

# DUCK RACE!

(replace with concept art banner)

## Summary (Elevator Pitch)

DUCK RACE is an exciting third-person waterfowl racing game for the whole family! Waddle, swim, and fly over land, water, and air using easy controls that make racing fun for players of all ages.

DUCK RACE is ideal for a small-budget online project, downloadable game from major consoles, or portable game devices.

## Key Features

- Unique gameplay feature lets you race your duck in three different modes: waddling on the ground, swimming in the water, and flying through the air.
- Low-violence, cartoon action makes the game appropriate for most ages. Ducks collide with objects and have silly reactions, but are never permanently hurt.
- Third-person perspective with a wide field-of-view lets you perform precision racing moves and watch out for other racers closing in for a pass.
- Simple controls make it easy to switch between ground/swim modes and flying. Example: Left stick controls direction, Button A controls waddle/swim acceleration and Button B controls acceleration in air. Switching between the buttons automatically changes whether your duck is waddling/swimming or flying.
- Race track maps are built around the three modes of motion (waddle, swim, fly) to encourage players to find the modes that work best.
- Obstacles on race track maps are dynamic and grow out of the theme of a map. (e.g., Beavers building a wooden dam, forcing players to fly over).
- Power-ups change up the gameplay by giving players temporary enhancements. (speed boost, invulnerability, etc.)
- Single player vs. AI, 4-player split-screen local, 8-player online.
- Win races offline and online to unlock cosmetic upgrades for your duck. (WWII leather fighter pilot helmet, wavy scarf, rainbow Mohawk, etc.)

## Target Platforms

- Xbox LIVE Arcade
- PlayStation Network
- Nintendo DS
- iPhone/iPad

## Target Demographic



DUCK RACE would seek an ESRB rating of E, making it an ideal game for adults and children alike.

## Competitive Analysis

- **Xbox LIVE Arcade** has a small number of vehicle-based racing games, but nothing like the unique land/sea/air feature of DUCK RACE.
- **The PlayStation Network** has a small number of vehicle-based racing games, but nothing like the unique land/sea/air feature of DUCK RACE.
- A review of **Nintendo DS** games available on Gamefly.com shows a large number of kart-based racing games but nothing like the unique land/sea/air feature of DUCK RACE.
- **iTunes App Store** shows many kart and jet-based racing games for the iPhone/iPad, but nothing with the unique feature of switching from ground to water to air.

## Why This Studio?

This Studio is committed to building exciting interactive content that is enjoyed by all audiences. With a production philosophy firmly rooted in the need to return game creation to the basic pillars of innovation and fun, This Studio brings a team of world-class talent to a project built around the guiding principle of creating games people want to play. Fun comes first!

**(insert additional concept art/studio logo)**