



News Letter

January 20 - 24, 2014

We are SeptoBunny, a team working with Electronic Arts' Office of the Chief Creative Officer to create a golfing game for Connected TVs. Our team includes designer and artist **Lucien Chen**, programmer **Davis Dong**, gameplay programmer and designer **Frank Hamilton**, animator **Momo Jiao**, character and environment artist **Sahana Vijai**, producer **David Wegbreit**, and UI/UX artist **Key Wu**.

In our first week we began learning about our platform—a system that streams games from a server to set top box and uses a tablet as a controller—and our game genre. We brainstormed over sixty different ideas for golfing and connected TV games and refined these down to five best ideas, which we consolidated into three core ideas.

In the second week we presented these ideas to one of our client representatives. One centered around arcade-style action, something casual players could learn easily and get excited about. Another centered around strange physics and challenging puzzles. We pitched it as "Inception golf". Our final idea was a series of features we could add to or improve on in a traditional golf game.

Following our presentation, we began a kind of pre-production, digging into a code and art base we would be building upon. At the same time we began refining our three core ideas, drafting and sorting potential features for each game.

In the week ahead, we will present our three concepts to the Office of the Chief Creative Officer. By mid-week, we hope to know which of the three games (or which combination of their features) our client would like. From here, we will establish a plan for an Alpha release in week seven or eight.

WEEK 1

WEEK 2

Refined over sixty wild idea down to three to pitchable ideas. Dug into inherited code and art infrastructure.

WEEK 3

WEEK 4

WEEK 5

WEEK 6

WEEK 7

WEEK 8

WEEK 9

WEEK 10

WEEK 11

WEEK 12

WEEK 13

WEEK 14

WEEK 15

WEEK 16

