Five Minutes
To Pitch the High Concept of Your
Video Game Design Document

What does the term "high concept" mean in the film business? It's simply a term used to describe a script or a film that a person can easily understand after hearing just a few words. Robin U. Russin and William Downs define "high concept" in their book *Screenplay: Writing the Picture* as "a movie's premise or storyline that is easily reduced to a simple and appealing one liner."

Talk About…

- What's the game title?
- Basic Premise
    - Give One Sentence Description
    - Give Two Sentence Description
    - Give Paragraph Description
- Gameplay
    - How does the player play the game?
    - Why is that fun?
- Technical
    - Platform
    - Genre
    - Target Audience
- Tilt

    - What makes it new and different?
    - Why should we care?
    - What makes it exciting?