

Red vs. Blue

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Prepare yourself for the ultimate in strategy as you pick a candidate and join in the next presidential campaign. Choose your party and your candidate or resurrect a great American leader and pit your campaign skills against the most intelligent game system ever designed. Be Barack Obama, Hillary, McCain, or Rudy Giuliani—you can even enlist Abraham Lincoln or John F. Kennedy, and hit the campaign trails. Steal secrets from opposing headquarters, but be careful, if the public finds out it may be political suicide. Keep track of everything from minority turnout to the issues on the public's mind. Plan your campaign at every step of the way. Enter an online tournament to see if you have what it takes to win over the heart's of Americans on November 2nd.

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2.0 Overview of the Game

2.1 Title

Red vs. Blue has been selected as the title for a battle of political wits.

2.2 Premise

In lieu of sports competitions (for which there already exists countless games) little is more competitive than political legerdemain. With the arrival of *Red vs. Blue* we will be able to bring eager gamers into the world of attack ads and raising campaign finances. Set in the upcoming 2008 presidential election, players will be able to pick from amongst their favorite candidates, or even resurrect an all time favorite, and manage their campaign until Election Day. Unlike other choice-limited “choose your own adventure” strategy games, we will present literally hundreds of options for players to choose from at each turn and manifest a wealth of statistical data to help players prepare their next move.

Depending on difficulty level, players will be able to plan and manage itineraries for upcoming days, weeks, or even months. Their plans will determine the counter moves made by their opponent as well as the reaction of the American people. Players will have access to certain upcoming travel and speech plans of their rival, detailed state by state polls and statistics, new briefs, events as they occur and much more. Players will have to manage their time and money, calculating the needed amount of campaigning, fund-raising, and attack ads. Each gamer must also determine where to campaign, what issues to include in their speeches, how long to plan speeches for, how long in advance to plan trips, right down to details including getting a cheese steak in Philadelphia or a burrito in Santa Fe.

2.3 Overall Purpose

While the game is mainly geared for entertainment, with one pitting their wits against the A.I. of the game, the nature of the battle allows for online competitions and will be inviting for University Political Science, Ethics, or Business classes to enter the political race. It is the goal of this software development group to attract an online following eager to wage political war.

2.4 Platform

The game will be designed and tested primarily for Windows XP and Vista as well as Mac OS, and upon the successful release of this system a Linux version will be in the works.

2.5 Genre

This will be a conglomeration of a strategy, specifically a turn-based strategy, game and a process simulation. While building and creating finances and a campaign strategy, as in a simulation, you will also be playing against an opponent and making very detailed decisions on each turn based on the current state of affairs.

2.6 Target Demographic

We will be targeting a mature crowd twenty-five and up with an emphasis being placed on thirty and over. We will appeal to a sophisticated and educated group of people. The nature of the game will also attract a substantial female audience. Experienced gamers will be attracted to the cunning needed to be successful; however, our research indicates that we will also be able to attract cable news junkies and soccer moms who are concerned about political issues. Since one can set their own pace there is no rush to finish a game, and the depth of logic will allow for total emersion by players into the roles of their political candidates.

2.7 Anticipated Rating

We anticipate a rating of E for everyone.

2.8 Player Mode

A superiorly designed A.I. component will be used for gratifyingly intense game play, however, we recognize that nothing can take the place hand to hand combat and so multiplier games will be available as well as an online portal that players can use to compete remotely.

2.9 Goal

Our game offers the ultimate goal, the presidency of the United States of America.

2.10 Role of Player

The player will be their favorite political candidate. It will be their job to plan out their campaign. They must look at the data provided and determine where and how to spend their time and money.

2.11 User POV

There will rarely be a need for first person POV but may be included in some areas. The POV would best be described as third person, however, the user will not be doing much walking or opening doors. The player would be looking most often at maps and statistics, news briefs, and itineraries.

2.12 Setting

The main locale, or home base, of the game is either the democratic or republican national headquarters. The game continues to play out all over the United States. One can fly to different places for fundraising and campaigning, target negative campaign ads state by state, perform covert operations into opposing headquarters, and appear on talk shows including Oprah.

2.13 Basic Storyline

When the player chooses their candidate the game begins at the conclusion of the primary races. The first order of business is selecting a running mate. Depending on who you are, who your running mate is, and who your opponent is, the American people will start out in an initial state (of opinions and leanings), obtainable to the player through

various media. Each player then begins making strategic decisions to tilt the balance in their favor. The game may be set for quick play where one can play a month at a time, all the way down to an extended game that plays day by day. In a day by day game the player makes plans for each day before that day evolves. Players will be able to watch extended and unique animations of their decisions come to life or skip through the animations without missing a beat.

2.14 Major Challenges

The game's major antagonist is the opposing candidate but one will also battle the statistics, the media, and at times protestors. Each instance will allow for countless counters never leaving a dull moment or an exhaustive repetition where one tries to guess the pattern. While not entirely eliminating randomness, events will occur primarily based on the state at a given time with considerations of all events that have occurred up until that point. Everything from deciding how much time to spend kissing babies, to how much time to spend with your family, will allow for a huge variation in game play ensuring that no two games are ever the same.

2.15 Characters

The player controls their candidate and in turn their running mate. Aside from all the major politicians likely to be present in the coming election, players may also resurrect an all star. Players can pit William Clinton against Theodore Roosevelt or Ronald Reagan against John F. Kennedy. Since the characters are well developed in real life their initial state will be preordained. Each will control key areas from the start and have strengths and weaknesses pertaining to different demographics. The players will not evolve during the game but the voting public will. A pro-choice speech in an ultraconservative city may be disastrous where as a speech pertaining to education may draw more voters. The computer is always responsible for managing and adjusting the views of the voters and in a single player game will also govern the opposing candidate.

2.16 Structure

There are no levels except for those of difficulty. Where as the higher the difficulty level, the more information may be relevant to one's decisions and the more detailed their planning must be. Instead the game progresses by time. There are no second chances and on November 2nd the game ends.

3.0 Game play

3.1 Scoring

Feedback to the player will be given in terms of polls. Depending on their actions they will see changes in certain demographics. A well run campaign may also bring in extra revenue. The ultimate prize comes in the end when the player is either elected President or forced to go quietly into the night.

3.2 Player's "Verb Set"

Before each turn players can review newspaper articles, watch news clips, or view statistics. Eventually they have to plan out the next day of their campaign and watch the

day play out, skipping any visualizations or descriptions they are not interested in. Players may also be stopped throughout the day to react to certain situations, such as protestors or hecklers.

3.3 Core Game play

By election a player must secure the 270 electoral votes needed to become president. To achieve this, the candidate must make wise investments concerning both time and money. Players may elect to assemble a covert team to break into opposing headquarters and try to steal paperwork, or hire a heckler for an opponent's speech. While the pay-off from such a venture may be nice, getting caught could certainly cost one the presidency. Players may also navigate a mass of statistical data from political leanings, to major issues state by state, to voter turnout records. Candidates can watch news briefings and devise methods for combating negative campaign ads. Holding a lot of fund-raisers may bring in a lot of money but one may lose time from campaigning. If one runs as a senator and misses an important vote it may become a problem. A candidate may be asked to appear on Oprah and reach a worldwide audience, however, that same invitation would then go out to the opponent. In the end the player that out campaigns their opponent wins.

3.4 Inventory

Players will have access to all the data available at any time in the game (except some things pertaining to their opponent's campaign). Players will also be able to keep their favorite information on screen at all times. A small twenty percent of the screen will be used for data one wants to keep close, such as the Florida polls, and the southern states likely minority turnout. A player may also keep a local inventory of headlines from several newspapers. Players will also have extensive amounts of money to contend with. Spending it wisely will be a necessity for victory.

3.5 Time

For home gaming the player may opt to have a limited amount of time for their decisions but will more likely be in control of when the clock starts and stops. They can prepare their strategy for days to compete in one simulated day. For online gaming the rules may have to be adjusted to keep the game moving. Something akin to only allotting a day to plan a week in the game seems reasonable. These details are still forthcoming.

3.6 Lives and Powers of Main Characters

Each player will have certain strengths and weaknesses as perceived by the voting public. Barack Obama for instance will be a more charismatic speaker than John McCain, who will in turn have more money and a more solid conservative base. Hillary Clinton may capture a larger portion of the female vote, where as Rudy Giuliani may appeal to the political middle ground.

3.7 Interface

With no action and therefore no quick reflexes needed keyboard and mouse controls can be laid out intuitively where searching the statistics is akin to searching the internet, and updating an itinerary is no harder than a schedule in Outlook. A list of

menu options will beget several choices. A speech will have to be timed, and then broken down into how much time talking about which issues. This will lead deeper into menu choices. Intuitively this could be viewed as a depth first search in a very broad tree. A simple head's up display will expose the players inventory of specific polls or newspapers as well as some overall statistics and important game play information as it occurs.

3.8 Levels

In the strictest sense there is but one constantly evolving level. The player's playground is the United States. Game play will become more challenging as Election Day approaches. A player with a substantial lead that runs out of money two weeks before the election will likely not win. Only with each passing day will the player move closer to the end.

3.9 Time Intervals

The game is mainly turn based but for online gaming a play clock will have to be enforced. There is also limited time, in the sense that on November 2nd the votes are counted and the winner is selected.

4.0 Audio and Video

4.1 Video

While the player is determining their move for the next play the game will be two-dimensional resembling a lot of menus. One can also view the country as a game board with red and blue percentages in each state. When a player takes their turn and the day progresses, if the player wishes, they may watch an evolving photo-realistic day unravel. With three-dimensional models made from each candidate it will look like their candidate who is on television or giving a speech. Real news commentators such as Wolf Blitzer will also be seen giving news briefs. These videos, as real and interesting as they may seem, can be easily skipped by the player if they do not wish to view them with no loss to game play.

The videos will be splices of different appearances made by the personalities along with recreations using state of the art visual software.

4.2 Audio

The only audio will be that of the speakers, be it the candidates or news personalities, and their lines will be based on the current state of the game. Players will not be able to select their lines but they will be able to play a large role in how those lines are selected. And they can watch themselves on the simulated news broadcasts.

4.3 Special Elements

Interesting landmarks and places will be included from every state in the game. They will be composed of actual pictures and images taken at the landmarks. A player can opt to give a speech under the Arch in St. Louis, or visit the Alamo while in Texas. The game will also include several guest appearances. Oprah, Jay Leno, David

Letterman, Rosie O'Donnell and the cast of the View, Sonny Bono, popular news anchors, and other celebrities may show up at dinner or at a rally.

4.4 Tactile Feedback

No tactile feedback will be present in this game.