

## Title

Way up

## Genre

Aerial platformer

## The “X”

Grab a balloon, race to the moon

## High Concept

You and a friend race to the moon by climbing passing balloons. Jump from balloon to balloon to reach the moon before your friend. Use your thumb tack to pop nearby balloons to stop your rival from passing you.

## Key Features

### **Thumbtack Attack**

- Pop nearby balloons with a thumbtack.
- Hold a direction (left or right on the gamepad) and press the “A” button to pop a balloon in that direction.
  - Holding down the button will keep the players arm extended in that direction. Popping any balloon that comes into contact with it.
  - Thumbtacks can’t damage rival players.

### **Birds, Planes, Spaceships oh my..**

Black crows, Planes and spaceships (depending on what level you are on) will fly across the screen (moving left to right or vice versa), popping balloons in their path.

- Crows will fly across the screen at designated times, popping a single balloon in their path.
  - Crows begin and end their flight path off screen.
  - Crows can’t damage the players, Crows can’t be damaged by players

### **Multiplayer**

#### **Race**

- Two players race to reach the moon. Players will need to jump from balloon to balloon. All the while popping nearby balloons to slow the progress of the other player. Players must find alternate routes as crows fly across the screen popping balloons above them.

## Goals

### Long term goal

#### Reach the Moon

- The end goal of *Way Up* is to reach the moon before the other player.

### Intermediate goals

#### Pop Balloons to slow down the other player

- Players pop nearby balloons to cut off routes the other player can take.

#### Dodge Birds, Planes & Spaceships

- Find alternate paths to the moon as objects (Birds, planes, etc) pop balloons you could have used to reach your goal.

### Rewards

#### Reaching the Moon

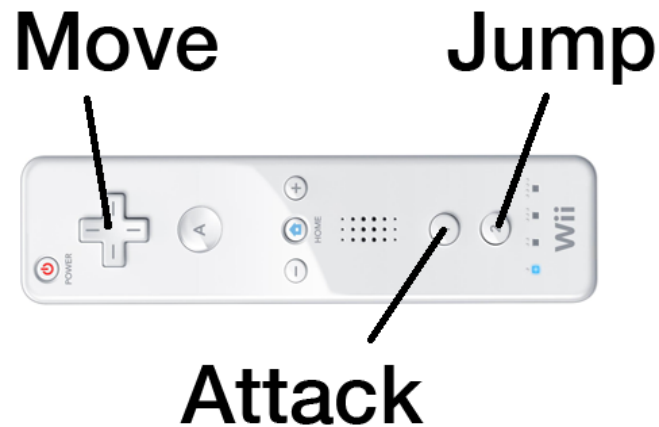
- Reaching the finish line first to win the game.

### Penalties

#### Loss of Position

- If the balloon the player is holding pops and begins to fall they risk falling behind of the other player.

## Controls



### **Move**

- Move D-pad left or right

### **Attack**

- Press button along with a direction(left or right) on the D-pad

### **Jump**

- Press button to jump

## Camera View



- *Way Up* uses a 2d camera. Players can see the entire level at all times. \*Donkey Kong shown as references\*

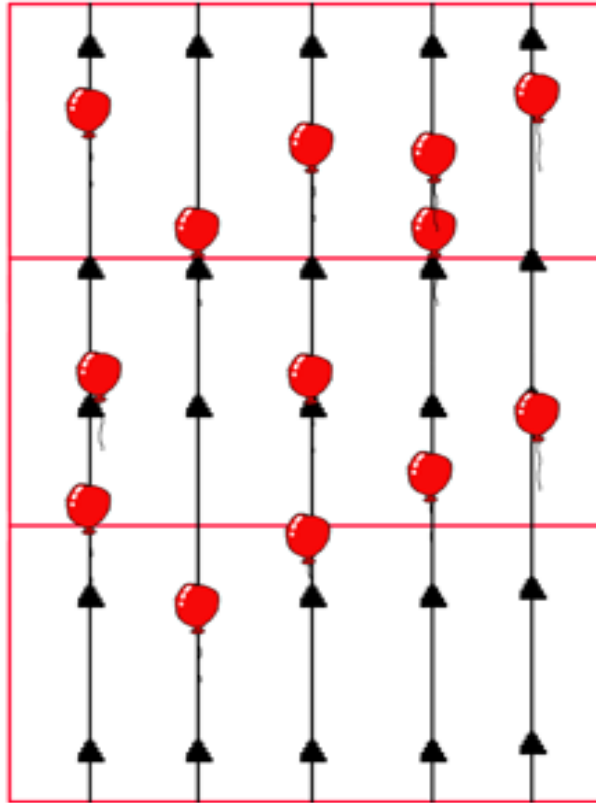
## Game Mockup Concept:



**\*Above image shows - Each box represents a different level, objects appear bigger than they are within the game\***

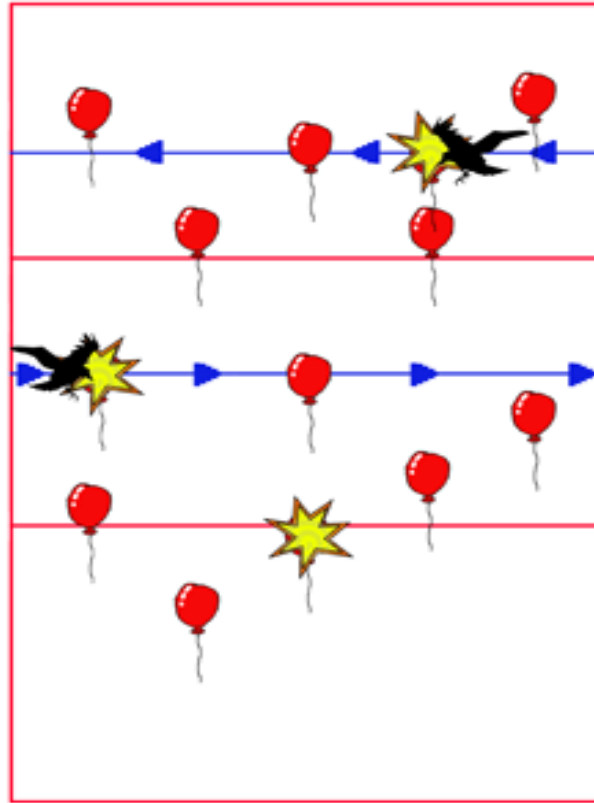
- Each level is on a single screen, with players entering the next screen when the first player reaches the top of the previous screen. **\* Player starting points and does the player that reaches the top of a level get a head start when starting the next level has not been finalized\***

## Balloon Paths



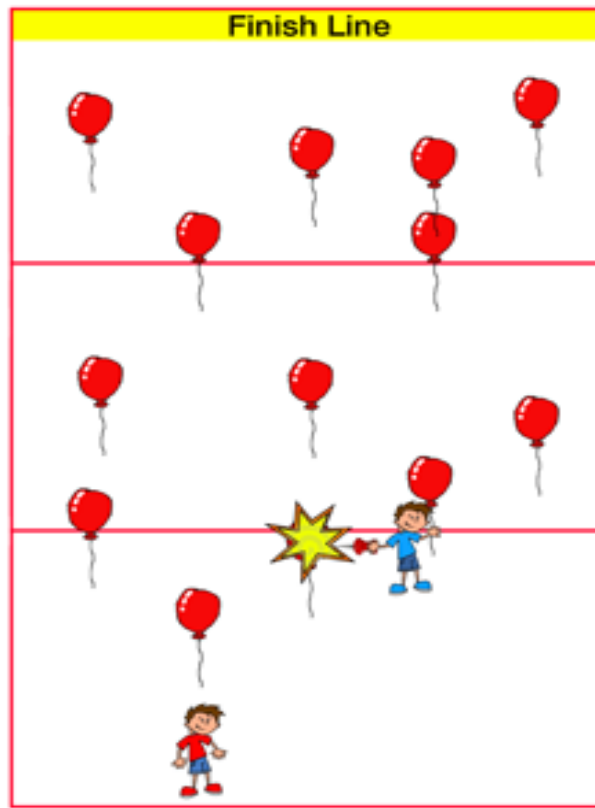
- Arrows show the direction of the five rows of balloons
  - As balloons reach the top of the level and exit, more balloons will consistently be spawning from below the level. **\*Amount of balloons on screen at one time along with balloon speed has not been finalized\***

## Birds, Planes, Spaceships Paths



- Arrows show the direction of the object that will popped balloons **\*Amount of objects per level have not been finalized, at least 2 per level though\***
  - Birds appear in the first level, Planes in the second and Spaceships in the third
    - **(As of this doc)** The object is just a pallet swap; there are not differences to the birds, planes, etc.
  - Objects will be set on counters that will count a designated amount of balloons that pass by their path and will “fly” out to pop one the balloons what the designated amount has been reached. The counter will then be rest and the object will repeat. **\*Counter times and if we add a random counter has not been finalized\***

## Players and Thumbtack attack



**\*Above image shows the blue player popping the balloon in the next row over to him\***

- Players start out by jumping to grab a balloon. Then must criss cross the map by jumping from balloon to balloon, until they reach the exit point for that level (Yellow "Finish Line" represents exit zone for the 3<sup>rd</sup> level)
- Players can hold a direction on the D-pad (left or right) + "Attack" button to thrust a thumbtack in that direction.
  - The thumbtack will reach to the next row over in either direction.

## Target Market

Males and Females age 10 to 14

- ESRB rating no higher than Teen( 13+)

## Target Platforms

PC

## Territories

**Primary:** North America, English speaking European Countries

**Secondary:** Europe, Japan

## Competitive Analyses

### Balloon Fight

#### What They Have:

- Focus On Popping Balloons To Kill Enemies
- Variety Of Levels
- Only One Type Of Enemy (Birds With Balloons)

#### What We Have:

- Focus On Popping Balloons To **Slow Down Your Opponent** (Non Violent)
- Variety Of Levels Progressively **Leading Towards An Objective** (The Moon)
- **Multiple** Enemy Types Including Birds, Airplanes, And Spaceships

### Donkey Kong Jr.

#### What They Have:

- 2 Player Competitive Mode (Though Only 1 Player At A Time)
- Static Vines To Ascend The Level
- 1 Basic Level With Various Platform Configurations For Each Level

#### What We Have:

- 2 Player **Simultaneous** Competitive Mode
- **Moving** Balloons To Ascend The Level
- **3** Visually Distinctive Levels To Explore (City, Sky, And Space)

## **Current Status**

Concept Document completed

## **Company Contact Info**

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