

# Marvel RFP

GAME  
DESIGN  
DOCUMENT



CONFIDENTIAL FOR MARVEL ENTERTAINMENT AND ZERO G GAMES



## OBJECTIVES

To create games that will increase the overall traffic of unique visitors and time spent on the Marvel.com web site. The games will be tailored to generate excitement within the Marvel properties and draw new users deeper into the Marvel Universe.

## Defining The Target Audience

The world of Marvel is an in depth and engaging universe of intense experiences that appeal to predominately male gamers. To date, casual online game titles have been focused primarily on female players with an average mean of 46 years of age. Given the nature of registered Marvel.com visitors being older males, our designs will focus on game mechanics and subject matter that will appeal to the core demographic of these male gamers looking for an experience that will compliment the 70+ years of Marvel's history.

## Commitment to Marvel Universe

Zero G Games understands the importance of character accuracy and story portrayal regardless of how simple a game design may or may not be. We are committed to creating experiences that immerse the player in an environment that is rich in imagery, sound, and playability. Upon green lighting a game project, Zero G's staff will work tirelessly with Marvel Entertainment to ensure the games bring the properties to life, stay true to the character's deep histories, and achieve Marvel Entertainment's business goals.

## How To Read This Document

Each game concept will come with a title, game genre, story line, level count, total hours required to play, recommended platform, estimated time to build, and game mechanic explanation. It is our goal to provide solid foundations for all game concepts, acknowledging that Marvel Entertainment's personnel will provide key contributions to the designs. Throughout this document it will be possible to transpose one story or game mechanic onto another to create the best possible concept. We encourage the reader to mix and match the stories and game mechanics to achieve the most desirable outcome.





# Spider-Man

## Training Grounds

Genre: Arcade

Levels: 20

Playtime Hours: 48 solid

Artwork: 3D Rasterized

Platform: Flash 8 or Windows C++

Development Time: 6 - 10 months

### Story

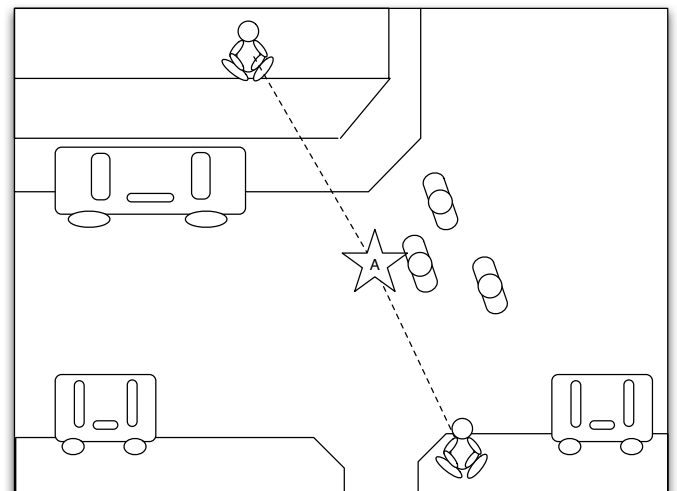
Spider-Man takes his devotion to law and order seriously. In a dark neighborhood he perches on a rooftop overlooking the neighborhood ever vigilant. Leaping down from buildings, Spider-Man apprehends criminals and swoops to rescue innocent victims. Players who do well will experience increasingly clever criminals who require additional attack moves to apprehend. As the levels progress innocent bystanders will increase in number and complexity creating more clicks for the user to interact with in order to pass the level. A failure to pass the level draws in other SuperHeroes to pick up the slack.

### Game Mechanic

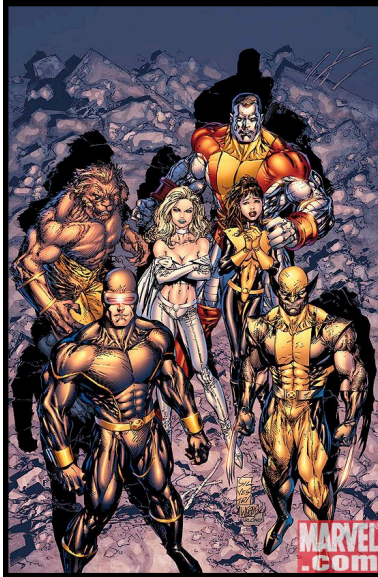
Top down view of neighborhood buildings sets the scene for each encounter. Spider-Man is perched on one of many locations overlooking the neighborhood street. Villains walk out from behind many obstacles giving the player the ability to click on them sending Spider-Man through a sweeping web shot to take out the bad guys. Various items will be placed in each level to represent property that the villains will attempt to vandalize if left alone for any length of time. These items include cars, shops, and apartments where villains will go to steal items and do damage.

### Locations

- Daytime neighborhood
- Nighttime neighborhood
- Industrial neighborhood
- Commercial neighborhood







# X-Men

## The Fight For Peace

Genre: Turn Based Arcade

Levels: 30

Playtime Hours: 72 solid

Artwork: 3D Rasterized or 2D Sketched

Platform: Flash 8 or Windows C++

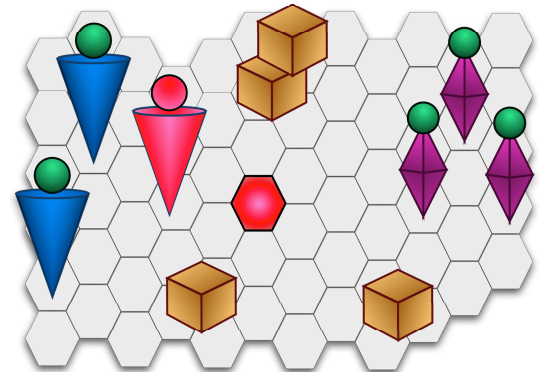
Development Time: 10 - 14 months

### Story

The game is set in The X-Men pre-Civil War era, where the player utilizes Professor X's team of heroes to fight for peace and protect mutants everywhere. The game is set between movies 1 and 2. Magneto has unleashed additional mutation devices around the globe. The X-Men will travel the world, fighting villains both familiar and new.

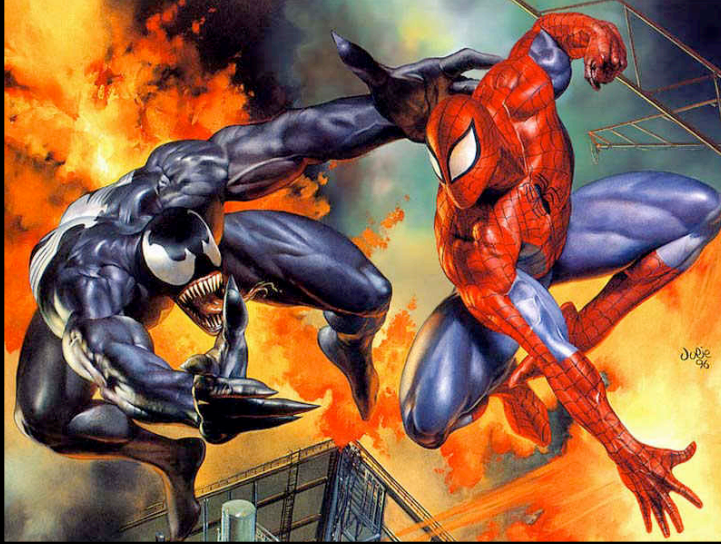
### Game Mechanic

The player completes turns of play over a hexagonal grid of combat area. Gameplay will take place by issuing turn commands to each Super-Hero available during battle. The first levels will teach the player how to conduct battle and earn Experience Points that are used later to augment the character's attack abilities. After the first hero is sufficiently leveled, other heroes will be introduced for game play. Each level will increase the number of obstacles and villains to combat. Each hero will gain separate Experience Points to allow the player the ability to customize each level of play.



### Locations

- |                      |                        |              |
|----------------------|------------------------|--------------|
| • Villains complex   | • Professor X's School | • Laboratory |
| • Entrance           | • Study                | • Training   |
| • Command Center     | • Training Facility    | • Bank       |
| • Facility           | • Courtyard            | • Museum     |
| • Underground Bunker | • City                 |              |
| • Sewer              | • Subway               |              |



# Spider-Man's The Poison Within

Genre: Side Scrolling Arcade

Levels: 20

Playtime Hours: 48 solid

Artwork: 3D Rasterized or 2D Sketched

Platform: Flash 8 or Windows C++

Development Time: 8 - 10 months

## Story

Playing off of the similarities in emotion and desires between Peter Parker and Eddie Brock, the story will be designed to provide some insight into the history of the Venom character and focus on the early struggles between Spider-Man and Venom.

## Game Mechanic

Side-scrolling adventure title, the player controls Spider-Man to jump, shoot webs, swing, set traps, bind enemies, and fight. The game is set in New York city, inside buildings, rooftops, clinging to skyscrapers, on streets, and down in mangy sewers. The player will acquire power-ups and upgrades as they help Spider-Man to battle Venom and a cast of his villainess counterparts. Game play will be heavily narrated using comic book cell art to tell the story of each encounter and story progression.

## Locations

- Office interiors
- Warehouses
- Rooftops
- Street settings
- Sewers



# Fantastic Four Homeward Bound

Genre: Turn Based Arcade

Levels: 40

Playtime Hours: 72 solid

Artwork: 3D Rasterized or 2D Sketched

Platform: Flash 8 or Windows C++

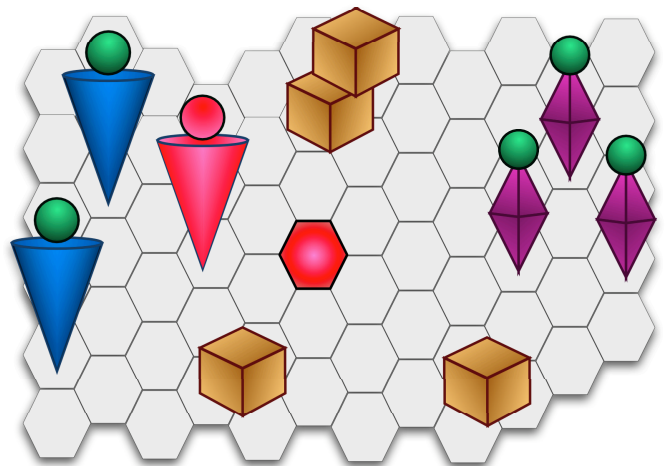
Development Time: 8 - 10 months

## Story

Battle through the multiverse, controlling and growing the power of the Four as they fight their way home to Earth before Thanos the Destroyer can get there. In the end, they battle Thanos himself to save our precious planet.

## Game Mechanic

This is a top-down turn-based strategy battle game that engages the player in a series of fights staged in various locations against a variety of enemies and their cronies. The levels are dynamically populated with objects and obstacles, requiring the player to adapt their strategies. A large range of character levels and power growth will be designed to allow for extended playability. The game levels will feature interactive objects, such as throwing boxes or activating switches, making each stage of the game more interactive and engaging. Dynamic use of these and other features will allow each level to contain many stages.



## Locations

- Pre-Industrial city on Acheron
- A Skrull ship
- High-tech Kree city on planet Hala
- Technarchy-controlled inter-dimensional Arena



# Ghost Rider

## Blazing 'till Dawn

Genre: Driving Arcade

Levels: 20

Playtime Hours: 48 solid

Artwork: 3D Rasterized

Platform: Flash 8 or Windows C++

Development Time: 6 - 8 months

### Story

Ghost Rider is blazing a trail from dusk to dawn killing all evil spirits that attempt to take his soul back to hell. His only objective is to survive another sleepless night of endless attacks. Armed with weapons and killer riding skills, Ghost Rider navigates each level of peril until transforming back into John Blaze.

### Game Mechanic

In a classic top-down driving game, Ghost Rider in his burning splendor races down dark highways and sweating street roads attacking walking zombies, riding demons, and undead spirits driving vehicles of all hellish make and model. Simple keyboard controls allow the player to divvy the attacks to each would-be soul stealer. Walking zombies are run over, while riders are pushed off the road, and anything ahead is blasted into burning vehicles of death. Every possible weapon is deployed to keep Ghost Rider alive.

### Locations

- Desert Highways
- Inner Cities
- Industrial Parks
- Hell's Infirmary





## High-End Games

As the casual gaming market matures so too are the budgets and production values. Previous developers have been working with tight budgets and short deadlines. As major game publishers take notice of this casual space, budgets and scope of casual gaming experiences are growing significantly. Here are two Spider-Man concepts that take advantage of this high-end production strategy. A single story will feed either game concept, but it is the engine that determines the implementation.

### Story: Spider-Man – Deception Found

Spider-Man / Peter Parker wakes to a day of cascading crimes that are unlike any other he's ever scene. A new villain has risen to terrorize his beloved city of New York. Spider-Man is faced with examining crime scenes as Peter Parker, only to use the clues as Spider-Man to defeat henchmen who work for this new enemy of the state. Each chapter of the story is told through comic book narratives that break into high-end gameplay. After a carefully executed Act I and II, Spider-Man finds his villain and must confront him in a series of battles that will conclude the final scene. Will Spider-Man win? Only you can decide.

### Two Game Engine Options

In this section we document two distinctly different game engines that provide two completely unique gaming experiences. The first will present a more methodical and longer lasting exploration of the world of Peter Parker, while the second will provide a high-impact side scrolling arcade experience that will appeal to those who enjoy the Spider-Man persona more than Peter Parker's entire history.

### Working With Marvel

Either of these titles will require the direct participation of those who police the storytelling and visual guidelines behind the Spider-Man franchise. A moderately heavy script will need to be crafted to give the game its form and action. Zero G Games employs writers with the capability to develop screen quality plot progression, but any scripts will need to undergo a vigorous blessing from Marvel. All animation and character art will also need to be certified by Marvel to ensure the maximum level of character translation in-game. Ultimate loyalty to the fans will determine the success of these game designs.





# Engine One

## Top Down Adventure

Genre: 3D Adventure

Levels: 40

Playtime Hours: 120 solid

Artwork: 3D Rendered (OpenGL)

Platform: Windows C++ (ActiveX web browser)

Development Time: 10 - 14 months

## Game Mechanic

This action packed gameplay occurs from a top down 3D world. Each level contains both non-combative fact finding, and full-scale Spider-Man assaults. A simple click and attack interface allows the player very useful and refined approaches to highly animated sequences of fighting. A character-building platform of statistics will allow the player to upgrade Spider-Man's abilities and special moves for future attacks. During game play, an electronic PDA device or computer laptop will store all discovered facts to help the player put the puzzle pieces together and determine where to go next. The primary villain should be selected by Marvel.

The goal of this engine is to provide the player with both ends of the gaming spectrum. For the player who enjoys a little resting time and a battle of wits, the Peter Parker portions of the story will allow the player to explore at their own pace. For those who enjoy the tactical and sometimes mindless fun of using their favorite Super-Hero to defeat the evil doers, the Spider-Man portion of the game will provide ultimate satisfaction.

The visual appeal of this game engine is in the high-level of story immersion. The 3D based animations provide high-resolution visuals that give way for a more enriched playing experience. Beautiful particle systems can make any attack or story development that much more impressive.

## Locations

The locations for this game option will be numerous and packed with details. From innocent settings such as business offices to secret underground laboratories that contain the secrets of a villain gone mad, the player will be able to truly escape into this title for hours.





# Engine Two

## Side Scrolling Action

Genre: Side Scrolling Arcade

Levels: 40

Playtime Hours: 72 solid

Artwork: 2D Hand Sketched

Platform: Windows C++ (ActiveX web browser)

Development Time: 10 - 12 months

### Game Mechanic

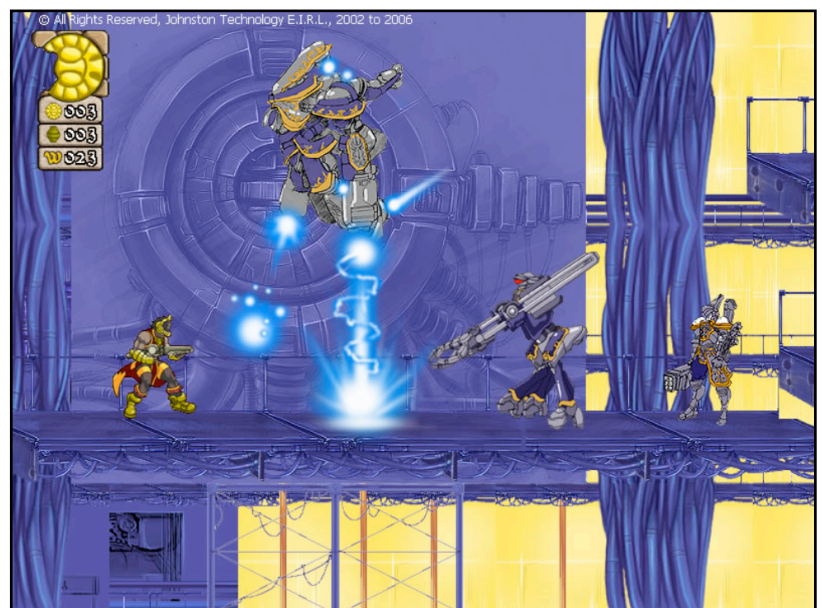
A faster paced more action packed game engine that involves less story and more head to head confrontation. This high-end side scrolling game with incredibly detailed Spider-Man animations, gives the player full range of attacks. Similar to the previous game engine, character-building statistics will allow the player to upgrade Spider-Man's abilities and special moves for future attacks. Unlike the previous engine, this game will display story line primarily in the form of comic book cut-scene animations that transition to side scrolling mayhem.

This engine gives way to faster action as well as quicker gameplay. The challenge will be to discover the secrets to defeating each opponent in their native environment. Each level is designed to be played more than once until the secret of the villain's weakness is discovered and utilized against them.

The visual appeal of this engine is in the stunning special effects surrounding character powers that lead to attacks. Beautiful particle effects and incredibly detailed animations provide the immense player feedback to give the game a sense of realism that keeps the player coming back for more, even in defeat.

### Locations

The locations in this game are based on what is suitable in a side-scrolling combat intensive setting. A small level of lever flipping and object interaction is possible, but the primary objective is to lead the player into battle in all cases. Each level will end with a Boss that will challenge the players ultimate understanding of Spider-Man's augmented abilities.



# Projects

Zero G Games is accustomed to projects of all sizes and durations, from traditional downloadable titles to extremely quick low-tech eye candy. Every project is unique and comes with its custom set of milestones and schedules.

## Company Background

The Zero G Games team has assisted some of the world's most recognizable online game destinations and communities to successfully execute their online strategies. Such companies include Electronic Arts, Disney Online, and Yahoo! Games. From building brands, to introducing new functionality based on our clients' needs, Zero G Games provides award-winning design, user interface, and gaming solutions for nearly any platform that can support game development. Zero G Games was founded by industry experts in the fields of video game development, database architecture, multiplayer gaming platforms, and the Internet implementations of all the above.

## Our Team

### Mark Lowe

Chief Executive Officer / Co-Founder

Mark has 20 years of experience in the video game industry. A classically trained developer, Mark also has background in traditional video game illustration, scoring, and sound effects. Mark has worked for companies such as Activision, Virgin MasterTronics, 3d6 Games, and recently completed three years at Electronic Arts as the Director of Front End Development, where he helped lead the initiative to develop the EA.com online gaming network.

### Zachary Ford

Chief Technical Officer / Co-Founder

Zack has 10 years in video game development. Zack, also a classically trained developer, has skills that extend into video game animation and architecture. Zack initially prototyped high-end video game slot machines, from there he earned the Senior Developer of Multimedia position at Electronic Arts. Prior to Zero G Games, Zack was an independently successful Flash game developer, developing projects for companies including Pogo.com and Games.com.

### Lindsey Haines, Esq.

Head of Business Affairs/Legal

Lindsey serves as Zero G Games Corporate Counsel and heads the business development team. Lindsey brings Zero G Games both her legal expertise, business and organizational team management skills. Lindsey received her undergraduate degree from Stetson University and law degree from Southwestern University School of Law. She is currently an active member of the California State Bar.



# Our Process

## Pre Production

This phase includes preliminary negotiations between the client and Zero G Games as to the scope of the project and defines the project costs. A creative team is assigned to the project internally, and the contract between the client and Zero G Games is drawn up.

## Creative

This milestone involves laying the groundwork for the entire project. It establishes possible directions for original projects, and involves team-members in order to improve concepts and ensure the efficiency of the development.

Functionality and total scope is defined and agreed upon by both the client and the Zero G team during this phase. Zero G Games may create detailed project documents depending upon the type and scope of the project. These documents are used to establish a common direction and vision with the client, and are used as the blueprint for the project build by producers, designers and developers.

## Art and Design

Following agreement on the creative, the design process begins. The number of design rounds is dependent upon the budget and timeline for the project. At this time the developers are able to begin code creation for the project based on the requirements established in the functional spec or Technical Design Document (TDD).

Design 1: takes the feedback provided by the client and design creation begins. The agreed concept is rendered on the computer in order to solidify the overall look and feel for the project. Key screens are represented.

Design 2: takes the feedback provided by the client and folds it into the overall design. Additional screens and assets are created based on this direction. Design 2 is presented to the client for sign-off; based on this sign-off development can begin.

## Development

At this time the Zero G Games team starts to build the functional project. Development is broken up into three phases.

Alpha (Content Complete): All artwork, animation, content and design are completed for the project and are integrated into the developer's prototype. At the Alpha stage an application or project is functional, but may contain some bugs. The Alpha is presented to the client for feedback. Ideally all design and artwork elements are ready for review within the context of the project.

Beta (Code Complete): Client feedback is folded into the Beta stage. Beta review should show a fully functioning and tested application. The client reviews the Beta and gives any final feedback to the Zero G crew.

Golden Master (Final): Any remaining feedback is added into the application and the final product is delivered to client for integration into their backend and internal client testing. Our developers stand by for any bug fixes.

## Final Delivery

Once the project passes client QA the final files are compiled and sent to the client via FTP or on CD.

**Zero G Games:**

**The winning  
combination of talent  
and experience**

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### **Summary**

- Trusted leader in casual game development
- Experience deploying games to global communities of up to 350 million subscribers
- Specialize in rapid game development

Zero G Games is well known amongst our clients for being fast, accurate, and capable of creating games that survive the test of massive audiences on all levels of machine configurations. We know how to make high performance Flash and commercial downloadable titles.

The opportunity to work in conjunction with Marvel to create a series of games is an opportunity we'd love to share.

We hope this document answers any of your immediate questions, and we welcome any correspondence that follows.

Thank you again for the privilege of submitting this proposal.



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