

On The Run

Project Proposal

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Meet the Team

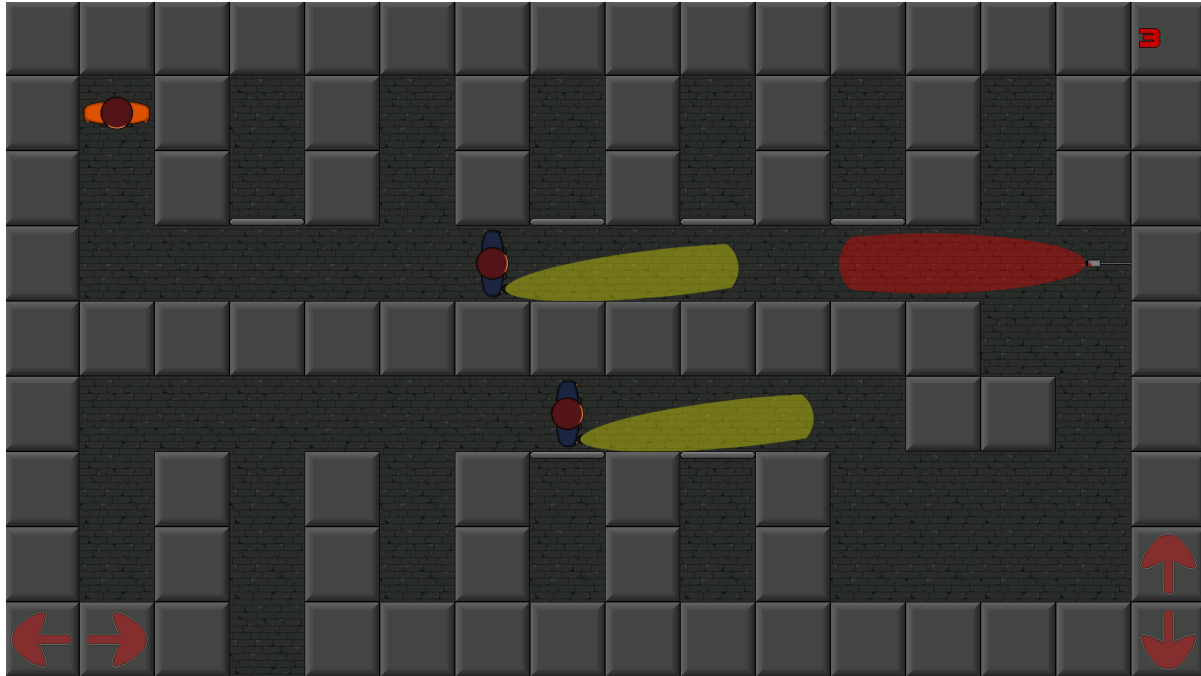
Kalle Kareinen - Enemy logic, scaling

Tatu Huttunen - Level generation, animations

Arttu Tolvanen - Enemy logic, engine timing

Tuomas Kuusisto - Graphics, music

What is “*On the Run*”?



What is “*On the Run*”?

- Idea
 - A 2D stealth game from a top-down perspective
 - Escape from prison, avoiding your captors by staying out of their line of sight
 - You are unarmed, so your only choice is to hide behind walls and in other hidey-holes

What is “*On the Run*”?

- Inspiration
 - On the Run is a mix of traditional 2D games such as Bomberman and modern stealth games such as the Metal Gear Solid franchise
 - We chose breaking from prison as the setting because it has been proven to intrigue the masses in the realm of TV and movies, and it’s a fairly realistic scenario.

What is “*On the Run*”?

- What we have so far
 - 3 playable levels
 - 3 main enemy types
 - Dynamic level generation
 - Delta timing
 - Animated movement
 - Scaling for different resolutions
 - Background music

Who is it for?

- On The Run is made with Visual Studio 2012 using JavaScript.
- It works on every Windows 8 (and 8.1) device including tablets, laptops and desktop PCs.
- For tablets we created touch controls in the corners

Who is it for?

- All kinds of resolutions and aspect ratios are available because of scaling
 - Doesn't matter if you have an old video projector to play the game 1024x768 or a screen that is 1080p.
 - Game “board” width is always 16 blocks and its height is 9 blocks

Monetization

- We plan to release the first three levels as a free trial version of the game
- The rest of the content will be accessible by buying map packs including 3 new levels, priced at 0.99€
- In addition to map packs, we could release new game modes as downloadable content

Monetization

- To entice consumers into buying DLC, we need addicting, competitive features
 - The game keeps track of how long it takes for you to clear each level; we could have global leaderboards for clear times
 - Procedurally generated levels: an endless gameplay mode, where you're competing for who can clear the most levels before being caught

Monetization

- To reach more audience we plan to have competitions.
 - Based on fastest clearing times and/or least deaths
 - Randomly selected winners from people that have re-tweeted our advertising tweets and shared our Facebook status updates
 - More audience = More money