

# **The Gorgeous Gunslinging Of Warren Styx**

Pitch Document

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## **Executive Summary**

*The Gorgeous Gunslinging Of Warren Styx* is PC/Mac third-person hack-and-slash shooter based on many conceptions of the western and crime genre we have often seen in media. It tests the players knowledge of game mechanics, all the while progressing through levels with challenges to encourage exploration and replay-ability.

## Audience Analysis

The target audience of TGGWS is mainly young males within the range of 16 to 20 years of age, especially those with interests in games with fast paced action and shooting mechanics throughout the game market. One of the main themes that the story of this game treats is that of pride and inspiring pride in other people. The main character, Warren Styx, faces a challenge that most people can relate to, the desire to make their father (or family member) proud by doing things that they think will make them proud, even if they themselves do not wish to do those things.

Because of our games' fast paced combat with mechanics similar to hack and slash games, it may also attract the attention of individuals familiar with games of similar aesthetics and mechanics, such as *Bayonetta* or the *Devil May Cry* franchise, both with great followings of their own. This game is meant to not just cater to people who are fans of such illustrious franchises but also increase an influx of such passionate players to be interested in the product, as well as increasing word of mouth appeal.

## Story

*The Gorgeous Gunslinging Of Warren Styx* follows the titular character of Warren Styx, he is the son of a super-criminal only known to us as The Iron Tarantula. Warren wanted to lead a simple life, merely spending his days manning a flower shop he built with his own two hands called "Styx Flowers: Fresh As The River." The problems started when his father expressed disappointment with the road he had taken in life and wanting to make him proud, not wanting to embarrass him, he left his shop and set out to a single location to prove his worth.

He arrived at a place called Beat-Em-Up Bradley's Barbaric Hotel, a hotel built in the desert region of Barnrockburn, in the state of California. This hotel is best known for housing several dangerous criminals, from mercenaries, escaped convicts, mad scientists, and even people that border on the supernatural. Warren stands in front of the hotel with one objective in mind; defeat all of the hotel's denizens and stand at the top, to make his father proud. When he ventures in with his twin revolvers and fights some thugs once he enters the lobby. He then meets a ghost that descends from the ceiling, a woman named Pandora Bradley, who offers her guidance after seeing him defeat the powerful thugs in the lobby. She shows him how her father was the owner of the hotel and that he was a very powerful criminal who ruled over it until he was killed by the one currently ruling at the top. She tells him she will guide him and help him if he gets to the top and kills the man who killed her father. Warren accepts.

They both go through many floors together engaging in banter and a lovely relationship develops between the two of them. They mainly talk about the relationship they had with their fathers and how they both took different paths in life. Throughout the story, these segments take place in the elevator which is used to access different floors in the game.

Warren walks into a floor that seems like an endless desert full of rocks, not unlike a canyon. There we are introduced to Jedediah Blackwood, an expert mercenary and sharpshooter, standing over the corpse of another, similarly dressed gunslinger, with blood all over both of them. We are shown that Jedediah is someone from a mercenary group known as The Cleaners, he failed in his last assignment, not being able to kill his target, and now he is in the tower for redemption and to bring glory to his organization. The man that lies dead on the ground was the previous ruler of said floor. They fight and when Warren eventually wins, Jedediah begs him to kill him, so that he may die with whatever honor he has left.

This is the first choice the player has to make if the player chooses to kill him, then Warren will acquire Jedediah's ability by going into their headquarters, the ability is to fire hyper-charged explosive bullets every once in a while, fire bullets that explode upon contact and be able to 'fan' like in a western. Pandora will comment that maybe it was an act of mercy, but she is not sure. But if the player chooses to spare Jedediah, he will tell you that he can't go back to his organization, that he is ashamed, and doesn't want to bring shame onto them. He will just stick around on his floor and allow you to pass, while also giving you the entire floor to explore, but the headquarters will be inaccessible.

Pandora will tell you that you made the 'naive' choice, but that so long as they get to the top, she doesn't care what you do. Warren will then tell her that he is doing this for his father, not for himself, that he wants to make him proud, but doesn't know how to. Pandora

asks him what he would want to do in life if his father was out of the picture? Warren says he doesn't know but makes sure to mention his flower shop. They go through many floors more, now fighting against more criminals, poison throwing scientists and goons sent by The Cleaners in case Jedediah died, which they believe he did because the son of someone as ruthless as The Iron Tarantula would kill anyone that stands in their way.

At one point the floors start to become more rustic, older, and more worn, there they start fighting the zombies of old warriors, like templars, archers, pirates, and Vikings, which elicits a reaction in Warren, to say the least. As they reach the top of said floor, they meet a grizzled, strong, and robust Viking Berserker known only as Son Of The Bear, who wears the pelt of a bear for armor and claims to be 300 years old. We also see several mushrooms growing from the walls and the ground, some of them as big as a human head. We see Son Of The Bear eat some and growing savage, the battle begins.

Warren outsmarts him, defeating him, but Son Of The Bear keeps fighting, though it has no results. Warren is faced with the choice yet again. If he chooses to kill him, he will go to his headquarters and get his iron knuckles which when he punches will make two phantasmagorical fists of monstrous size appear in the air and punch the enemy it is aimed at. But the fists themselves are very slow and heavy. The same effects as previous apply. Pandora will comment on what you did, telling you that she admires that relentless ambition to get to the top no matter what is needed of yourself. If Warren chooses not to kill him, then Son Of The Bear will thank him for his forgiveness and give him a cloak made from the fur of a white wolf, a cloak that can make him teleport short distances.

Warren talks with Pandora and reflects on his experiences with Son Of The Bear and Jedediah Blackwood. Warren asks Pandora what she will do once she gets her revenge, she says that she will stick around beside him, as she enjoys his company, but past that she doesn't know because she always thought she'd never get the chance to get her revenge like this. Warren also calls his father, excited to tell him about the fight he just had, his father is apathetic and tells him that unless he has succeeded in taking the entire hotel, he doesn't want to hear anything from him and hangs up before Warren can say anything. Pandora comforts him, with moderate success.

Further up the hotel, he starts fighting several clones of Ulysses Wolfensur, the ghost of a mad scientist. They fight through floor after floor and constantly try to figure each other out on a personal level by speaking through the intercom, speakers on the walls, and such. After being beaten up so much and acknowledging his previous victories with some words from Pandora, Warren resolves that he will beat the hotel, not for his father but for himself, and with this revelation, he defeats Ulysses, who trash-talks him throughout the entire fight, by using his explosive bullets.

Since Ulysses is a ghost he can't die, so he is instead trapped in the floor, as the player can't kill him, at least not forever. Pandora says that he never liked him, he agrees and they move on. Warren has almost reached the top and the fights have begun to take a toll on him, even with Pandora healing him, even if it is quite slow. They have a tender moment, holding each other as best they can, while Warren tells her that they will make it and walk out of here, different, but safe and sound.

He finally reaches the very top of the hotel, seeing on a map that there is one more room between him and the final room in the entire hotel. The one he finds himself in appears

to be an endless field of snow, with millions of swords and bladed weapons of varying sizes stuck in the ground. On top of a sword the size of a school bus, a woman called Alice Sharrrd sits, with bayonets crisscrossing her chest, saying that she actually owes a debt to the final boss of the hotel and that she is merely paying it back. Pandora is noticeably absent in this boss fight, or at least out of sight.

As they fight, she says that Warren needs a teacher, that is way too raw and unpolished to be a professional killer and taunts him throughout the fight, but in a good-spirited manner, very different to the trash talk he got from Ulysses. Eventually, she is defeated and he is faced with the choice again. If Warren kills her then he will get the ability to throw bayonets that freeze mid-air and can be triggered to be launched onto enemies once they are activated. If he kills her, he just moves on and Pandora doesn't speak.

He finally reaches the very top of the hotel to find no one is there. This is when Pandora reveals that she is the ruler of the hotel, saying that while she was initially luring him to his death like she did many others, she grew to care for him and wants to offer him a choice instead of outright killing him. Here, Warren and the player have two choices, either join Pandora and get out of his father's shadow, or beat Pandora and stick to his father's ideals, remaining under his thumb, but making him proud, for he achieved exactly what he wanted of him.

If the player chooses to ally themselves with Pandora, then they will unite, with Pandora being bonded to Warren's soul as a sort of guardian spirit, giving him the ability of regeneration, summoning fragile, ghostly ripples of all the bosses previously killed, if any, or alternatively summon common ghosts to soak in damage. This will then trigger one final boss fight, either against all the previous bosses, if they have been spared, or against The Iron Tarantula himself.

He expresses how disappointed he is in his son because of his choice to ally against him. Warren declares his freedom from him and says that he will not be his father's pawn anymore, forging his path in life whether his father likes it or not. They fight, Warren defeats him and has the choice to either kill him or send him running. If Warren kills him, then the game ends with his father's organization crumbling and Warren setting out of the now-destroyed hotel, the objective? Adventure!

But if all the bosses are alive when the fusion of Warren and Pandora happens, then they will appear and aid Warren in fighting The Iron Tarantula, defeating him. Then he will recruit them all into his own super criminal organization, Riverbed Styx, and the game ends with Warren throwing away a picture of his father and himself as a child he kept on him out of the window, with an inner monologue telling us that he will now follow his father's footsteps and become his own man, fully out of his shadow and with him out of Warren's mind.

If the player chooses to beat Pandora, then he fights her and wins, Pandora lamenting that she will not be able to stop him, as when a boss is defeated, the one who wins takes the other's place. The Iron Tarantula shows up to get Warren and they both leave, with his father's grip now vice-like over his soul, completely subdued and controlled by him, but with the knowledge that he did his father proud, not realizing the toxic relationship he's in.

There are a total of **two** secret endings. One can be accessed if he kills every boss, his father, and Pandora, after having already finished the game, in their next playthrough. Warren

destroys the hotel and goes back to open his flower shop, powers, and all, only to find himself being hired by a mysterious figure, who claims to be from The Cleaners.

The second ending occurs when the player does not fight Pandora and instead goes back to every other boss room/floor and finds every Skull Coin hidden in them, only capable of doing so if he didn't kill any of them. He is then transported into a room looking like a mix between a medieval king's hall and a rundown saloon, throne, and all. Pandora tells him that he is now a floor guardian, destined to stay in the hotel forever until he dies by someone else's hands, staying in a room he can never escape from.

## Characters

### Warren Styx

Son of the supercriminal known as The Iron Tarantula. At first his father taught him complete mastery over dual wielding revolvers and had a love for thrilling things, even if he did enjoy the calm and cherished it quite a lot in his life. He is easily excitable, optimistic, and very eager to face new challenges. He bends over backwards when in the face of his father's authority. Over the course of the game, he will be tested. He will question his relationship with his father and ask himself if his desire to make him proud is truly his own.

### The Iron Tarantula

An arrogant and demanding man, who rules his criminal organization with an iron fist. The reason he had Warren was because he wanted someone to succeed him and lead his organization into a golden age, like his grandfather. His nickname comes from the fact that he uses mechanical limbs that sprout from his back, looking much like the legs of a spider.

### Pandora Bradley

She is the daughter of the previous owner, founder and ruler of the hotel, Charles Bradley. She is very intelligent and introspective. She is quite secretive, but very much determined to achieve her goals. She is the final boss of the game and usually leads other people to their deaths. But after being impressed with Warren and growing very close to him, she begins to doubt herself, do as she always does? Or gamble on a new possible friendship?

### Son Of The Bear

A Viking berserker, he got stuck there inside of the hotel because he "got lost on the way to Valhalla," or so he claims, he enjoys all cuisine based on mushrooms and uses them to enhance his strength, befitting of a berserker from the Viking age. Real name unknown.

### Alice Sharrd

Expert swordswoman that uses bayonets, each with different attributes. She knows Pandora is the boss of the hotel. She was saved by her at one point, the context is unknown.

### Jedediah Blackwood

A member of The Cleaners, a mercenary organization. He struggles with feelings of inferiority and after failing to kill a target on his first solo mission, enters the hotel to redeem himself and come back to his organization with dignity.

### Ulysses Wolfensur

A mad scientist who went to the hotel to test his war inventions, became a ghost after swallowing a Skull Coin, somehow? Very arrogant and sure of himself. He takes too much pride in his intelligence, often using it as an excuse to talk down to people and justifying his own failures, saying that it was all part of his grand plan. He uses said inventions and flasks of chemicals as weapons. He enjoys eating garlic bread.



## Competition Analysis

The market for high paced hack and slash shooter games has been explored with many wonderful products that prioritize the element of spectacle and entertainment, all while delivering a memorable experience with their storylines, having both style and substance to stand on their own, much like the *Devil May Cry* franchise and the *Bayonetta* franchise. Another thing that *The Glorious Gunslinging Of Warren Styx* does is take a unique inspiration from the aesthetics of the western and proto-superhero motifs to create a bigger impression and differ greatly from games in the same genre.

## Gameplay

At the core of *The Glorious Gunslinging Of Warren Styx* lies an entertaining combat system that prioritizes damage output, stylishness, and player input, letting the player make whatever combos with whatever abilities they wish to do, so long as they can input the right commands. The game offers a variety of abilities for the player to use during combat, encouraging experimentation with how the game is played, enhancing its replay value.

The main combat mechanic that the player uses and is introduced to is the shooting mechanic. Using Warren's dual revolvers, the player can fire upon enemies and switch between targets, his skill is such that not only does he shoot at them but may also utilize what is known as 'Gun-Fu,' a style of sophisticated close-quarters gunfight resembling a martial arts battle that combines firearms with hand-to-hand combat and traditional melee weapons.

The player will also have an arsenal of weaponry and abilities that expands with the bosses killed in the game. If Jedediah Blackwood is killed, then the player acquires a special type of bullet, one that is explosive and outputs massive damage while also launching enemies in the air if fired correctly. They will also be able to 'fan' like in Western movies.

If the player kills Son Of The Bear, then they will have the ability to enhance their martial arts by manifesting giant ghost fists to make large amounts of damage, even if the attacks are very slow and heavy. And if the player spares Son Of The Bear, then they will get a cloak that allows them to teleport a short distance, allowing for faster paced combat.

If they choose to kill Alice Sharrod, then they will get the ability to throw bayonets that freeze in midair, with all the player having to do is press a button and the bayonets will continue in their course, as if they were first fired. These bayonets reward strategic thinking and allow for interesting plans to take shape in the player's mind.

Pandora can be used to block enemy attacks, summon fragile but fast ghosts for defense, and heal the player, though this ability is the only one available in the game in the first playthrough, the other ones being unlocked after the main storyline of the game is completed for the first time.

However, one of the things that *The Glorious Gunslinging Of Warren Styx* prioritizes above all else is the ability for varied ways to exercise replay ability. After beating the game for the first time, the player gains the ability to alter aspects of the game's physics, but also gets the chance to carry skills and abilities into their next playthrough. The possibilities are endless in this case, allowing players to create their own 'special challenges' and rejuvenate the player base and incentivize further playthroughs of the game. This has been done before and to glorious results, such is the case of the masterpiece known as *Halo 3*, and its wonderful *Custom Game* settings options that remained relevant and fun to use *years* after it first released.

## **Marketing Plans**

One of the many ways that we can increase the appeal and popularity of the game in order to maximize sales is the use of online influencers, specifically those that are famous within the gaming industry, giving them a free demo of the game and allowing them to stream and comment on the game being played. The level of enjoyment that these influencers get from the game, will also translate to their followers and viewers to become excited for the full game to be released, increasing word of mouth appeal and popularity of the game itself, most probably maximizing sales in the process.