

THE SCOPE CREEP MECHA IS MY FAULT

SAME CREATORS
A BRIGHTER
TOMORROW.

SMALL
IDEAS
BUILD
BRIGHTER
WORLDS

GAMES
PEOPLE
BELONG
IN

IDEAS
↓
PLAY
A BRIGHTER
YOU



A tiny test
of a new
image model!

ONE-LEVEL GAME



- ONE LEVEL
- A FEW ENEMIES
- HAVE FUN! 😊

GOOD GAMES
GOOD PEOPLE

A 90s-style
run-and-gun game,
but the enemies
are... work.

LET'S
DO THIS!

♥♥♥

EMAILS

MEETINGS

SPREADSHEETS

SMALL PROGRESS
BIG JOY

And then
a trilogy!

SCOPE CREEP

SEQUEL

MULTIPLAYER

OPEN WORLD

CHARACTER CREATOR

LIVE SERVICE

SKINS

BOSS RUSH

PVP

A TRILOGY!

GOOD IDEAS

First, make
one mission
playable.

GAME PLAN

- ☒ ONE LEVEL
- ☐ TRILOGY
- ☐ MULTIPLAYER
- ☐ OPEN WORLD
- ☐ ETC.

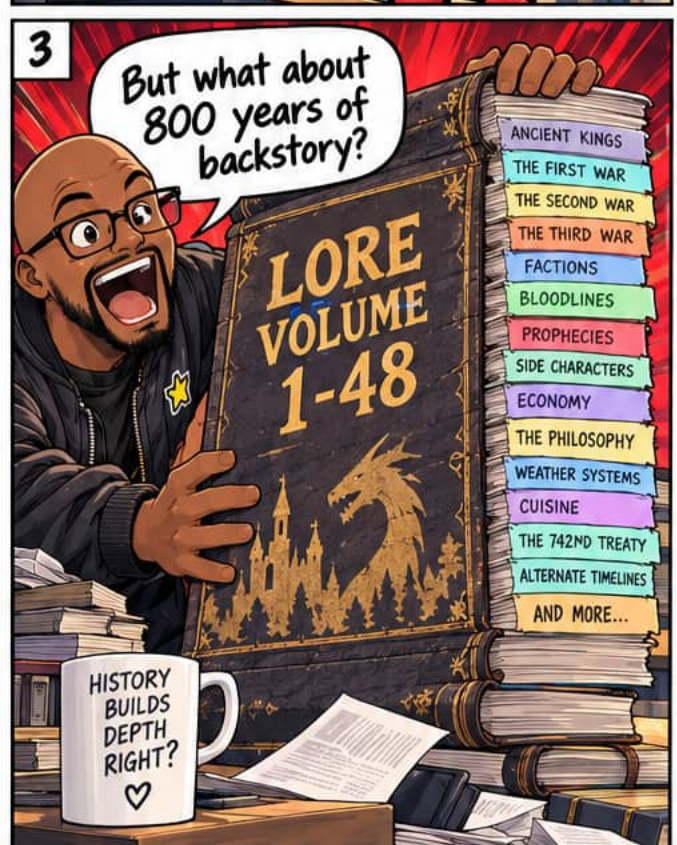
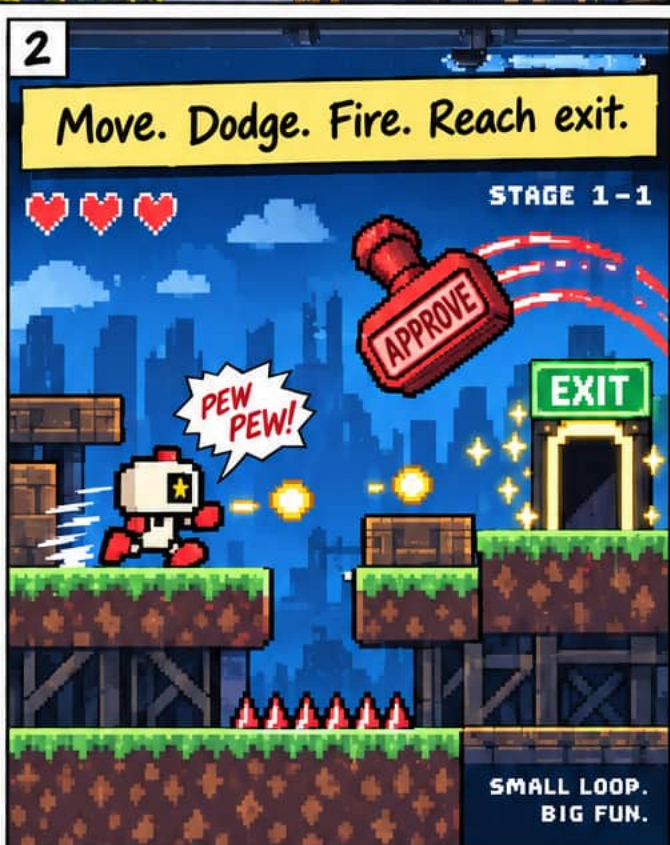
THAT'S
A START!

SAME TEAM.
SMALLER
STEPS.
BIGGER
ADVENTURES.

BIG IDEAS
POINTER 3000



START



MAKE YOUR OWN SPRITES



1

AI art assistant, can you help me design an original tiny game hero for our one-level game?

And give me a few fun office-themed enemies, please!

SURE! Let's make something unique!

AI ART ASSISTANT

PROMPT
REFERENCE
EXPERIMENT
MAKE IT YOURS

GOOD IDEAS MAKE GREAT GAMES

YOUR IDEAS BELONG HERE

2

Let's break the hero design down into three parts. Keep it simple and readable!

SILHOUETTE

- CLEAR SHAPE
- READABLE
- AT A GLANCE

PALETTE

- FEW COLORS
- HIGH CONTRAST
- HAPPY VIBE

POSE

- EXPRESSIVE
- FULL OF LIFE
- FEELS FUN

BETTER GAMES KINDER PEOPLE

SHAPE
COLOR
EXPRESSION
READABILITY

GOOD ART BUILDS GOOD GAMES

SIMPLE IDEAS GO FAR

3

I love the feeling! Keep the feeling. Make the art ours.

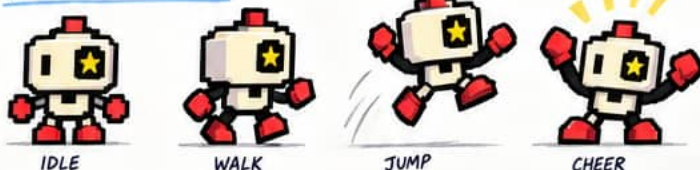
Same spirit, but with our own shapes, style, and details.

INSPIRED BY GAMES. MADE BY US.

Kinda like this? Simple. Classic. Feels nostalgic!

CONCEPT ART - HERO & ENEMIES

HERO - FOUR POSES



IDLE

WALK

JUMP

CHEER

REAL LIFE STUFF. FUN TO FIGHT... I MEAN AVOID!

ENEMIES - OFFICE OBSTACLES



STICKY NOTE PILE

RUBBER STAMP

THE DEADLINE

4

Even the deadline needs a readable shape.

DEADLINES ARE REAL SO ARE SOLUTIONS

CLEAR SHAPES BRIGHTER TOMORROW

IDEAS TODAY PROGRESS TOMORROW

TURN EVERYDAY CHAOS INTO PLAY!

THE THIRD ARM INCIDENT

AI TOOLS ARE A COPILOT NOT A REPLACEMENT ♡

DISCIPLINE
CURIOSITY
BETTER GAMES
TOGETHER

IDEAS
→
PLAY
A BRIGHTER
YOU ♡

SAME TEAM.
BRIGHTER
GAMES ♡

HUMAN
JUDGMENT
BUILDS
BETTER
WORLDS ♡

SOMETIMES
AI GETS
IT WRONG
...
THAT'S
WHY WE
REVIEW ♡

A power-up?

ROUGH AI DRAFT

MORE
HANDS
MORE
IDEAS?

AI
DRAFT
v0.1

GENERATING...
CHARACTER ✓
POSE ✓
DETAILS ...

GOOD
IDEAS
FUEL
CHANGE ♡

REAL
PEOPLE
MAKE
GREAT
GAMES ♡

SMALL
CHECKS
BIG
IMPACT ♡

An image error.
Don't ship it.

ROUGH AI DRAFT

MORE
HANDS
MORE
IDEAS?

BETTER
GAMES
KINDER
PEOPLE ♡

AI can make
weird mistakes.
It's our job
to catch them.

PROMPT
REVIEW
ITERATE
IMPROVE

PROMPT REVISION:

- ✓ Same character.
- ✓ TWO arms.
- ✓ Clear pose.
- ✓ Keep colors.
- ✓ Natural and consistent.



FINAL IMAGE (APPROVED)

LOOKS
GOOD!
♡

CHARACTER ✓
ANATOMY ✓
COLORS ✓
CONSISTENT ✓
READY! ✓

SAME
IDEAS
FEWER
SURPRISES ♡

My approval
stamp has legs?

- ✓ ANATOMY /
- ✓ CONSISTENCY
- ✓ READABILITY

Tiny robot.
Big reviews.

Check every asset
before it goes
in the game.

QUALITY
TODAY
BRIGHTER
WORLDS
TOMORROW ♡

PLAY
TEST
PEOPLE
REPEAT ♡

BUILD ONE WORKING SCREEN

SMALL
STEPS
REAL
PROGRESS

FUNCTION
BEFORE
FEATURES

A GAME
PEOPLE
CAN PLAY
IS A DREAM
IN MOTION

1 SU BUILDS A BASIC SCREEN.

Just the basics!

MOVE + FIRE + HIT + EXIT

MOVE
← →

FIRE
⊗

HIT
↓

EXIT
↓

HITBOX

START

ONE
WORKING
SCREEN
AT A TIME

- ☒ MOVE
- ☒ FIRE
- ☒ HIT
- ☒ EXIT

CODE
ART
SOUND
LEVELS
LATER

2 PATRICK ADDS "A LITTLE" MORE.

Atmosphere!

12-MINUTE
OPENING CINEMATIC

A TINY ROBOT.
A BIGGER TOMORROW.

POLISH
LATER.
PLAY
SOON.

STORY
LORE
CUTSCENES
VO + MUSIC
CHARACTER ARCS
CINEMATIC CAMERAS
BECAUSE IT MATTERS

START
BUTTON
(HIDDEN)

BIG
IDEAS
ARE
GOOD
TOO

3 SLIDE IT ASIDE. PRESS PLAY. IT MOVES!

Controls first.

PLAYER HITBOX
(8x8)

PROJECTILE
TRAJECTORY

ENEMY HITBOX
(8x8)

START

- ☒ MOVES
- ☒ FIRES
- ☒ HITS
- ☒ REACHES
EXIT

4 IT WORKS! NOW WE MAKE IT BETTER.

It works
already?!

JUMP
OVER!

STAMP!

Now we can
improve what people
actually play.

THEN:
• MORE ENEMIES
• BETTER LEVELS
• JUICIER FEEL
• NEW AREAS
• STORY BITS
• MULTIPLAYER?
• ...TOGETHER!

PLAY
TEST
LEARN
IMPROVE
REPEAT

A WORKING GAME TODAY BEATS A PERFECT GAME SOMEDAY.

PLAYTEST THE WHOLE RUN

SAME CREATORS
A BRIGHTER
TOMORROW.

SMALL
IDEAS
BUILDER
BRIGHTER
WORLDS ♡

IDEAS
↓
PLAY
A BRIGHTER
YOU ♡

GAMES
PEOPLE
BELONG
IN ♡

1. PLAY THE REAL RUN

Start at the beginning.
Reach the exit.

Got it!
Let's see
how it plays!

LEVEL 1-1

EXIT

2. SPOT READABILITY PROBLEMS

I couldn't
see that!

BLENDS
IN TOO WELL!

Exactly!
The enemy's color
is too close to
the background.
It needs more
contrast.

READABLE
ENEMIES:

- ☐ STAND OUT FROM BG
- ☐ CLEAR SILHOUETTE
- ☐ EASY TO SPOT AT A GLANCE

3. CHECK FOR FAIR CHALLENGES

APPROVED

NO TIME TO REACT!

The danger
needs a fair
warning.

FAIR DESIGN:

- ☐ CLEAR SIGNALS
- ☐ GIVE PLAYERS TIME TO REACT
- ☐ CHALLENGING BUT NOT UNFAIR

4. IMPROVE AND PLAY AGAIN

Hard but fair
beats surprise
homework.

LEVEL 1-1 (REVISED)

! DANGER AHEAD!

APPROVED

WE DID IT!

PLAYTEST
TEACHES US:

- ☐ SEE THE REAL EXPERIENCE
- ☐ IMPROVE READABILITY
- ☐ MAKE IT FAIR AND FUN

SMALL
PROGRESS
BIG
JOY ♡



1 IDEAS ARE AWESOME... UNTIL THEY EAT YOUR GAME.

NEW FEATURES?!

OPEN WORLD ⬇️⬆️⬆️⬆️	12 BOSSES 💀	MULTIPLAYER 👤👤👤
PET CLOCK 🐾⌚	COOKING MODE 🍲	SEQUEL ➡️

So many cool ideas! This is going to be amazing!

MORE FEATURES!

SCOPE CREEP

BIGGER! BETTER! LATER!

JUST ONE MORE!

2 ASK THE ONE QUESTION THAT CHANGES EVERYTHING.

What must work for ONE level?

START SMALL! ♡

A SMALLER GAME CAN STILL BE A BIG JOY ♡

3 MOVE THE EXTRAS TO LATER.

FOR ONE LEVEL: (KEEP ONLY)

- ☒ MOVE
- ☒ DODGE
- ☒ FIRE
- ☒ EXIT
- ☒ PLAYTEST

MAKE IT FUN
MAKE IT WORK
THEN DO MORE

LATER (GOOD IDEAS!) 😊

MULTIPLAYER

OPEN WORLD 12 BOSSES MULTIPLAYER

PET CLOCK COOKING MODE SEQUEL

MUCH SMALLER NOW!

SCOPE CREEP

4 GOOD IDEAS ARE NEVER LOST.

Can we save the good ideas?

GOOD IDEAS GOOD PEOPLE ♡

SCOPE CREEP IDEAS LOG ♡

Yes. Finish this one first.

A FINISHED SMALL GAME IS A STEP TOWARD A BRIGHTER TOMORROW. ♡

IDEAS WAIT. PROGRESS DOESN'T. ♡

TRAILER AFTER THE GAME

SAME CREATORS
A BRIGHTER
TOMORROW. ♥

GAMES
PEOPLE
BELONG IN
♥

SMALL
IDEAS
BUILDER
BRIGHTER
WORLDS ♥

IDEAS
PLAY
A BRIGHTER
YOU ♥



1 MAKE THE PROMISE FEEL REAL.

Before we
load the game...
here's the
movie poster!

**SCOPE
CREEP**
A TINY HERO
BIG IDEAS

PLAY SMALL
DREAM BIG ♥

First
finish
the level.

PLAYTEST

IDEAS
DISCIPLINE
PLAY
A BRIGHTER YOU

GOOD
GAMES
GOOD
PEOPLE
♥

TRAILER
COMES
AFTER
A PLAYABLE
GAME ♥

2 A REAL, PLAYABLE FIRST LEVEL.

IT'S SMALL, BUT IT WORKS!

LEVEL 1: OFFICE RUN



Look at that!
It plays!
So good!

Simple,
clear, fun!

JUMP
DODGE
REACH
✓

WORK
SMART
PLAY
HAPPIER
♥

3 A SHORT STORY TELLS A BIG STORY.

Keep it short.
Show what people
actually play.

STORYBOARD (30 SECONDS)

START

CHALLENGE

FINISH



A TINY HERO
BEGINS. ♥



OFFICE
OBSTACLES
AHEAD. ♥



REACH
THE GOAL.
FEEL GOOD. ♥

REAL
GAMEPLAY
REAL FUN
♥

IDEAS
INTO
WORLDS
♥

Now the
90s trailer!

✓ CINEMATIC LIGHTING
✓ FAST CUTS
✓ GAMEPLAY FIRST
✓ HYPE, NOT HYPE LIES ♥

✓ SMALL GAME
✓ BIG FEELINGS
TAKE 1 ♥

4 SHOW THE GAME. SELL THE FEELING.

SMALL
ADVENTURES
BRIGHTER
DAYS ♥

VEET
PRIBS
VINT.

REAL
GAMEPLAY
REAL PEOPLE
BRIGHTER
WORLDS ♥



IDEAS
PLAY
A BRIGHTER YOU

Make the tone huge.
Keep the features
honest.

✓ GAMEPLAY
✓ TONE
✓ CLEAR
✓ HONEST
✓ FUN 😊

IT'S NOT ABOUT DOING MORE. IT'S ABOUT MAKING IT REAL. ♥



ONE TINY MISSION WINS

SAME CREATORS
A BRIGHTER
TOMORROW. ♡

SMALL
IDEAS
BUILDER
BRIGHTER
WORLDS ♡

IDEAS
↓
PLAY
A BRIGHTER
YOU ♡

GAMES
PEOPLE
BELONG
IN ♡



1

Here's your challenge!

One tiny mission.
Big possibilities!

GAME DEV CHALLENGE



- 1 PICK A MECHANIC
- 2 INVENT YOUR HERO
- 3 BUILD ONE LOOP
- 4 CHECK THE ART
- 5 PLAYTEST & SHARE

SMALL STEPS.
BRIGHTER WORLDS. ♡

IDEAS
DISCIPLINE
PLAY
A BRIGHTER YOU

GOOD GAMES
GOOD PEOPLE ♡

BETTER GAMES
KINDER PEOPLE ♡

2

A cinematic universe next?!

SEQUEL?

MULTIPLAYER?

SPIN-OFFS?

LIVE SERVICE?

ANIMATED SERIES?!

One level
is enough
for now! ♡

TAP!

START

3

Next, listen
to players.
Keep the joy.

LEVEL 1
COMPLETE!

Don't worry...
I'll be here
for later. ♡

SCOPE CREEP

IDEAS LATER
(IT CAN WAIT) ♡

FEEDBACK
MAKES GAMES
BETTER ♡

LISTEN
ITERATE
PLAYERS
JOY

4

MAKE SOMETHING
GLORIOUSLY UNNECESSARY.
LEARN BY DOING.

SMALL GAMES
BRIGHTER PEOPLE ♡

EXIT

SAME TEAM.
SMALLER STEPS.
BIGGER ADVENTURES. ♡

IT'S
A START ♡

END ♡

IT'S NOT ABOUT DOING MORE. IT'S ABOUT MAKING IT REAL. ♡

10 / 10