

Artificial Freedom

Mid-Level Document

Brand Pillars

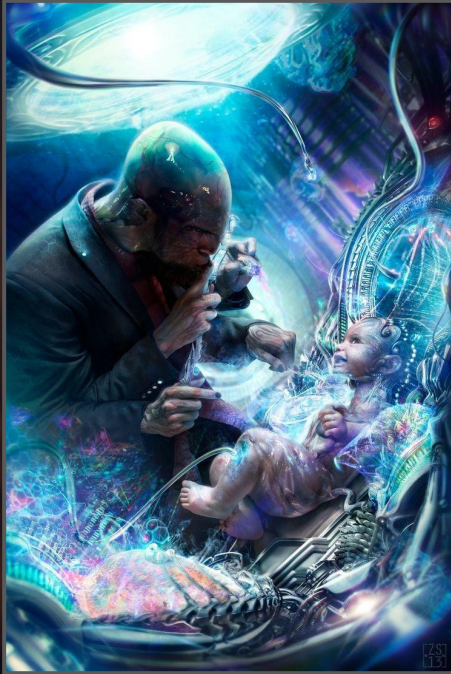
Establish what the brand is, its pillars, what they mean and provide examples.

Science Fiction : Brand Pillars 1



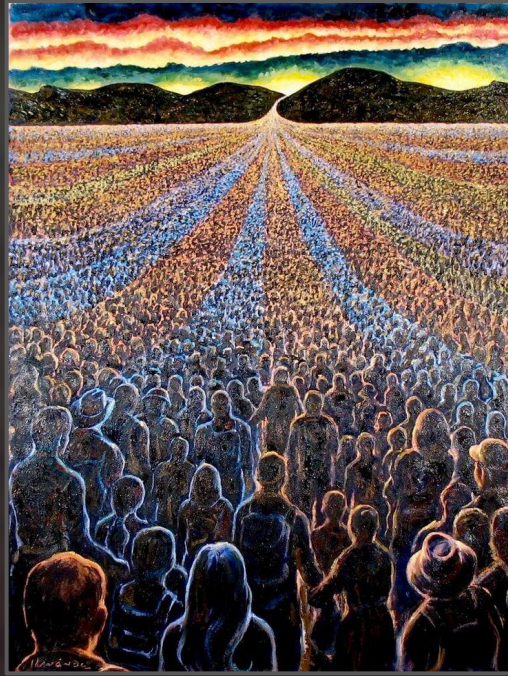
Set in an Unfamiliar Setting; a far future beyond us.

Science Fiction : Brand Pillars 2



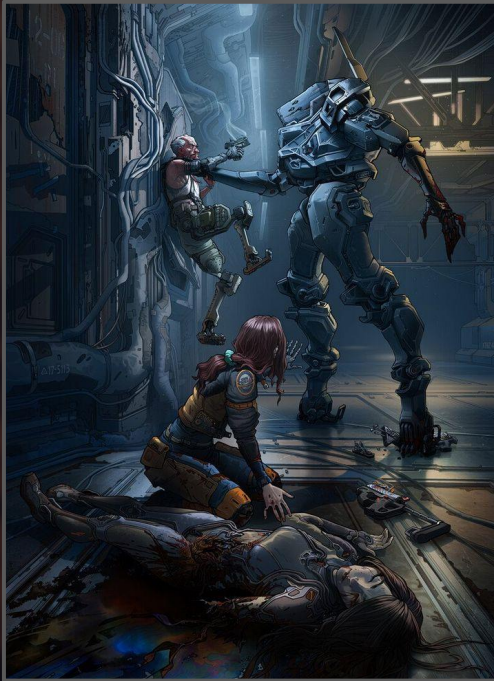
Born from an Innovative Technology, that changed everything.

Science Fiction : Brand Pillars 3



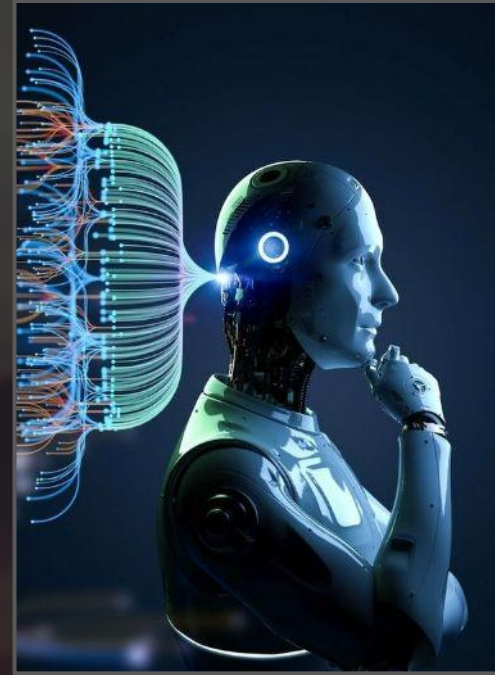
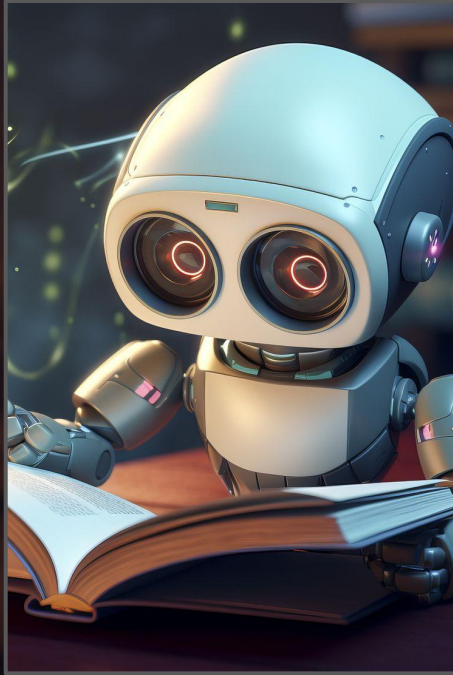
Discover About Humanity; how it adapt, and it's different forms.

Artificial Intelligence : Brand Pillars 1



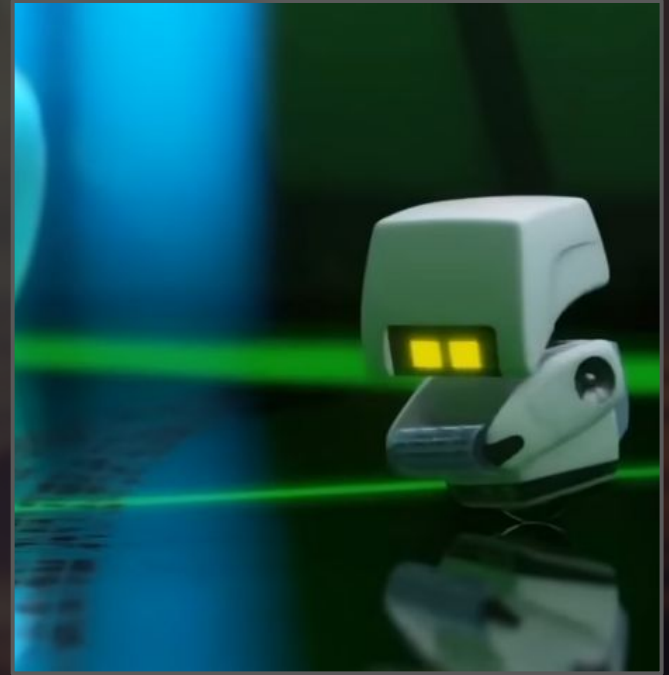
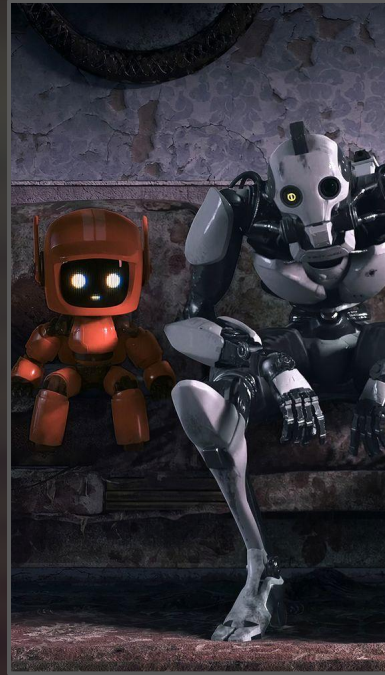
A story exploring the Laws of Robotics, from a robot perspective.

Artificial Intelligence : Brand Pillars 2



Focusing on Artificial Intelligence Learning from it's experiences.

Artificial Intelligence : Brand Pillars 3



And developing a Self-awareness that challenge it's rights.

The 6 Brand Pillars

Unfamiliar Setting



Innovative Technology



About Humanity



Law of Robotics



Learning



Self-Awareness

Blending Science Fiction and Artificial Intelligence

Player Fantasy

Reminder on the targeted experience:

- what part of the Experience Pillars are we feeding with this feature/set
- how is this bolstering the player fantasy, ...



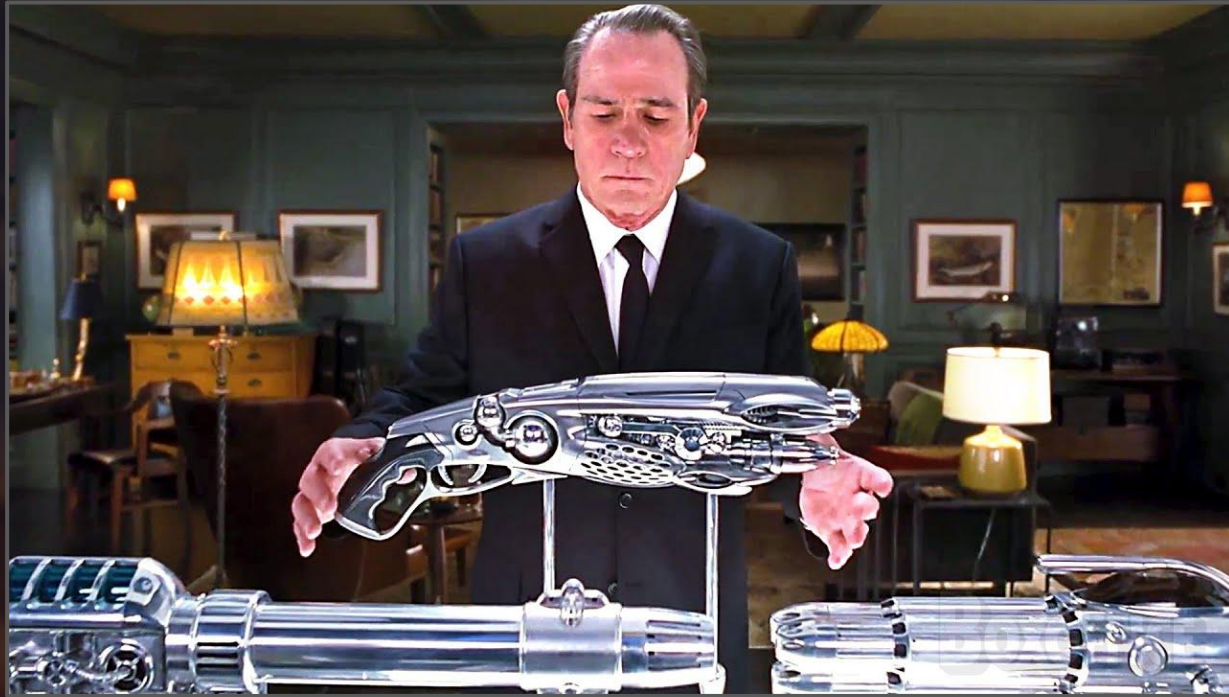
The lone survivor fighting hordes of alien abomination...



...armed and ready, a killing machine that never weaver..



...Fighting through the end, with kicks and guns !



Choose from a powerful arsenal to dispatch your enemies...



...and make sure to spray alien blood all over the floor..



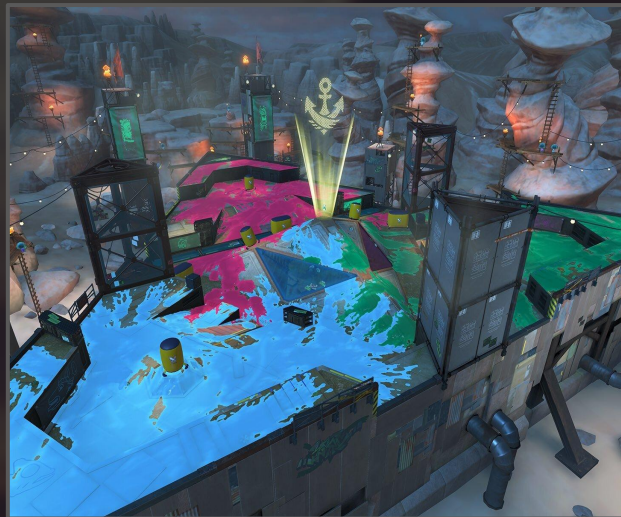
...to create colorful trails to ride on !

The 2 Pillars

Lone Armed Exterminator



Map Shading



Gameplay Direction

Describing the desired gameplay, its focus, using references, example, we are/we are not, ...

Hyper Light Drifter



Vampire Survivor

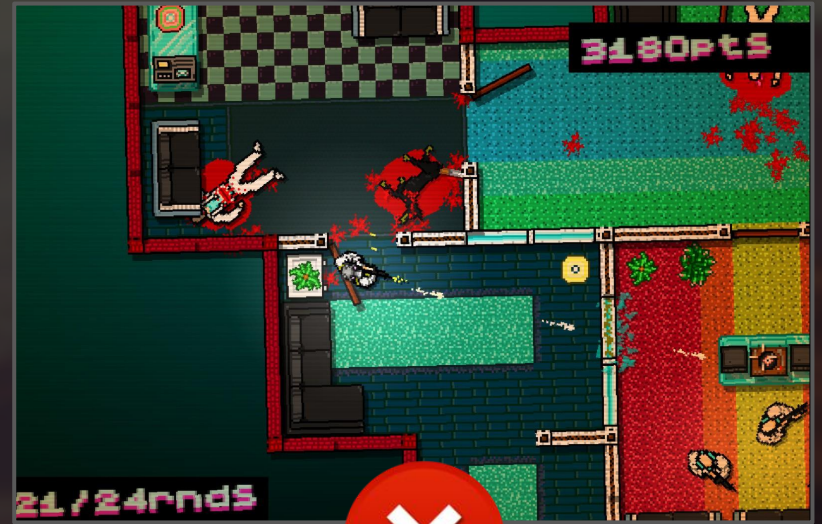


One vs Many

Titan Souls



Hotline Miami

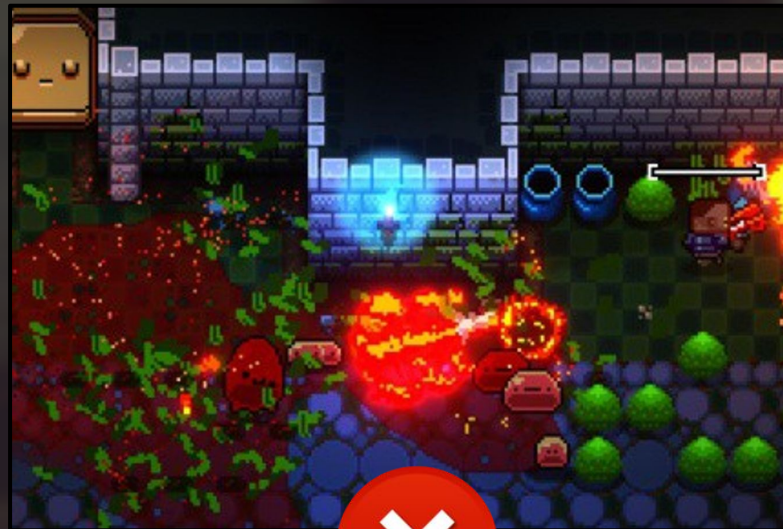


Precision and timing

The Hex



Enter The Gungeon



Top Down perspective

Design Proposition

Everything above is question/purpose/constraints, this is the answer. From top to bottom, listing main and sub features, their ideas and references. Left out are the actual specs for those.