DEATH WISH

[1931]

Viral Light Interactive
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High Concept

Death Wish – 1931 is a survival action RPG set in 1931 with the onset of the great depression. The Player plays a formerly wealthy member of a rich Italian family, which has targeted the Player for extermination. Left for dead, framed for the murder of your family and hunted by the mob, the Player is transported back to 1931 and with only his/her hands and wits to survive. In a land where mob rule is the only law. The Player must learn to be resourceful, scrounge and conserve valuable resources like food, tradeable goods and ammunition. The Player will have to fight to survive in a harsh environment, where if the land doesn’t kill you – the mob will. Shooting, trading, or sneaking his/her way back to his/hers towards rightful vengeance - to vindicate your name, avenge your family and bring justice to the land.

Premise and story synopsis

Dante is a consigliere for the Italian mafia family, the Moretti's during the early 1930's prohibition in Chicago. From complications of his wife finding out too much about his occupation, the godfather of the family, Renaldo Moretti, sends two of his thugs out with Dante to have him killed to ensure nothing is traced back to his name.

After the two thugs shoot Dante on a barren road and leave him to bleed to death, a farmer stumbles upon his looted body. The farmer takes him back home and heals him back to health. Not knowing Dante was a part of the mafia due to his lack of symbolic attire and wallet, he sends him out on his way. Dante then swears to seek revenge on Renaldo and the entire Moretti family. Not knowing where he is, Dante walks to the nearest town gathering essential items and tools for his survival against anything from thieves to tray wolves to even soldiers of the Moretti family.

Upon arrival of the town Beecher, the player must talk with the people in the village to find money and weapons and work his way North into Chicago via many other small villages to take down the Moretti's by either joining up with the family’s rivalling family, the Corelli's and plan an attack, or join in with the police force and planning a bust. Upon entering Chicago, the player makes his way back to his apartment only to find out that his wife and family have been massacred, thus fuelling his thirst for revenge even more.
Unique Selling Points (USPs)
- Set in a fresh and well known era, the great depression.
- Multiple endings depending on character development.
- 1st and 3rd person perspective game play for ease of play and style.
- Branching and supporting side quests for depth of play.
- Diverse Ways to improve and further your character.
- Choose your own alliances, make your own enemies.
- Utilize your surroundings... find uncommon uses for ordinary things!
- There are many ways, right or wrong, to rebuild your empire. You choose.
- Cause and effect... what you do now will impact what happens later.

Game Features
- Epic Atmosphere
- Stylised world and events
- Survival gameplay with item management and development.

Genre of Game
- Survival Action Role Playing Game

Target Platform
Our primary target platforms are the Playstation 3, Xbox 360 and PC. Our two console choices are based on their available technology, their popularity and the success stories of similar genre games launched on their precursor systems (Ex. Resident Evil 4, Devil May Cry series, etc). PC, similarly, has had success with such games as Deus Ex and S.T.A.L.K.E.R.

Next-generation consoles and high performance PCs are subject to accommodate the level of freedom and detail required of this game project. Not only will this procedure permit complex AI and superior branching gameplay methods, it also ensures up-to-date knowledge and expertise with the latest tools and technology, allowing us to stay competitive.

All aforementioned platforms have proven themselves in terms of their userbases, particularly regarding our targeted teen to adult audience. The trend, now representing such games as Devil May Cry 4, Deus Ex 3, Silent Hill 5 and Ninja Gaiden 2, prove that action-adventure and survival games are still going strong. And as the gap between console and PC gaming closes (keyboards, online, hard drives, etc.), there's still reason to continue and support both platforms.

Target Customer
- Ages, 16 – 32
- Violence, Strong Language, Moderate Difficulty.
## Competitive Analysis

**Competitive Analysis:**
A look at the look-alike games in the survival/action-adventure genre.

<table>
<thead>
<tr>
<th>Death Wish -1931 (PC, Xbox360, PS3)</th>
<th>Lost: Via Domus (PC, Xbox360, PS3)</th>
<th>Dead Island (PC)</th>
<th>Ninja Gaiden 2 (Xbox360)</th>
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<tbody>
<tr>
<td>During the 1930's prohibition, you are a consigliere in a mafia family. After the family through you out and attempted to kill you, you set out to seek revenge in various ways.</td>
<td>Based on the hit TV show, Lost, Ubisoft brings a game in the survival action adventure vein. As newbie survivor Elliot, you must follow the cast on their ventures while all the while battling amnesia.</td>
<td>In Techland's open-ended survival game, you the protagonist must venture across an island of the undead to save your wife. Though labelled a FPS, there is a great emphasis on melee and survival.</td>
<td>A Tecmo staple, Ninja Gaiden stars Ninja Ryu Hayabusa as he once again infiltrates the strongholds of his foes and assassinates them in this highly action-oriented adventure game.</td>
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### PROS

- **Death Wish -1931**
  - Non-linear, expansive gameplay.
  - New, original genre
  - Easily distinguishable era
  - Multiple different endings

- **Lost: Via Domus**
  - Based on a successful and recognized license.
  - Visually impressive (lighting, shadows, environment).
  - Has a reputed company name behind it.
  - License-accurate.

- **Dead Island**
  - Non-linear, expansive approach (many ways to play).
  - Unique gameplay elements (see below).
  - Diverse gameplay.
  - Highly interactive environments.

- **Ninja Gaiden 2**
  - Series proven successful in the action-adventure market.
  - High-profile developer.
  - Strong marketing & publicity (TGS, etc.).
  - Accommodates many different gamer skill levels.

### CONS

- **Death Wish -1931**
  - Gameplay may seem boring to some
  - Some may be offended by the theme of the game
  - Violence and language may also offend players

- **Lost: Via Domus**
  - Incurred licensing costs and limitations.
  - Already subject to development hell.
  - Longer the development time, the farther it falls behind the show.
  - Sparse game details.

- **Dead Island**
  - Unknown namebrand (market risk).
  - No established publisher.
  - A garden-variety story and scenario.
  - Strong competition in the 2008 horror-genre game market.

- **Ninja Gaiden 2**
  - More of the same.
  - Extreme gore, graphic violence and an adult ESRB rating will limit its audience scope.
  - Platform exclusivity leaves alternative platforms open for conquering.

### FEATURES

- **Death Wish -1931**
  - Multiple different story endings
  - Large list of items for inventory
  - Large zones for player exploration

- **Lost: Via Domus**
  - Locales and scenarios from earlier episodes in the series.
  - Voice acting provided by the show's cast.
  - Horror-esque problem solving and puzzles.
  - Trading, interacting with the other survivors.

- **Dead Island**
  - New Physics simulation system, provides diversity in how you may kill off your enemies.
  - Branching, choose your friends and your foes.
  - Use anything in your surroundings as weapons.
  - Non-linear gameplay.

- **Ninja Gaiden 2**
  - Sever your enemy's limbs with your weapon, they will change their actions accordingly.
  - Difficulty ranges.
  - Multiple weapons, switched on the fly.
  - Superior enemy AI will stalk and attack you wherever you may go.
Death Wish [1931] - A Survival Action-RPG

Team
Justin Kelly

- Project Lead, Producer, Design, Business CEO.

*Experience:*
  - Kills small babys in his sleep.

Kalan Fry

- 2D Art Development, Asset Manager, Graphical Consultant.

*Experience:*
  - Kills small babys in his sleep.

Robert Kirkwood


*Experience:*
  - Kills small babys in his sleep.

Ben Artimage

- Interface, 3D Art Asset Development, 3D Video Development

*Experience:*
  - Kills small babys in his sleep.

Dan Anello

- QA Lead, Bug tracking, Community manager, Project representative.

*Experience:*
  - Kills small babys in his sleep.
Collectable Machinery Parts - Some of the many collectable items that can be used to repair, augment or enhance objects in the world as well as the player.

A Top hat - outdated in this time, but one of the many articles of patchwork clothing.

A Door Key – One of the many quest linked items.

An Indoor Lamp – a decorative item for wealthier families. Sells well with traders and on the black market.

A Scythe – a farm implement and make shift defensive weapon.

A Utility Shovel – is a workhorse of construction and farming teams. The Shovel is useful as a makeshift club or spear, as well as utility roles.
[Right] In order from top to bottom:

**A Shadowy Figure** – One of the many NPC’s that the player will meet and interact with in the world.

**Farm** – One of the 5 major zones that creates the atmosphere and playable area of the game.
Risks

Design and development risks:
We believe there are little development and design risks. Our project however intensive it is, we believe is not an issue for our development team. We foresee perhaps a slight issue balancing the demands of the public and keeping the style of the 1930’s as well as supplying the action. We believe however we can strike a balance between realism and arcade while keeping true to the style of the times, without being to historically accurate. We do not believe a slight change on true events for game play sake; will impact the development of the game.

Technology risks:
There is some risk in regards to technological risks. Our aim is to use cutting edge technology and to push technological boundaries with our game. We have experience with older development platforms like the Unreal 2 engine, although we plan on utilizing the Unreal 3 development platform. With the technology being new there made me features and new assets unaware to our development team, leaning how to most effectively utilise these new assets may slow development slightly. It is not expected that the Unreal 3 engine will produce much difficulty to our quick learning development team.

Team risks:
Some members of our team have not worked together before and may have difficulty communicating with each other. With good management and proper techniques we do not believe this to be a issue.

Timeline:
We believe our timeline for 2.5 years will be adequate to develop this product.

Other risks?
As we are aiming for a more mature title our target audience may be too narrow which may limit our selling. Although our target audience is in the respectable buying age – 20 to 30 years old, where people have free money to spend.