

# Executive Summary – EARTH 3018 By James Rodger

## Elevator Pitch

Earth 3018 is an apocalyptic adventure game set in the year 3018 based on an earth that is like nothing before, a global fallout with nobody on the planet. Or so it may seem.

## Target Platforms & Audience

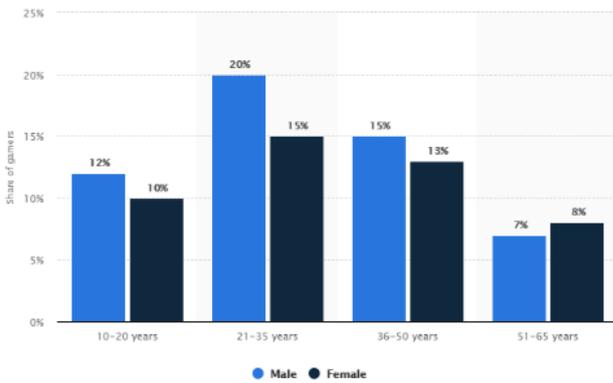
My game will be released on the following platforms: PC, PS4 and Xbox. The primary platform will be Playstation who will have exclusive rights. This would be for content that would be released such as DLC items, Playstation would get early access. Furthermore, the six axis motion sensing system within the controller which includes a three axis gyroscope and a three axis accelerometer, would be able to be used within the game in order to complete certain actions.

As of current there is a wide variety of different PS4 games as new ones are coming out. The top 10 games of 2018 so far include, Wolfenstein II: The New Colossus, Bloodborne, God Of War, Overwatch, Titanfall 2, The Witcher 3: Wild Hunt, Metal Gear Solid V: The Phantom Pain, Fallout 4, Uncharted 4: A Thief's End. There is a wide variety of different genres due to the most common type of gamer being a core gamer. This is because in the modern age people have a variety of interests and want to play a different genre of games. Specifically a core gamer will be very passionate about games and put lots of time in to them, however enjoy different experiences.

My target audience will be core gamers aged 16-35. This is because I feel my game is best suited for this and alongside this there is a wide amount of the total games market within this specific audience. As evident on the graph the largest sector within the male and female population was 21-35 years old, and in regards to the types of gamers lots of these age ranges are core gamers. It is seen as 70% of core gamers are men. They spend a rather long time gaming and often play on their platform at least 5 days a week.



One read over women on console and PC.



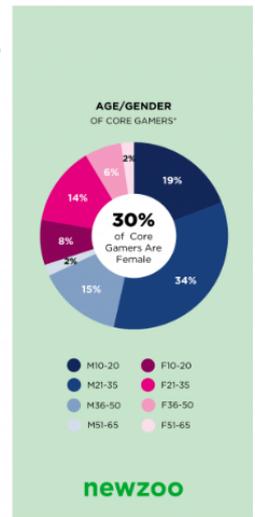
## PLAYING & PAYING | CORE GAMERS\*

PLAY FREQUENCY SIMILAR ACROSS GENDERS, BUT MEN SPEND MORE | 2017

		PLAYERS PER SEGMENT	PLAYS 5+ DAYS A WEEK	PAYERS PER SEGMENT
Mobile	♀	86%	37%	32%
	♂	80%	32%	48%
Console	♀	73%	22%	50%
	♂	78%	23%	64%
PC	♀	83%	31%	39%
	♂	85%	36%	57%

Based on agreement with the following statement: Gaming is an important part of my life and I spend a large amount of my spare time gaming. I enjoy immersive action-packed games the most, and like to play online against or with others.

Research among the online population aged 10-65 in 13 countries  
Source: © Copyright Newzoo 2017 | Consumer Insights Gamers



I have ensured my game meets the needs of my audience by ensuring that I kept my ideas within the the line of genre of narrative adventure.

The types of games that will be competing with mine are, God of War, Red Dead Redemption 2, Sea of Thieves, A Way Out. They are all upcoming Adventure games in 2018 and although some are not specifically narrative adventure I would hope that Earth 3018 would fit in with these style of games.

### Gameplay Walkthrough

The gameplay itself will begin in a field in Washington DC in 3018. The main character will wake up on earth in the year 3018. He will soon realise he is in a fallout and there has been a zombie apocalypse. The game starts off with this character on the outskirts exploring the town and really focuses on setting the scene for the rest of the story. He will be finding new items along the way and will face several puzzles along the way. An example of this will be once the player has found a lock pick, to get access to certain rooms such as a petrol station where they will be able to find more items, they will have to use the controller to press a combination of buttons along with using the motion within the controller to actually complete the combination. Throughout the game there will be several 'panic frames' this is an unexpected event where the character will enter a building and a zombie will appear on their screen. The controller will repeatedly vibrate and the player will be required to press a combination of buttons and rotate the controller in attempt to get the zombie off them or the zombie will kill them and the game will automatically go back to the last checkpoint.

As the game continues a mobile phone will be found which significantly mixes up the game. Once the player has found it, they will have access to the internet (which is globally free in 3018) and then the main outcome of the game will become clear. The main playable character will find the last woman alive via using the phone and undergo conversations with her which the player can make choices which determine the outcome. The main character will continue on the journey through Washington encountering several issues as he goes. One being he must find a battery for the phone because it gets destroyed by a zombie, therefore he must find a replacement so he can reach his end goal.

## **Features**

Some of the key features within the game that I expect it stand out are the use of motion within the controller in order to complete certain puzzles. Players will be rewarded by the objects they find within the game and how they assist them on their own journey through this earth. I wanted to create an effect that each player can carve its own journey through the game therefore make it somewhat open and allow players to make lots of the choices so they can play the game how they want.

This brings me to the unique selling points of my game. The main focus of this is to give the player an immersive experience in a world that they can really make their own by exploring and interacting with how they wish. It will be set in 3018 which gave me a blank canvas to work with and I could create an experience like no other because nobody knows what the earth will be like. I combined this with the idea of a classic zombie apocalypse to come up with a game like no other, Earth 3018.

DESIGN YOUR OWN NEW GAME

Name of my new game:

Earth 3018

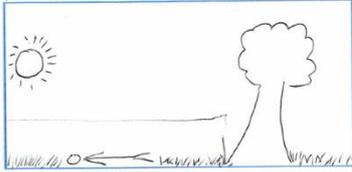
My Name: James Rodger

Game genre: Adventure Survival

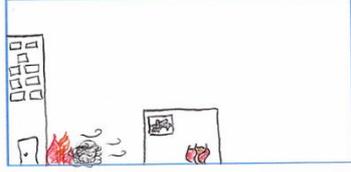
Storyline:

man wakes up to an earth that was hit by a zombie apocalypse, realises the rest of humanity moved to Mars and he must find the last woman alive in Washington

Storyboard the Key Scene/Stage Designs (use the blue (larger) boxes to draw the scene and the black (smaller) boxes to describe what is going on in the scene- including sound/speech/timings/actions, etc)



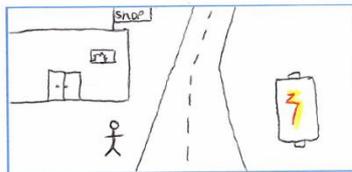
Man wakes up in a field in the year 3018 on Earth, and realises that the planet has been abandoned



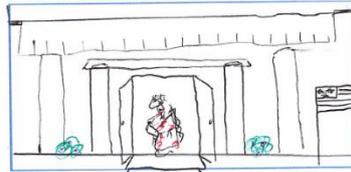
starts to explore the city, finds out there has been a zombie apocalypse



finds a mobile phone and realises he must connect with the other last human who hasn't left earth



He runs into zombies when he must head into a shop in order to find a new battery



As he enters the white house looking for the last woman alive, he sees the final zombie horde



The final scene shows both characters leaving Washington to start a new life