly
- Can lead to a more narrative based game with a richer story
- Focusing heavily on interactions can provide a memorable experience

# CONCEPT 1:



- Our Idea would incorporate 2D side scrolling mechanics (with basic left and right movement)
- Interactable elements could include clicking on a canal lock, with dialogue to follow, or perhaps clicking a darker patch of the water, to see fish leap out
- Locations would be based off canals from brief
- Further progression may be obstructed by canals, with requirements to be met based on the canal's request
- Items can be found around the map, which can be picked up into an inventory, where they can be used to meet certain conditions for further game progression

# MOOD BOARD



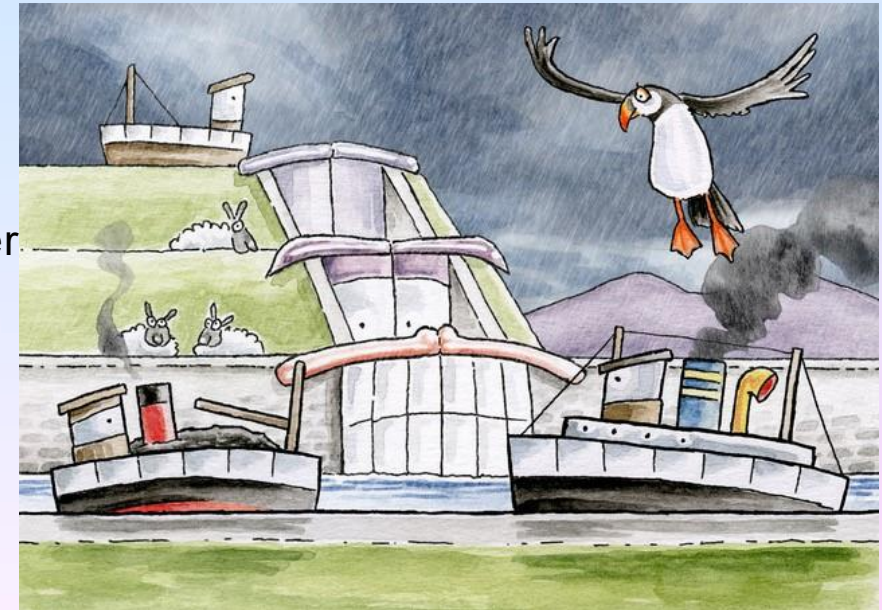
Highlighting the items could allow for ease of location for the younger players



When items are collected you could incorporate sounds/face the screen for effect



Level select screen could incorporate the multiple locations over a map of Scotland



# CONCEPT 1: SCOPE AND RISK

## Scope:

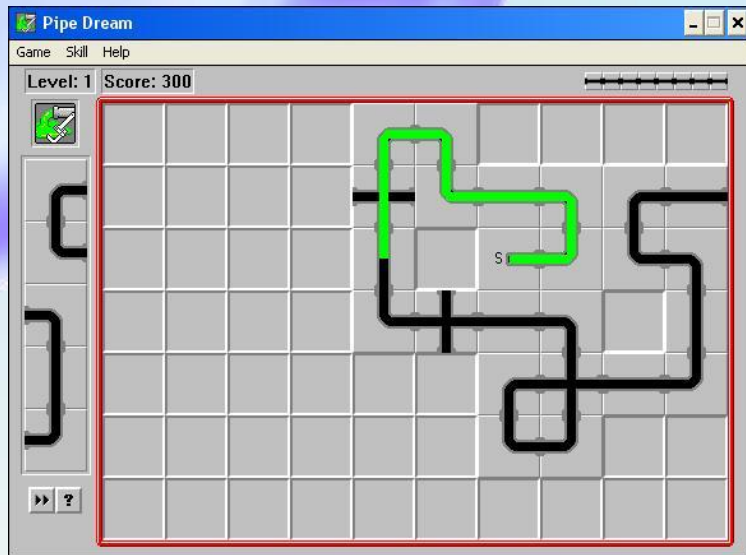
- 3 levels featuring high levels of interaction each
- A rich narrative based educational story
- Easy to understand mechanics to pick up and play
- An inventory system to encourage exploration

## Risk

- Aspect of guessing the designer's logic (for the player)
  - Pixel hunting/finding hidden objects in background
  - Can end up unchallenging therefore unengaging
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# CONCEPT 2:

## *Pipe Mania!!*



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Pipe Mania is a '89 game originally for the Amiga where you need to direct 'ooze' through X number of pipes getting score for each

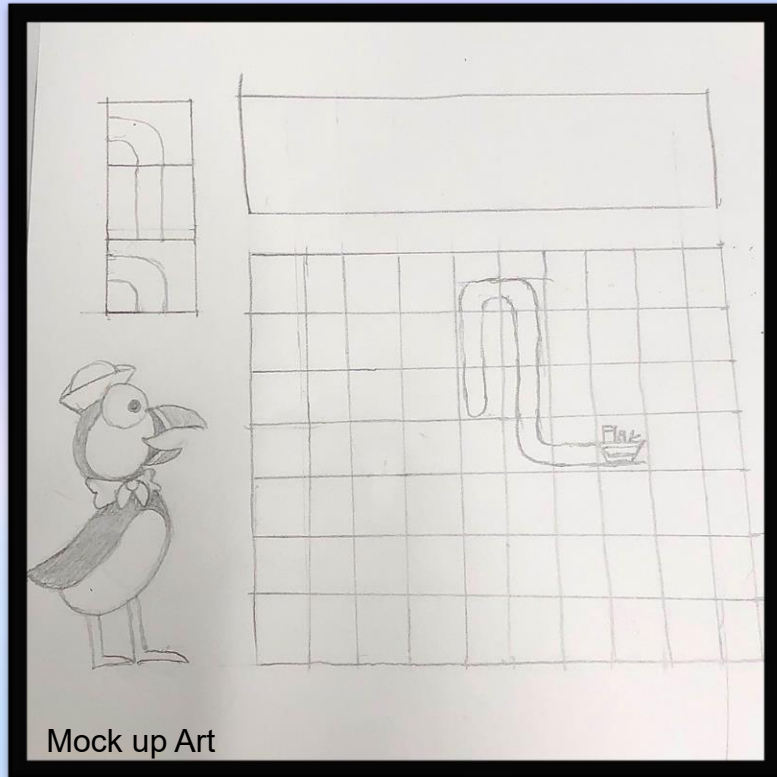
Sometimes the board will have pre-placed tiles, some to block you and others for extra points

Depending on the game mode the board will be empty, and you place pipes down yourself.

Another you swap preplaced pipes and another you rotate them.

As you can see this game play is very versatile and very simply to understand

# Pipe Mania!!



The idea we had was to make the pipes into canals, and the head of the 'ooze' Puffy leaving a wake behind them in canals

The gameplay is very easy to understand which is great for kids and suits web games incredibly well

It's very low on art which is good for only having the one artist  
Though this may leave the game looking a little plain

The only downsides being that the gameplay isn't too engaging – though when it is for people it *\*really\** is – quite like solitaire or minesweeper and that there's not much room for learning which seems to be a core part of your IP



# CONCEPT 2: SCOPE AND RISK

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Scope:

- 10 Levels (easily expandable)
- Puffy follows the path the player makes
- 6+ tiles shapes
- Score system for the canals
- "random" sequence of tiles (random bag)

Risk

- Might end up getting plain
  - Hard to make educational
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# CONCEPT 3: PHOTOGRAPHY RAIL SHOOTER



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- A first-person Photography game, where you take photos from Puffy of important locations and landmarks on Puffy's Journey.
  - Goal is to gain the highest score possible by taking the best photos before you reach the end of the level.
  - Want the player to really feel that the canals are alive, feel like they are on a journey with Puffy across these canals.
  - When photos are revisited, learn about what they've captured in photos.
  - USP: Casual and Memorable Experience, learning about the local area
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# CONCEPT 3: MECHANICS

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- Limited player movement (On rails, Always moving forward, option of speeding up or slowing down briefly)
  - Basic 3D Camera Movement (Full 360)
  - Take Photos of Landmarks, passing boats and hidden puffins throughout the canal to gain Score. Bonus if they are centered.
  - Reticle responds when a photo opportunity is present (changes colour, size, sound)
  - Score is totaled at the end of the canal, using the best photo from each object. If the score requirement is met, then player beats level.

# MOOD BOARD

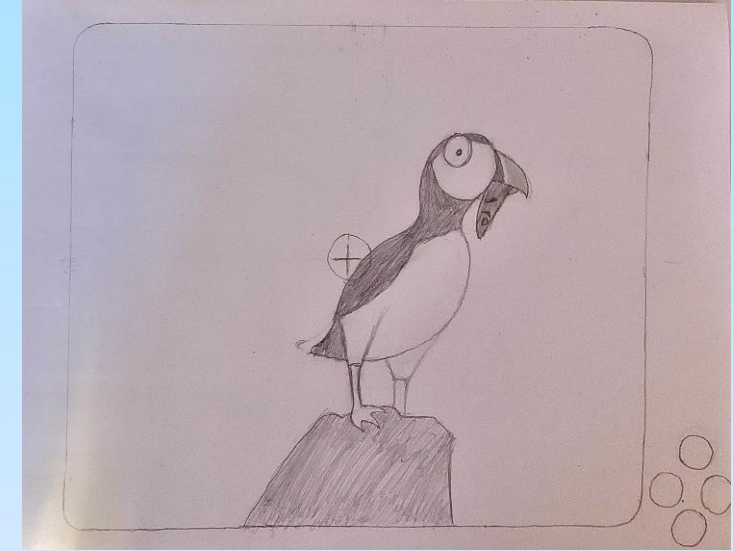


Scrap Book level select, each level being a picture the Canal or a landmark.



Fun, bright and cartoony.

Using actual landmarks in the game



First Person



2.5D Billboard Artsyle (2D assets in a 3D Environment)





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# CONCEPT 3: SCOPE AND RISK

## Scope:

- Camera Movement, Player speed up and slow down.
- Photo Taking
- Scrapbook as level select
- Gallery to view photos taken, with info on photo subjects
- Level Based on Forth and Clyde Canal leading to The Falkirk Wheel.

## Risk

- High art demand, less content
  - Keep it engaging while keeping the pace.
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# SUMMARY

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The group have developed 3 concepts to answer the client's brief.

- Point and click: easy to understand gameplay, interactive objects and cute characters that play sound effects and animations when clicked.
- Pipe mania: Low on art, fun and simple puzzle game.
- Pokemon snap: First person game where you take pictures of landmarks and hidden puffins. High art demand.

THANK YOU

