

## Concept sketch

Aspect ratio →

9:16 10:16 2:3 3:4 4:5 ↖ Portrait ↗ 1:1 ↖ Landscape ↗ 5:4 4:3 3:2 16:10 16:9

**Name** I know, this is always hard...

**Unique selling point** What feature is unique to THIS game?

**Unique selling point** Make some research for similar games

**Unique selling point** 'Unique' is the key to selling your game

**Goal + Description** How would you describe this game to a friend?

**Theme + Mood** Where are we? (world, events, characters...)

**Core mechanics** What 'rules' are most important for this game? (movement, health, exp...)

**Progression + Flow** How does this game engage the player? (levels, history, new content...)

**Aesthetic** How does this game look-and-feel like? (graphics, 2D/3D, music, sound, enviroment...)

**Controls** How does the player interact with the game? (sketch)