



*This template is property of the [Indie Game Academy](#)*

Hello there!

Feel free to use this One Pager template for any personal or commercial projects. We're happy to help!

We just ask that if you use this template, share it at least once with someone else who might need it too! And if you create something with it, please let us see it! Email it to [team@indiegameacademy.com](mailto:team@indiegameacademy.com) and share it on [our Discord server](#) to get celebrated by an amazing community of supportive people. You can also use [#indiegameacademy](#) to share it on social media.

Happy designing!

## What is a One Pager?

A game design one-pager is a one-page document that summarizes the key aspects of a game's design. It is used to communicate the game's vision and core features to team members, investors, and publishers. In short words, this is basically a GDD's condensed version, maximized for readability.

The one-pager usually includes the following information:

- Game concept: A brief overview of the game, including its genre, platform, and target audience.
- Core mechanics: The core gameplay mechanics that make the game unique and fun.
- Story and setting: A summary of the game's story and setting, if applicable.
- Art style and visuals: A description of the game's art style and visuals, including its target tone and mood.
- Key features: A list of the game's key features, such as multiplayer, level editor, or mod support.
- Monetization plan: A description of how the game will be monetized, if applicable.
- The one-pager should be written clearly and concisely, and it should be easy to understand for both technical and non-technical audiences. It should also be visually appealing, with clear and informative visuals such as screenshots, concept art, and diagrams.

Creating a game design one-pager can be a helpful way to clarify your thinking about your game, and it can also be a valuable tool for communicating your vision to others.

Here are some tips for writing a great game design one-pager:

- Start with a strong concept. What makes your game unique and special? What kind of experience do you want players to have? Use this segment as your hook to get people interested.
- Know your audience. Do your research on the type of audience that you'll be showing your one-pager to, this will allow you to build it in a way that will likely get more attention from that audience.
- Focus on the core mechanics. What are the core gameplay mechanics that will make your game fun and engaging?
- Write in a clear and concise manner. Avoid using jargon and technical terms that your audience may not understand.
- Use visuals to illustrate your points. Screenshots, concept art, and diagrams can be a great way to communicate your vision for the game.
- Get feedback from others. Once you have a draft of your one-pager, share it with other people and get their feedback. This will help you to identify any areas that need improvement and iterate upon that feedback.

Creating a game design one-pager can be a lot of work, but it is a worthwhile investment. A well-written one-pager can help you to attract team members, investors, and publishers, and it can also help you to stay on track with your game development process.

## References

["How to design your One Page"](#) by Gamedeveloper.com.

["One Page Designs"](#) GDC talk by Stone Librande.

["Example One Pager: Bee Hives"](#) by Willem Delventhal, our Headmaster.

## Other templates

<https://gamedevtales.notion.site/One-Page-Game-Design-5c293b6e34134425b8403bf13415a796>

[https://docs.google.com/document/d/1npEvqcMZSp0IX2hWw6Qq0WqJVfmVqS\\_YOGFWnnwfh-A/edit#heading=h.1s1dfwgzecqh](https://docs.google.com/document/d/1npEvqcMZSp0IX2hWw6Qq0WqJVfmVqS_YOGFWnnwfh-A/edit#heading=h.1s1dfwgzecqh)

<https://www.gossianblurs.com/gdd-1-page-template-download>

## Canva One Pager Template

[Here's this template's visual version as a template on Canva](#)

# [YOUR GAME] DESIGN ONE PAGER



# TEMPORARY

{TAGLINE} Ex: A platformer for body horror fans

## High Level

*1-3 sentences that introduce what the game or feature is at a high level. Something like an elevator pitch, for those who need to quickly understand. Also, include some of the fundamental product decisions mentioned below.*

**Platform:**

**Engine:**

**Genre:**

**Release Date:**

## Product Objectives

*2-5 bullet points listing the most important **outcomes** of this game or feature. What are we hoping to achieve? These can be metrics, personal goals, finances, or just about anything else. It is recommended these have specific, measurable outcomes. Examples below:*

- **100 Downloads:** We want to hit a total of 100 downloads for our game
- **Trial Run:** We want to practice building a game together and identify 3-5 potential areas of improvement for our larger game
- **Portfolio Piece:** We want all team members to leave with a game they feel is worthy of including on their portfolio

# Gameplay Pillars

2-5 declarative statements that outline how the game will play, how the narrative and thematics feel, and any other important “core tenants” that can guide multiple production teams. Examples below:

- **The Darkest Timeline:** This universe isn't a dark place, it isn't an evil place, it is literally the darkest version of the future that has ever existed. It *sucks*.
- **Reactive as Heck:** We want our narrative to have extremely high *Reactivity*, where the story and characters respond to player choices
- **No more heroes:** We want our protagonist to feel like an anti-hero more than a traditional one

## Narrative

1-3 bullet points that outline the story of this game. In less story-heavy games this could be very simple. “A plumber saves a princess from a spiky turtle.” For more narrative-heavy games this could go into more detail. **JUST REMEMBER SCOPE!!!**

## Visuals

1-3 bullet points describing the visual design of the game and a handful of screenshots to help illustrate it. **REMEMBER SCOPE AGAIN!!**

## Target Market

**Age:**

*Example: Mid-twenties to early thirties*

**Gender:**

*Ex: Primarily those that identify as women or non-gendered*

**Profession:**

*Ex: Creative-based roles, especially in tech. EG Graphic Design*

**Values:**

*Ex: Love to chill and relax. Not fans of hard games. Want a game that lets them calm down.*

**How to Find Them:**

*Ex: They hang out in Discords and Facebook Groups devoted to farming games.*

**How will you Serve Their Needs?:**

*Why would they buy your game instead of something else?*

**More:**

*What else is important to find these people? Ex: Likely owns a single pet, loves Fortnite but feels it's too young, etc.*

## Highlighted Competitors

*Example games to help explain your concept, answer design questions and show your competition. These should be games that are as similar to your concept as possible, or inspire significant systems.*

- 1.
- 2.
- 3.

## Timeline

*What is the timeline for the production of this game? What are the major milestones, and when will they get done?*