

PREPRODUCTION CHEAT SHEET FOR GAME STUDIOS


By following this cheat sheet for game studios and choosing a direction in each phase, you can achieve several benefits:

- Clear design direction and coherency within the game
- A vision of the bigger picture and an aligned art department
- Increased certainty around estimates and production schedules
- Matching expectations of project heads, investors and publishers

PHASE 0

ESTABLISH THE FUNDAMENTALS

 **Define your audience** and be thoughtful of what they appreciate

 Make sure the game's mood is **synchronized** with your design decisions and audience

 You must be able to define your game **in one short sentence** (try to stay within 150 characters)

PHASE 1

ESTABLISH THE BIGGER PICTURE

 **For low budget and short timeframe go for:**

Darker lighting/mood, function over form, use existing objects, ordinary materials, repeatable assets, simpler forms, proven solutions, and employ smaller teams with a diverse skillset

 **High budget and long timeframe allow:**

Brighter lighting/moods, form over function, new designs, expensive, few repeatable assets, complex/organic forms, new technologies, and larger teams with specialization.

PHASE 2

ESTABLISH DESIGN CONTRASTS

 **TECHNOLOGY CONTRASTS**

Hightech vs. Lowtech - Manmade vs. Natural

 **SCALE CONTRASTS**

Tall vs. Short - Narrow vs. Wide

 **SHAPE CONTRASTS**

Safe vs. Dangerous - Round vs. Edgy

 **EMOTIONAL CONTRASTS**

Life vs. Death - Hope vs. Despair

 **LIGHTING CONTRASTS**

Bright vs. Dark - Inviting vs. Ominous



More great resources and materials for learning preproduction, business and game development:

WWW.VIZLABSTUDIOS.COM

WWW.YOUTUBE.COM/VIZLABSTUDIOS

WWW.GUMROAD.COM/VIZLABSTUDIOS

WWW.LINKEDIN.COM/VIZLABSTUDIOS



FENG ZHU'S DESIGN CINEMA

PHASE 3

ESTABLISH CREATIVE AMBITION AND STYLE

 **CREATIVE AMBITION**

Your game should include recognizable/relatable content (around 90 %) and new content (10 %)

 **CREATIVE STYLE**

Photorealism, comic book, stylized, anime, low-poly

 **VIEW**

2D, top-down, first person, third person