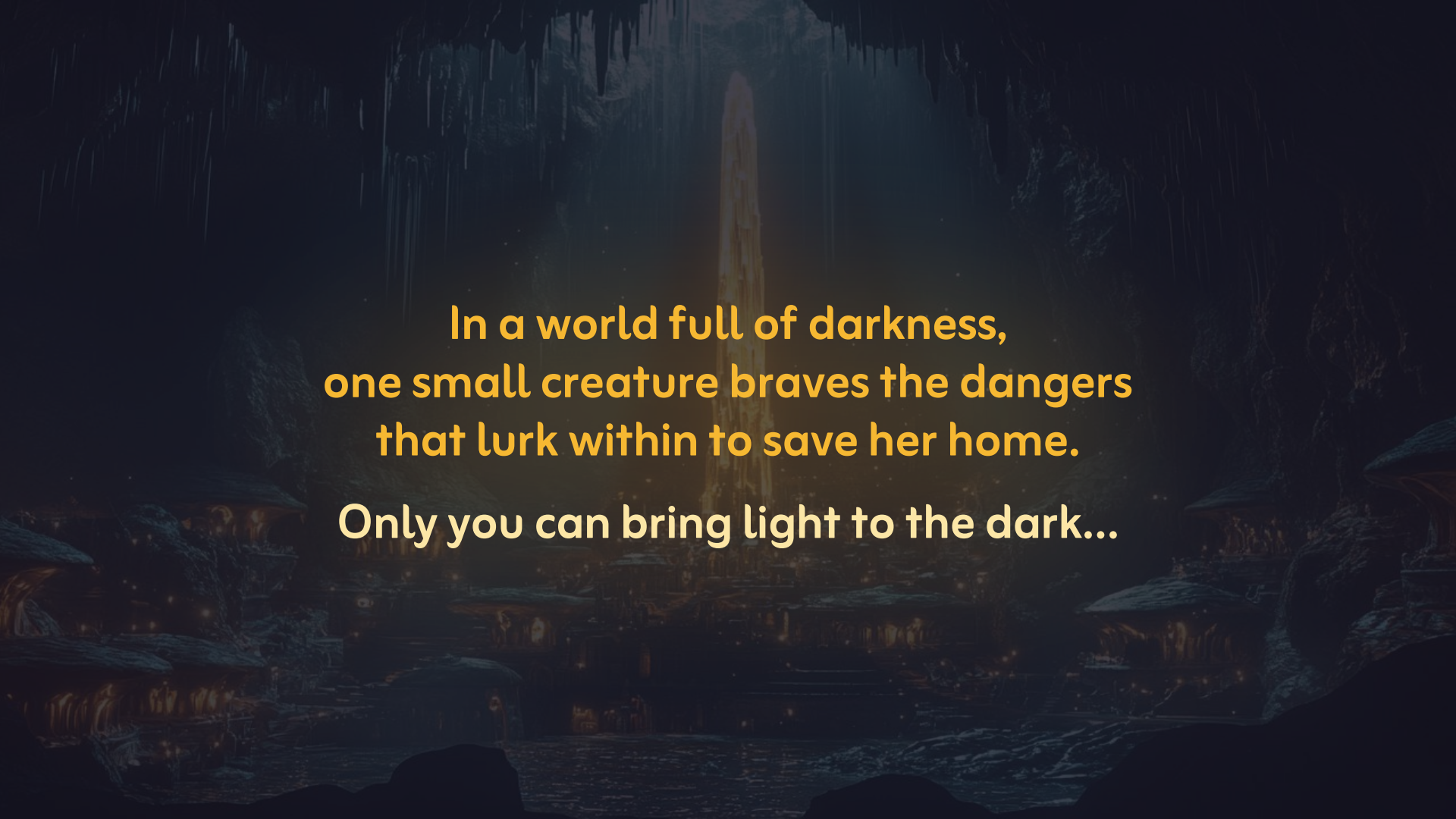




Fireflies

Be the light in the darkness



**In a world full of darkness,
one small creature braves the dangers
that lurk within to save her home.**

Only you can bring light to the dark...



Design



Moodboard

Cute

Smallness



Shadow Abyss
#161424



Cavern Moss
#276938



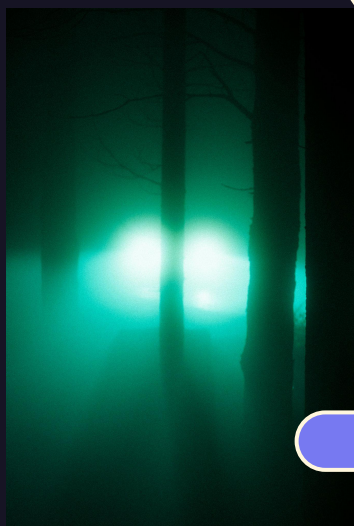
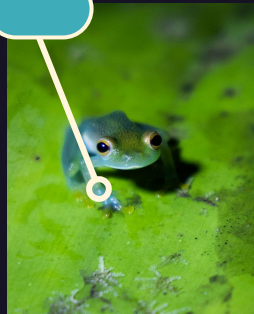
Lumen Tide
#3FACB9



Veil Violet
#7779F1



Firefly Gold
#F6B832



Vibrant

Suspense

Whimsical

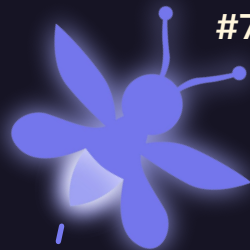
Primary Color Palette



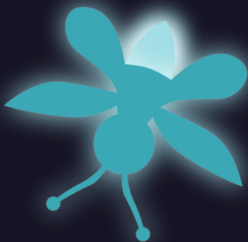
Shadow Abyss
#161424



Cavern Moss
#276938



Veil Violet
#7779F1



Lumen Tide
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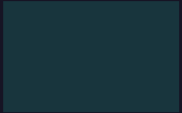








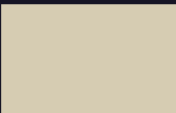

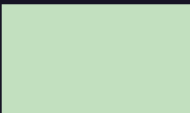

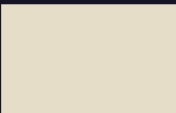


Firefly Gold
#F6B832



Secondary & Tertiary Color Palettes

Secondary

Rooted Clay	Deep Fern	Hollow Current	Warm Ash
			
#69392C	#67A364	#2C5D69	#C5B898
			
			
			

Tertiary

Pale Frost	Vital Charge	Ember Flare
		
#B2F1FB	#C3DD00	#CE2513
		
		
		

AI Concept Art



Illustrated Concept Art



AI Concept Art



Illustrated Concept Art



HEADINGS & CALLOUTS

Zain

Bold

H1 Heading

H2 Heading

H3 Heading

H4 Heading

H5 Heading

H6 Heading

USAGE NOTES:

Zain may be used in title case or full uppercase to fit the situational need.

SMALL TEXT & BODY TEXT

Gantari

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

USAGE NOTES:

Gantari should be used for all primary text for both in game and branding purposes.



Game Development



Sarah “Achievement Hunter”



“I love when a game really challenges you but still lets you mess with the cool abilities.”



Explore



Achiever



Completionist

Jacob “Story Escapist”



“I love when a game takes you into another world and you really feel like you are apart of the story.”



Explore



Bounty Hunter



Immersive



Core Vision and Pillars

Stay sharp and keep your trusty firefly companions on hand as you brave the ancient caverns of Auren. Only you can save the kingdom from darkness.

Explore a Deep World

Reward the player for venturing into dark and dangerous environments.

Craft compelling narrative progression and immersive world lore to keep the player delving deeper.

EXPLORE THE DARKNESS
TO DISCOVER THE
WORLD & STORY

IMMERSED

Outsmart Enemies

Leverage stealth, knowledge, and creativity in order to manage threats.

Create a sense of accomplishment for out-thinking creatures that are much bigger and stronger than the player.

FIND WAYS TO OUTSMART
DANGEROUS ENEMIES

BRAVE

Gain Knowledge to Advance

Emphasize knowing the solution over reacting to the situation.

Encourage the player to experiment with mechanics and gain confidence through new insights.

BUILD CONFIDENCE
THROUGH EXPERIENCE

CLEVER

EMPOWERED

Fireflies Abilities



Flare

Passive Ability

Creates an aura of light around Scout that will fend off a creature one time.

Active Ability

Produces an area of effect (AOE) that enemies can't cross and will actively avoid.

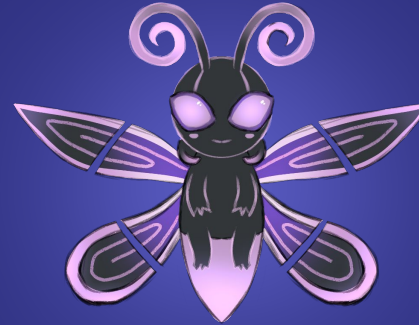
Nightlight

Passive Ability

Reveals enemy patrol paths as footprints on the floor, showing where creatures will move in the near future.

Active Ability

Projects a moving distraction that draws enemies' attention in the direction the player is facing.



Zapfly

Passive Ability

Gives the ability to grapple and jump to specific areas to the player.

Active Ability

Activates when selected twice. The first activation connects a strand of silk to an area in front of you. The player then walks to a nearby area, and activates the ability again.



Lumighost

Passive Ability

Freezes the ground, allowing water to solidify into walkable paths and freeze machinery connected to water.

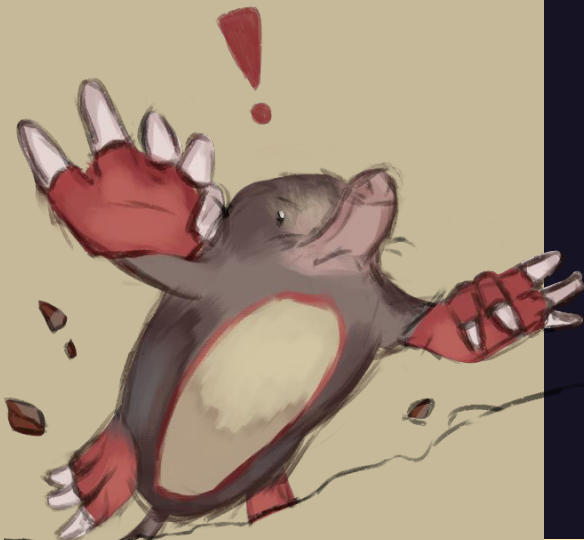
Active Ability

Creates a freezing field that immobilizes enemies like a trap. Or acts as a flash freeze of oncoming enemies.



Stretch Goal

Enemies

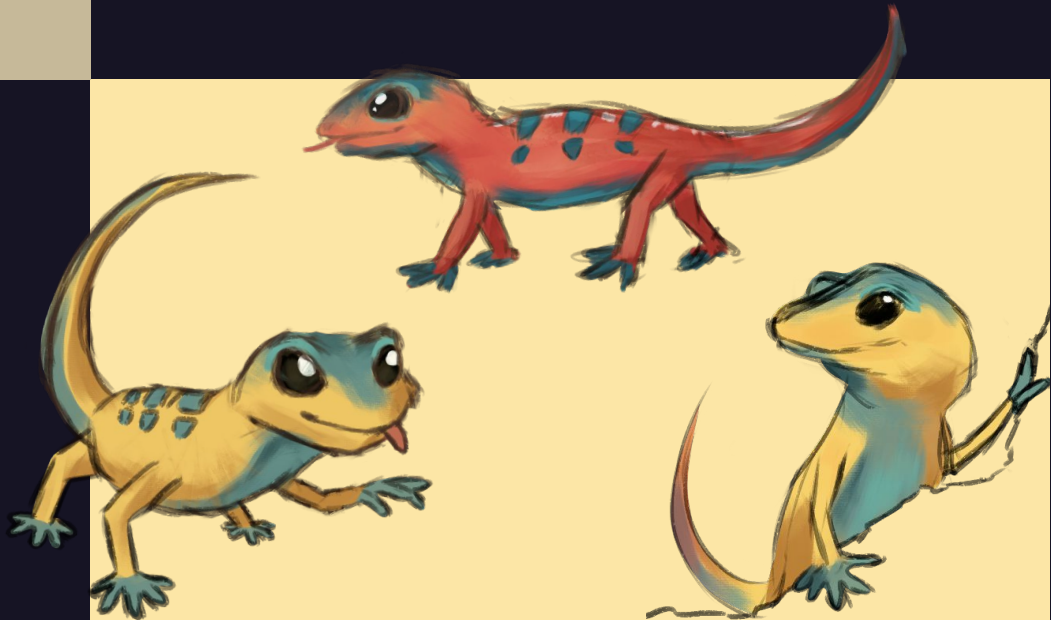


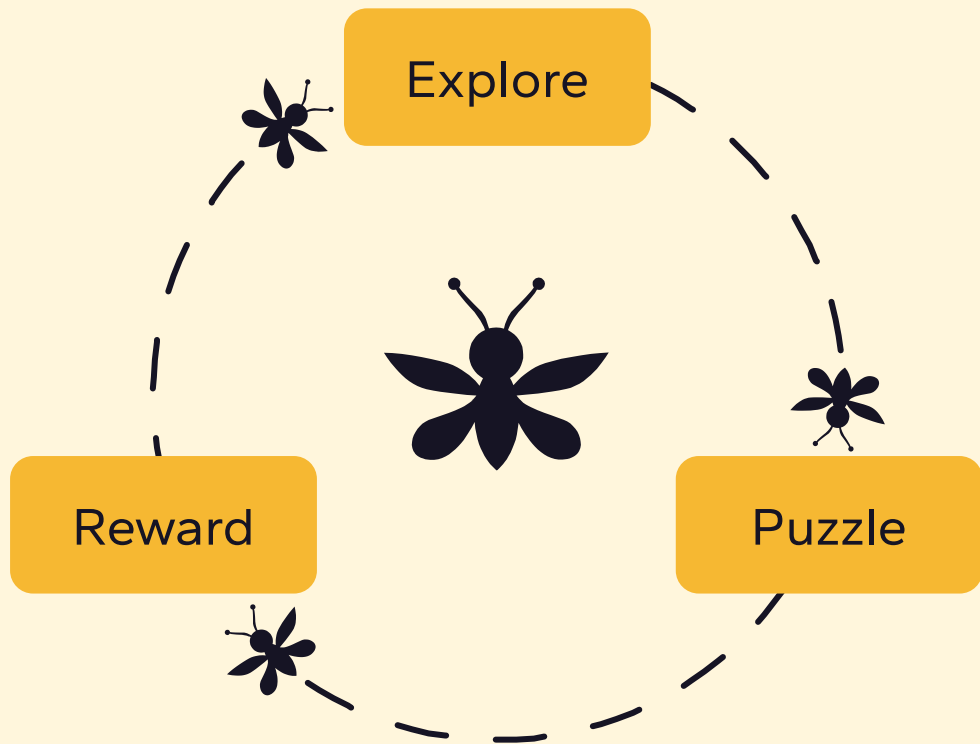
Mole

When nearby Scout the mole will detect her with an indicator that fills. Once completely full, the mole will leave their hole and chase after her. If Scout is caught or the mole moves beyond its maximum distance, it will return to its hole.

Gecko

The gecko patrols on a route set towards the fireflies which leave traces of Scout. When the gecko detects Scout its skin shifts to a red, when fully changed it chases her. If the path is not valid or Scout is caught the gecko returns to its path.





Gameplay Loop

Productions

Game Engine and Platform

Unreal Engine 5
Perforce

3D Modeling

Blender
Maya 2025





Motion Graphics





Teaser Trailer

Drops the world of *Fireflies* in 60 seconds, hooking viewers with pure wonder before they even know what they're playing.

40-60 Seconds



Documentary

Pulls back the curtain on the real people and real struggles behind the making of *Fireflies*.

5 Episodes
15:30

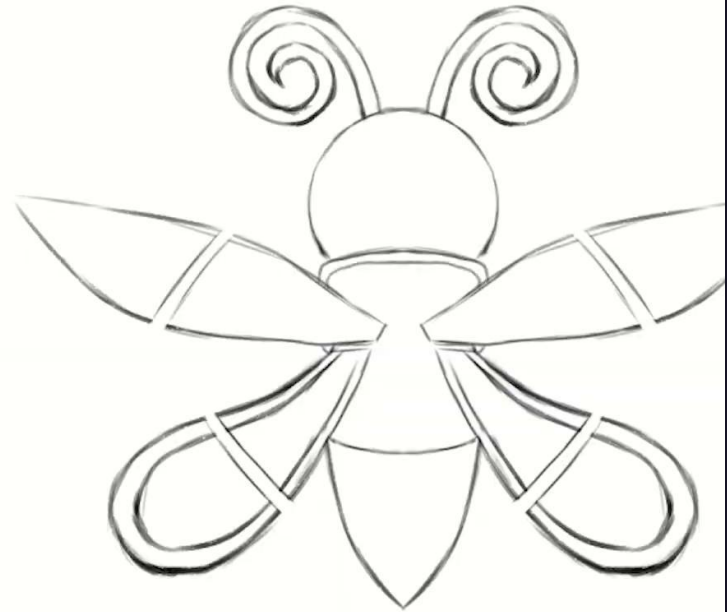
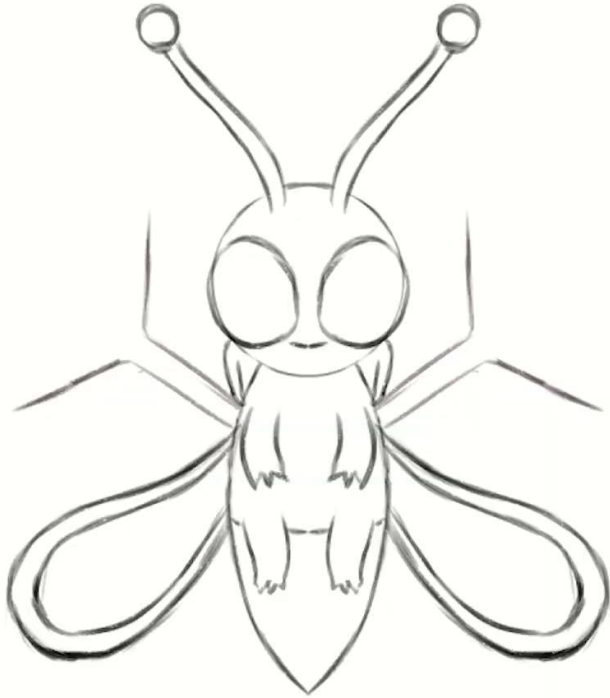


Concept Trailer

Proves to investors that *Fireflies* has a world worth betting on, before the game is ever finished.

Stretch Goal

Video Montage of Illustrations



How It's Made Documentary



Documentary 15:30 in total

5 Episodes: 3 minutes each

Episode 1 “The Blueprint”

The Game Development team races to get the GDD approved. It gets pushed back. Will they get the green light?

Episode 2 “The Look”

The Design team works to nail the color palette and character designs. They get kicked back. Will the vision finally land?

Episode 3 “The Crunch Begins”

Time is running short across all five teams. Collaborations are heating up, pressure is setting in, and a problem surfaces that no one saw coming.

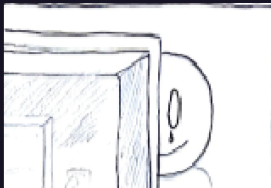
Episode 4 “All In”

Teams are in full sprint — building, testing, and stress-testing everything. Nathan, Holly, Dene, and Andrew weigh in. Can it all come together in time?

Episode 5 “Fireflies”

All five teams present their piece of the vertical slice. Reactions are real. The work speaks for itself.

00:00 - 00:00



ACTION:
Focused Student

00:00 - 00:00



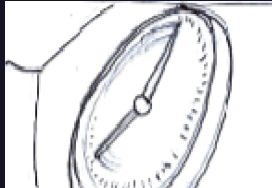
ACTION:
Student's focused face

00:00 - 00:00



ACTION:
Hands clicking furiously

00:00 - 00:00



ACTION:
Clock moving shows time passing

00:00 - 00:00



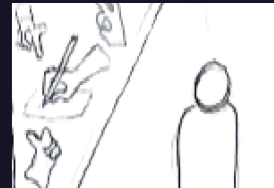
ACTION:
Reveal the word "The"

00:30



ACTION:
Reveal that there's only one word

00:31 - 01:00



ACTION:
Discussing design choices

01:01 - 01:20



ACTION:
Social Media Team showing phone

01:21 - 01:51



ACTION:
Interview over game workspace

01:52



ACTION:
Celebratory gesture

- 03:00



ACTION:
Phone notification



ACTION:
Group converges and looks concerned



Storyboard

The Challenge

Stretch Goal Concept Trailer



Social Media



Channels and Personas



Playful

Enriched

Playful

Cozy

Professional

Welcoming

Wholesome

Trend
Supportive

Versatile

Technical

Confident

Purposeful

Informed
Discovery

Creatively
Supportive

Direct

Content Phases



Egg



Larva



Pupa



Firefly

Weeks 1-4

**World, Story,
and Lore**

Narrative
History
Atmosphere

Weeks 5-9

**Gameplay and
Systems**

Mechanics
Level Design
Scope

Weeks 10-14

**Dev Journey
and Process**

Creation Process
Team Personality
Collaboration

Weeks 15-20

**Community
and Events**

Game Meets
Conferences
Playtesting

KPIs



Reach Goal: **50,000+** cumulative reach



Follower Growth Goal: **250 - 350** total followers



Click-through Rate Goal: **200+** clicks to Noctua Interactive



Engagement Rate Goal: **5-7%** average (platform specific)

Content Calendar

March Snapshot

**Monday,
March 2**

Fireflies Introduction

11 AM



**Wednesday,
March 4**

Player Personas

12 PM



**Monday,
March 9**

Scout Introduction

11 AM



**Thursday,
March 12**

Color Palette

10 AM



**Monday,
March 16**

**Weekly Team
Check-In**

11 AM



**Wednesday,
March 18**

**Illustrated
Concept Art**

12 PM



**Friday,
March 20**

**End of Week
Updates**

11 AM



**Wednesday,
March 25**

Enemy Introduction

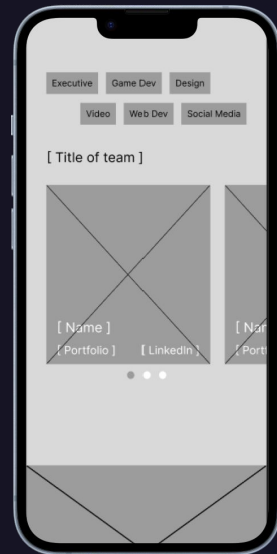
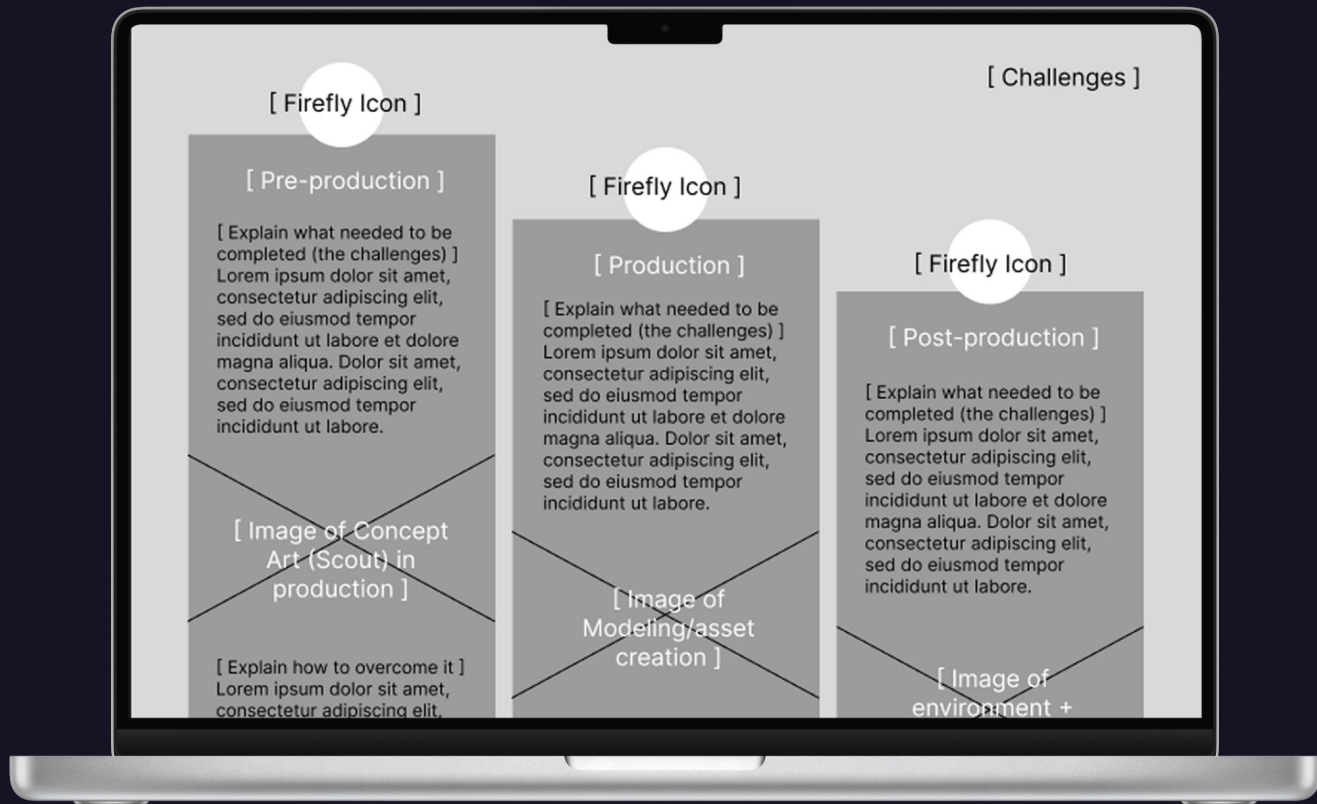
12 PM





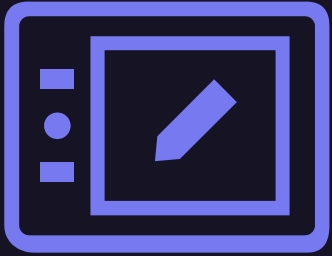
Web Development



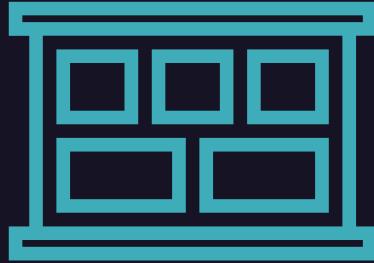


Today's handoffs

Concept Art



Storyboard



Content Calendar



Wireframe



**Project Delivery:
May 6th**

Q&A

