Vehicle Pipeline

Thourbourn Games Inc.

TERRANOVA 2466

Outline

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Design Methodology

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Design Stages

Stage 1: Discovery
Define vehicle's role, specifications, inspiration, layout, lineup and functions

Stage 2: Concept Art
Visually explore and iterate on the vehicle's design, generate concept art assets

Stage 3: White Box
Initial 3D vehicle modelling that outlines its size, layout, functionality, and interaction within the game.

Stage 4: Grey Box
Refined 3D modelling with more detail, adding textures, colors, and basic animations for improved look, depth & feel

Stage 5: Final Art & Animation
Finalized vehicle's design, animations and art including high-resolution textures and shaders, sounds, VFX, additional in-game brand elements and any final aesthetic touches.

Stage 6: Engine Deployment
Integration of fully designed 3D, visual and design assets into the game engine, for testing, to make sure it is functional and interactive to a gold standard in the game environment.


1
Discovery
-1a-
Vehicle Specifications
-1b-
Vehicle Size & Block Layout
-1c-
Specialized Features / Components
-1d-
Life Support & Power Management Map
-1e-
Auxiliary & Storage Layout
-1f-
Reference images & inspiration
2
Concept Art
-2a-
Brand Language & Story
-2b-
Art Concept Goals, Usage, Details
-2c-
Initial Sketches of External Shapes
-2d-
2D layout, Scenery & Side Cutaway Review
-2e-
Midpoint Art Review & Iterations
-2f-
Final Art Review & Signoff
3
Whitebox
-3a-
3D spatial blocks and orientation
-3b-
3D interior & exterior layout
-3c-
3D blocks for storage, auxiliary and components
-3d-
3D Walkabout & Midpoint review
-3e-
Interior, Exterior & Component Iterations
-3f-
Final Whitebox Review
4
Greybox
-4a-
Interior and Exterior Height and Size
-4b-
Auxiliary Modules, Storage & Components
-4c-
Materials and Shader Selection
-4d-
Early Animation & Orientation
-4e-
Early Movement & Mechanics Testing
-4f-
Final Greybox Walkabout & Review
5
Pre-Engine Handoff
-5a-
Final Materials and Shader Application
-5b-
Orientation, Flow & Layout Walkabout
-5c-
Sound and VFX application
-5d-
Module & Component Animations
-5e-
Midpoint Movement & Mechanics Review
-5f-
Brand & Variant Colorway Selection
6
In-Engine Deployment
-6a-
Final Materials and Shader Signoff
-6b-
Final Sound and VFX Signoff
-6c-
Final Movement, Animation & Mechanics Signoff
-6d-
Microservice integration & Database benchmarking
-6e-
Vehicle Go-to-Market & Sales Strategy
-6f-
Asset Replication & In-Engine Deployment

Estimated Time and Cost

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Time

Small Vehicle (up to 45 MM)

1. Discovery: 45 hrs
2. Concept Art: 45 hrs
3. White Box: 120 hrs
4. Grey Box: 120 hrs
5. Final Art: 60 hrs
6. Engine Deployment: 60 hrs

Total Estimated Time

450 hrs or **8** weeks (Assumption: 2 ppl @ 8hrs per day/ 5 days a week)

Cost

Small Vehicle (up to 45 MM)

1. Discovery: $750 = 15 hrs * $50 / hr
2. Concept Art: $1,500 = 30 hrs * $50 / hr
3. White Box: $2,250 = 45 hrs * $50 / hr
4. Grey Box: $4,500 = 90 hrs * $50 / hr
5. Final Art: $1,500 = 30 hrs * $50 / hr
6. Engine Deployment: $1,500 = 30 hrs * $50 / hr

Total Estimated Cost

$XX,000 (approx. $USD)

Avg MSRP:

$150 USD

Stage 1: Discovery

Exploration of the vehicle's role, specifications, inspiration and brand integration within the game environment

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Stage 1

Discovery

Purpose

Define the vehicle's role, specifications, and integration within the game environment. This stage involves research, brainstorming, and setting the vision for the vehicle's design and functionality.

Team

1. Product Manager leads, with input from the Designer for creative direction and brand design
2. Early discussions with Developers to understand technical constraints and requirements
3. Preliminary discussions with the Operations Team to discuss budget and financial considerations

Time & Budget

1 Week (6 hrs a day) / approx 30 hrs

Discovery

1. **Define Vehicle Brand:** Establish the core identity of the vehicle brand within the game's universe, including its history, mission, and values. This foundation influences all subsequent design decisions.
2. **Research Design Inspiration:** Gather inspiration from various sources (e.g., modern and futuristic vehicles, aerospace technology, sci-fi media) to inform and enrich the brand's design language and innovation.
3. **Update Brand Library:** Compile and organize all research materials, design drafts, and brand documents into a centralized library. This resource supports consistency and can streamline the design process for current and future projects.
4. **Review Vehicle Lineup:** Evaluate existing vehicles under the brand to identify strengths, weaknesses, and opportunities for innovation. This review helps in positioning the new vehicle within the lineup and ensuring it brings fresh value to the brand.
5. **Generate Design Brief:** Develop a comprehensive style guide that includes visual aesthetics, emotional tone, and the overarching design philosophy. This guide ensures consistency and cohesiveness in the vehicle's appearance and functionality.
6. **Define Vehicle Specifications:** Detail the technical specifications of the vehicle, including dimensions, capabilities, technology, and intended use within the game. Specifications guide the design and development process, ensuring the final product meets gameplay and narrative requirements.

MIL AEROSPACE

Style

Mil Aerospace embodies a fusion of:

- Technical Realism
- Modernism and Minimalism
- Futuristic design ethos
- Rich, detailed sci-fi fantasy elements

Mil Aerospace stands as a testament to human ingenuity, inviting players to explore not just the vastness of space but the bounds of their imagination.

Design Philosophy

The design philosophy underscores **simplicity, functionality, and automation,** packaged within a sleek and modern aesthetic that captivates and inspires.

Mil Aerospace showcases:

- the advanced technology's sophistication and
- subtle elegance,

Presenting a vision of the future that is both **aspirational** and **grounded** in a believable progression of spaceflight technology.

Tone

Mil Aerospace instills a sense of awe, desire, and mystery.

- It reflects the ship's capability for deep space exploration and
- Its role as a harbinger of future possibilities,
- marrying the elegance of its design with the practical aspects of interstellar travel.

This tonal direction encourages players to ponder the future's potential, evoking excitement for a time when such technological advancements are within reach.

https://www.fontspace.com/landasans-font-f46854

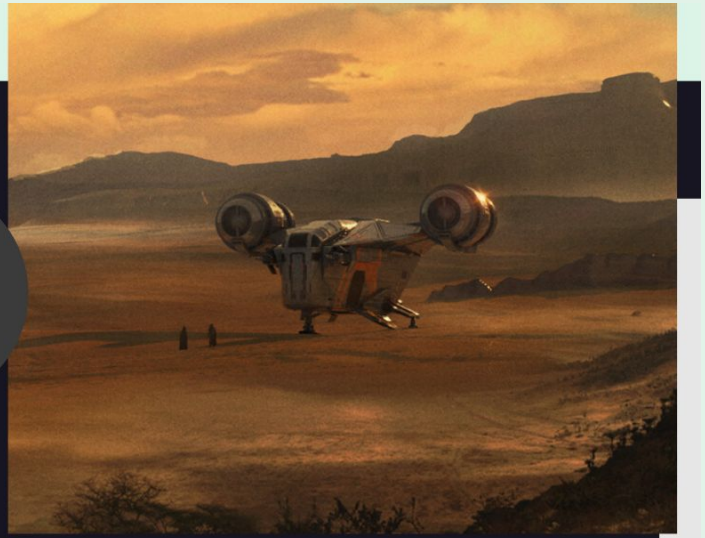
Link to Mil Font Landsans on FontSpace

MIL AEROSPACE

Bounty Hunting, Search & Recovery Ship

Nyx
- Size: Small
- Bounty
- Multi-role/crew
- 30 m
- Crew: 2- 4

MIL NYX



Bounty Hunting & Recovery

Size: Small
Max Crew: 4
1 Pilot
1 Engineer
1 Tactical/Gunner
1 Medical

Needs

Brig
- Holding cell for live targets
- Includes bunk bed, toilet, storage
- Computer controlled door

Freezer
- Storage for bodies recovered
- Derelicts, Crashed sites, Caves, mission locations

Crew quarters
- Habitation for crew rest, droid maintenance
- Mess for relaxation, research and productivity

Armory
- Lockers for exo-suits and PPE
- O2 stations
- Exo-suit workshop

Computer Core
- Access to tracking, bounties and missing persons recovery
- Access to cloaking technology

Medical Bed
- Body & vitals scanner
- Robotic arms and injectors
- Prognosis delivery/ optimization

Workshop
- Chem station to make non-lethal chems
- Fabricator to create disguises
- Fabricator to adjust weapons or exosuits

XS Vehicle Storage
- 1x Hoverbike
- 1x Explorer Drone

Stage 2: Concept Art

Art based, production and iteration of the vehicle's design, translating the discovery insights into visuals

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Stage 2

Concept Art

Purpose

To visually develop and iterate the vehicle's design, translating the discovery insights into tangible art. This phase solidifies the aesthetic and functional aspects through sketches and digital paintings

Team

1. Concept Artist (Designer) takes the lead, with guidance and feedback from the Product Manager.
2. Initial reviews by the Developer team may occur to ensure feasibility.

Time & Budget

1 Week (6 hrs a day): 20 hrs - 30 hrs

Concept Art

1. **Discovery Review:** Align the concept art direction with the vehicle's brand, style, and technical specifications established in Stage 1.
2. **Initial Sketch Exploration:** Produce a range of early concept sketches, exploring various design directions while adhering to the established specifications and style guides.
3. **Sketch Selection:** Select one or several sketches that best represent the vehicle's vision for further refinement, based on the alignment with the brand.
4. **Refined Concept Development:** Develop the selected sketch(es) into more detailed concept art, focusing on refining the design and incorporating more specific details regarding textures, colors, and key features.
5. **Final Sketch Approval:** Review and approve the detailed concept art, confirming that the design meets all the game's requirements and players' expectations before moving into 3D modeling.
6. **3D Handoff / Readiness:** Ensure all necessary documentation, files, and guidelines accompany the approved concept art to facilitate a smooth transition into 3D modeling.

Stage 3: White Box

Creation of first 3D vehicle models and assets that outlines its size, space, functionality, and interaction within the game.

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Stage 3

White Box

Purpose

To create a basic 3D model of the vehicle that outlines its size, space, functionality, and interaction within the game. This is a preliminary stage in 3D modeling, focusing on spatial relationships rather than detailed aesthetics.

Team

1. Vehicle Experience Designers lead the white box modeling, with oversight from the Product Manager and input from the Development to ensure the model aligns with the concept art.
2. The Operations Team may provide logistical or technical feedback.

Time & Budget

Three Weeks to 1 Month (6 hrs a day) / 90 - 120 hrs total

Stage 4: Grey Box

Finalization of 3D assets and addition of details, shaders, textures, colors, and early animations

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Stage 4

Grey Box

Purpose

Refine the 3D model with more detail, adding textures, colors, and basic animations to further develop the vehicle's look and feel. This stage tests and iterates on the design's functionality and interaction within the game.

Team

1. Vehicle Experience Designers continue to refine the model with closer collaboration from the Development and Product to adjust the aesthetic elements, layout, early component space planning.
2. The Product Manager coordinates requirements for key team, keeps track of timelines and deliverables

Time & Budget

Three weeks to One Month (6hrs a day) - 90 hrs to 120 hrs

Stage 5: Final Art & Animation

Where final vehicle design, animations and art are presented, iterated on and approved

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Stage 5

Final Art & Animation

Purpose

Finalize the vehicle's design and art, adding high-resolution textures, detailed animations, and any final aesthetic touches. The completed design is then handed off for coding and integration into the game engine.

Team

1. The Designer finalizes the art under the Product Manager's supervision.
2. Developers prepare for the integration, ensuring the model is optimized for the game engine.
3. Product Management begins planning for the vehicle's deployment and use within the game.

Time & Budget

One Week (6 hrs a day) / 30 hrs total

Stage 6: Engine Deployment

Where the fully designed vehicle is installed into the game engine for testing and deployment

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Stage 6

Engine Deployment

Purpose

To integrate the fully designed vehicle into the game engine, making it functional and interactive within the game world. This includes coding the vehicle's behavior, physics, and any unique features.

Team

1. Developers lead the deployment, coding, and testing of the vehicle in the game engine.
2. The Product Manager oversees the process to ensure it meets the game's strategic goals.
3. The Design and Product Management Teams jointly provide support for adjustments and quality assurance, ensuring the vehicle performs as intended and enhances the game experience.

Time & Budget

One Week (6 hrs a day) / 30 hrs total

Go to Market & Sales

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Pre-Alpha Market Endpoints

1. **Interactive Digital Brochure**

   A downloadable, interactive PDF or digital brochure that provides an immersive introduction to the vehicles.

2. **Vehicle Configurator Application** (MVP Pledge Store)

   An engaging online platform that lets players and enthusiasts customize their own vehicles, visualize changes in real-time, and understand the impact on performance and game compatibility.

3. **Promotional Video Content for Multi-Platform Distribution**

   A series of high-impact videos designed to showcase the vehicles' brand, role, and functionality within *Terra Nova 2466*, tailored for web, mobile, and social media platforms.

4. **Alpha 1.0 Pre-Development**

   Scenarios designed for closed alpha testing of early and unreleased gameplay features, network stability, functionality and quality assurance testing

Interactive Digital Brochure

PDF or digital brochure that provides an immersive introduction to the game's vehicles and environments, including features such as:

1. **Dynamic Concept Art Gallery:** A number of high-quality images of each vehicle with zoom and rotate functions for detailed viewing.
2. **Interactive Vehicle Cutaways:** Detailed cutaway diagrams that users can click through to explore the vehicle's interior and key features.
3. **Specifications and Functions:** Provide a clear, concise breakdown of each vehicle's capabilities, special functions, and where it fits within the game's universe.
4. **Complete Lineup Overview:** Include a section showcasing the full range of vehicles available, with links to more detailed information on each.

Vehicle Configurator Application

Web platform that lets players and enthusiasts customize their own vehicles, visualize changes in real-time, and understand the impact on performance and game compatibility including features such as:

1. **Intuitive Vehicle Customizer:** Drag-and-drop components, color schemes, and add-ons with live 3D previews.
2. **Pre-Order & Sign-Up Portal:** Seamless integration for users to sign up for updates and pre-order customized vehicles.
3. **Fleet Manager Integration:** Allow players to manage their fleet of vehicles, plan upgrades, and prepare for missions (subject to development).
4. **Account Management v1:** Tools for users to track their orders, configurations, and game progress (subject to development).

Multi-Platform Video Promotion

A series of high-impact videos and advertising units designed to showcase the vehicles' brand, role, and functionality within "Terra Nova 2466," tailored for web, mobile, and social media platforms including features such as:

1. **Brand Showcase Commercial:** A cinematic video that highlights the brand ethos of the vehicles, their design philosophy, and their pivotal role in the game's universe.
2. **Feature Focus Videos:** Short, engaging clips that highlight specific functions, innovations, or stories behind the vehicles, encouraging viewers to explore deeper.
3. **Teasers and Release Announcements:** Create anticipation with teaser videos leading up to the release of new vehicles, followed by announcement ads that highlight key features and availability.

Alpha 1.0 Demo

“Waystation”

1. **Introduction to the Waystation**: Features environment simulation of deep space including sounds and effects, Exo-suit and magnetic boots designed for the character, Dynamic lighting and particle effects to simulate the cloud flare. Matching score to deliver impact of stunning visuals
2. **Ship Status and Analysis** Features an interactive menu UI for vehicle stats, Tooltips based on character reticle, Repair Multi-tool, fuel pump models and interaction animations and Damage visualization on the ship model (red glow, health meter)
3. **Repair and Cargo Management** Features Repair effect animations, text validation and sound effects, Cargo boxes and drone models. Cargo movement interaction and effects. Drone Hub area design with interactive elements.
4. **Refueling and Preparing for Departure** Features Fuel pump station model and fuel hose interaction animation. Notification UI for cargo and fuel status updates and "Flight Ready" analysis feature in the ship control menu.

Current Pipeline

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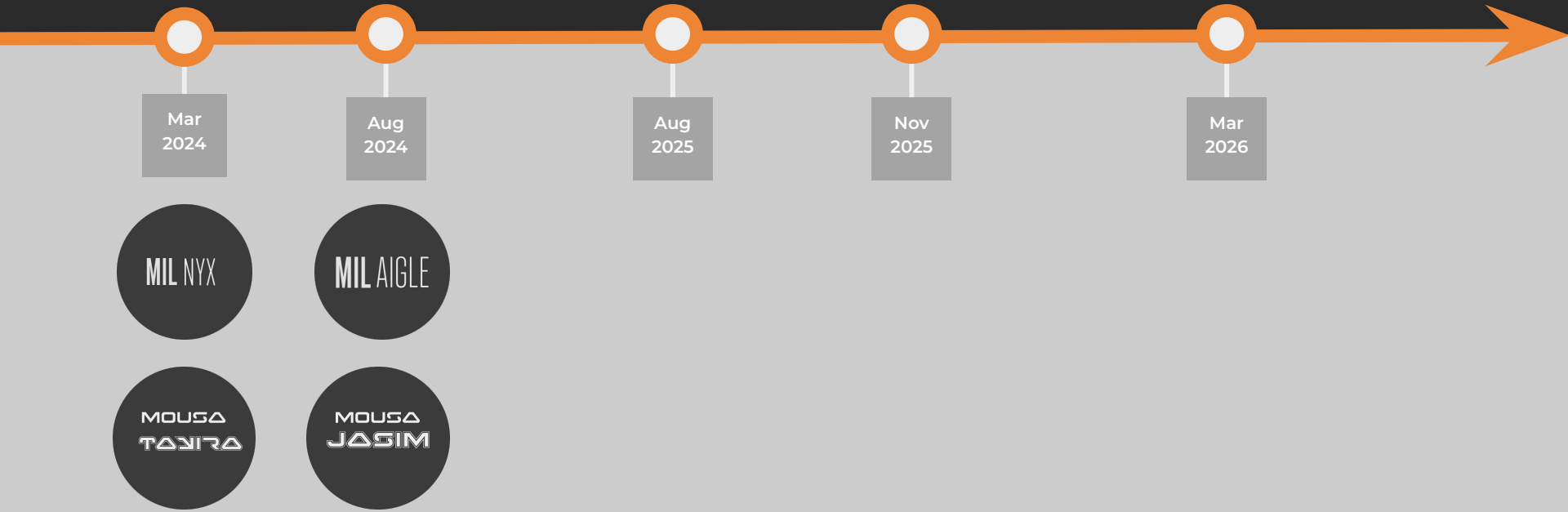
Vehicle Pipeline



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Development Timeline

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Alpha Development Timeline

Alpha Pre-Production

Alpha Scenarios
Microservice Planning
Vehicle Concept Art
Game Pitch
Financial Projections
Brand Presence
Social Media Presence
Business Incorporation

Alpha Production

Alpha Environments
Alpha Vehicle Assets
Functional Components
Alpha Microservices
Cloud Service Setup (AWS)
Database Setup (AWS)
Game Engine Setup (UE)
“Inside Terra Nova” DevBlog
V1 Ship Store

Alpha Pre-Launch

Alpha Demo Trailer
Social Media Campaign
Influencer Marketing Plan
Closed Alpha Testing
Pre-Launch Optimization
Pre-Launch Bug Fixing
Community Engagement
Reddit Q&As
Report a Bug and Feedback

Alpha Launch

Account & Profile Management
In-Game Currency (Terran Credit)
Gameplay Tokens
Optimization and Bug Fixes
Open Alpha Access
Feedback and Report a Bug
Background Simulation
V1 Language Support

Alpha Post Launch

Alpha Retrospective
Lessons Learned
Planning Retrospective
Late Stage Testing
Start Beta Vehicle Concept
Feedback and Report a Bug

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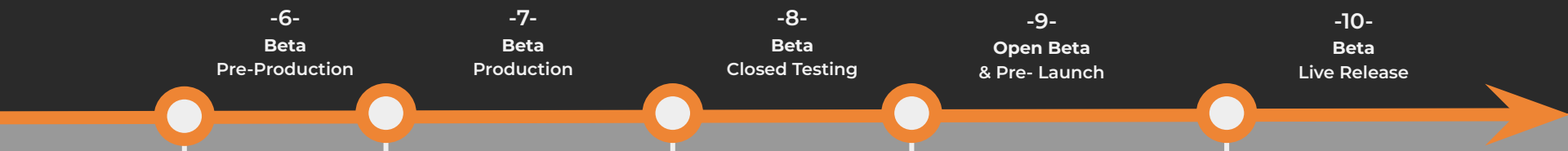
Beta Development Timeline



Beta Pre-Production

Beta Scenarios
Beta Gameplay
Navigation & Starmap
Long Distance Travel
Beta Microservices
Beta Ship Concept Art

Beta Production

Beta Environments
Beta Vehicle Assets
Functional Components Dev
Gear Management v1
Inventory v1
Beta Microservices Dev
Cloud Service & NLB Opt.
Database Optimization
Game Engine Optimization

Beta Pre-Launch

Beta Demo Trailer
Beta Ship Commercials
Social Media Campaigns
Influencer Marketing Plans
Closed Beta Testing Period
Pre-Launch Optimization
Pre-Launch Bug Fixing
Community Engagement
Beta Merchandise
Report a Bug and Feedback

Beta Launch

Closed Beta Retrospective
Background Simulation v2
Optimization and Bug Fixes
Open Alpha Access
Feedback and Report a Bug
V2 Language Support (Asia)
V2 Language Support (LATAM)
V2 Language Support (Brazil)

Beta Live Release

Beta Retrospective
Lessons Learned
Planning Retrospective
Early Access Planning
Late Stage Testing
Post-Beta Vehicle Concept
Feedback and Report a Bug

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Appendix

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