

**Woodland Creatures
Design Pitch
by Ian Snyder**



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1. Concept overview

Enter a world that never sleeps!

Utilizing the iPhone's real-world clock, *Woodland Creatures* creates an addictive, unforgettable game where players live and socialize in a charming fantasy village where night and day mirror the real world. They start in a small hut with only a few furnishings, but can fish, hunt, work, and more to expand their homes into grand palaces.



→ Bite-size Gaming

The world of *Woodland Creatures* is perfect for exploring on the iPhone; since it is tied to real-world time, players are immersed in the game world by having different activities available at different times of day, as well as different days. Since most people carry their iPhones with them everywhere they go, they'll always be checking *Woodland Creatures* to see what new activities are in store for them!

→ Cute and Simple

Intuitive controls and bright, accessible visuals draw in the casual gamer. Simply touch where you want to go, tap what you want to pick up; if you know how to use an iPhone, you know how to play.

→ Collect and Socialize

With hundreds of items to furnish your home with, customizable clothing and accessories for your characters, and the ability to show it all off to your friends via the internet, *Woodland Creatures* offers a unique experience on the iPhone.

2. Game structure

The gameplay for *Woodland Creatures* is heavily influenced by the success of the *Animal Crossing* series, which has sold over 15 million units. However, there are virtually no similar games on the iPhone, a device that is actually more ideal for this type of game than the DS or Wii.

2.1. Gameplay flow

Since *Woodland Creatures* is a life simulation, it isn't structured in the same way as many other games. The fun of the game is that the players themselves get to choose what they want to do; focus on farming, hunting, expanding their homes, working to improve the community, or doing a little bit of all of these things. It will be very familiar for players of *Animal Crossing*, but in *Woodland Creatures* players are able to leave the confines of the village to explore the forest for foraging, hunting, collecting, and even fighting.

- **gameplay reference** : *Animal Crossing, The Sims*



2.2. Additional remarks

The only direct competition for *Woodland Creatures* on the iPhone is a game called *Astro Ranch*, but it has several problems, including poor controls and missing online features like item trading (a major feature of *Animal Crossing*). *Astro Ranch* is much more focused on farming only, whereas *Woodland Creatures* has many more activities to keep players engaged, like *Animal Crossing*.

2.3. Global objectives

The main objectives are to collect items to decorate your home with, as well as upgrading your home and buying accessories for your character.

2.4. Local objectives

There are no levels in the game; like *Animal Crossing*, you are enjoying living in the world of the game. Local objectives would be completing tasks for other villagers, like delivering wood to a villager in need.

3. Fake screenshots

Fishing



Chatting



Decorating



4. Accessibility and difficulty

Target audience

Casual gamers, geared toward females but there are many males that enjoy life sims, as well.

Game flow

The gameplay is very simple; by using the iPhone, the player knows how to play the game. There is a lot of text, but simply for villager interaction, and isn't necessary to enjoy the gameplay.

Fundamental gameplay will be introduced by having the player complete simple tasks, such as being given a flower to learn how to plant (selecting the flower from the inventory, then clicking where they want to plant it). Furnishings can be moved by pressing and dragging the furnishing; everything will be made to be this intuitive.

5. Control mapping

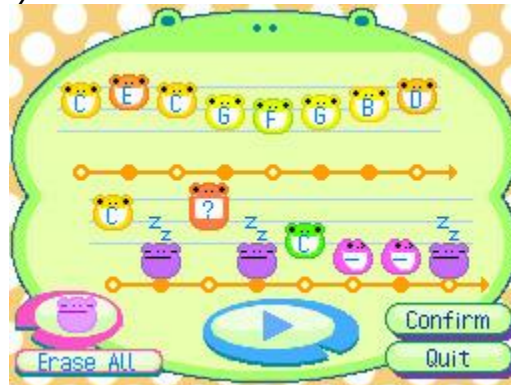
Everything is controlled using the iPhone's touch screen; hold your finger down on a location to move to it, and tap the screen to use the currently equipped item. For example, to shoot a bow and arrow, simply tap where you want to shoot; to cast a line for fishing, tap the location you want to cast to.

6. Production values

Musical theme

The game has simple, relaxing music, with medieval and celtic influences. The player will also be able to create simple melodies in-game with a drag and drop interface.

Animal Crossing's Melody Maker:



Characters

The player and all the characters are a wide variety of woodland creatures that are anthropomorphic, inspired by stories like *Redwall*, *Watership Down*, and *Mouse Guard*, with large heads and stylized proportions.



Level settings

The game takes place in a procedurally-generated fantasy town that has four seasons that change throughout the real year, similar to *Animal Crossing*.

Strong reward

Players will be frequently rewarded with new items to decorate their homes with, improvements to their homes and the surrounding area, accessories for their characters, and new villagers to interact with.

Wow effect




Players will be amazed at how realistically the AI villagers interact with them, and react to how they play. It's also important that the world feels so rich and alive, that the player always has a feeling of comfort on returning to *Woodland Creatures*.

7. Timescale

- **What is the average level completion time?**
Most activities can be completed in less than 3 minutes, or can simply be put off until later.
- **What is the total game duration?**
The game itself can be played indefinitely!

8. Competitors/references review

List **all** main competitors and reference games that should be taken into account to create your project.

Title	Platform	Developer	Release date	Pros	Cons	Screenshots
Animal Crossing	Wii, DS, Gamecube	Nintendo	2002, 2006	Addictive, Cute, Unique	Love it or hate it type game	
Magician's Quest: Mysterious Times	DS	Konami	05/05/09	Adds some features like magic	Very similar to AC and on the same platform	
Harvest Moon series	GBA, N64, PS, PS2, Gamecube, DS, PSP, Wii	Marvelous Entertainment	Since 1996	More goal-oriented	More goal-oriented	
Astro Ranch	iPhone	Tag Games	02/21/10	Charming visuals, mostly well-executed	Frustrating controls, limited online functions	