



# Project Gun Vs Dead



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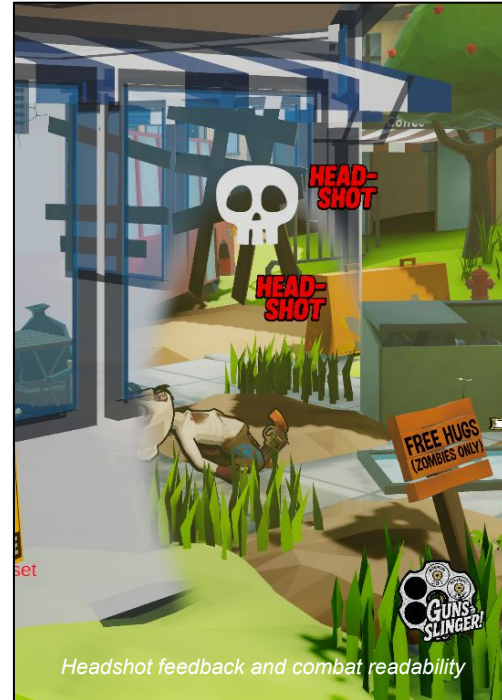
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# 1. High Concept

*What if, instead of controlling the hero, the player controlled the gun?*

Gun Vs Dead is a **stylized action game** designed primarily for **mobile**, aimed at players looking for a **fast, accessible, and skill-based arcade experience**. Set in a world overrun by the Zombax, the game puts the player in **control of a possessed weapon** rather than a traditional survivor. By using **gunfire to move, fight, and protect** others, the project builds a **distinctive gameplay loop** around **recoil, precision, timing, and controlled chaos**. Every shot is both an **attack and a movement tool**, making **simultaneous action** and positioning the **core of the experience**.



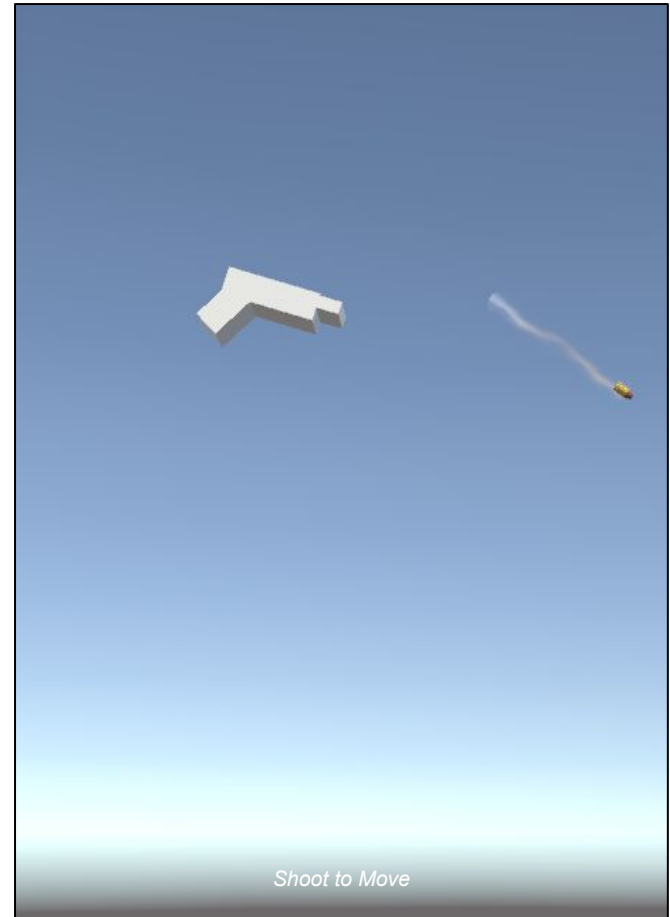
*Headshot feedback and combat readability*

## 2. Core Identity

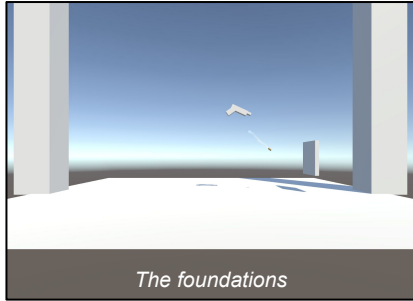
### Unique Selling Point

Gun Vs Dead is built around a **distinctive mobile-first approach**. Rather than adapting a traditional shooter to mobile, the project turns **one-handed play**, **simultaneous movement** and **shooting**, and **readable mission-based chaos** into the **core** of its **identity**. you play as the weapon itself

- the whole game is designed for one-handed mobile play
- movement and shooting happen at the same time
- there is no camera management
- the action stays readable despite the chaos
- mission-based structure gives more variety than a simple survival loop



# 3. Gameplay Pillars



**One-Handed Action**  
Designed for mobile, the game is fully playable with one hand, without camera management, to keep the action immediate and accessible.



**Shoot to Move**  
Gunfire is both a combat tool and a movement system, forcing the player to attack, reposition, and survive at the same time.



**Readable Chaos**  
Despite the intensity of combat, strong visual feedback and clear enemy readability keep the action understandable at all times.



**Mission- Driven Action**  
Short mission structures such as protecting a VIP, clearing enemies, or surviving waves add variety beyond a simple survival loop.

## 4. Mission Structure

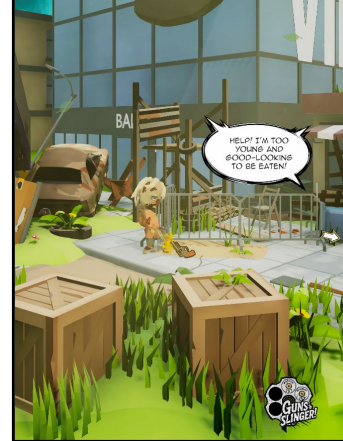
Gun Vs Dead is built around **short mission-based scenarios** with **clear objectives**, creating more **variety** and **replayability** than a simple survival loop. The same map can support **different mission types**, such as **Horde**, where players **stop waves** of **Zombies** from breaking through, **Free the VIP**, where they must locate and **rescue** a captured target, or **Protect the VIP**, where they escort a moving VIP across the map while surviving enemy attacks.



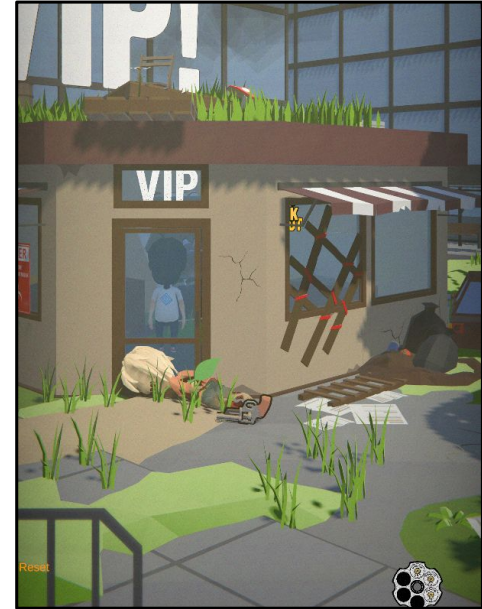
*Diegetic mission delivery*



*Mission briefing through an allied character*



*The VIP calls out, guiding the player*

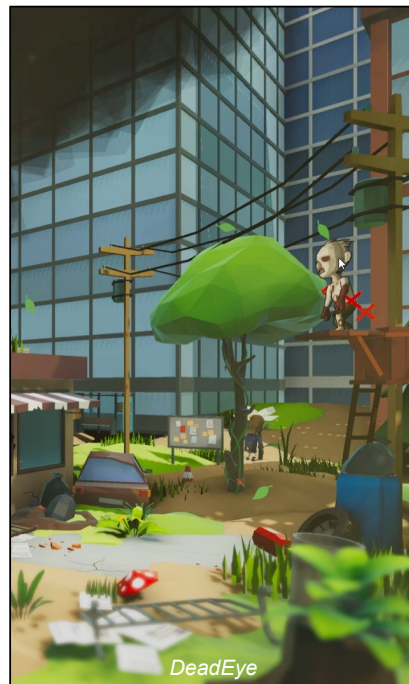


*The VIP's position is clearly marked*

## 5. Combat Tools & Environmental Interactions



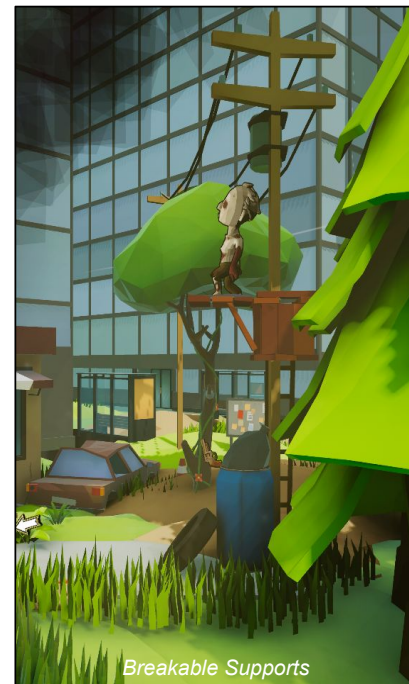
Shoot explosive canisters to instantly clear nearby Zombax.



Mark multiple Zombax in quick succession, then let the gun automatically fire at every tagged target.



Water and batteries can be combined to shock groups of enemies.



Some structures can be destroyed to create indirect kills.

## 5. Art Direction / Tone



*Readable Stylization*



A stylized visual direction built around clarity, contrast, and strong silhouettes.



*stylized cartoon art direction*

The cartoon-inspired art direction makes the action more readable, expressive, and playful.



*Grotesque Humor*

Absurd details, exaggerated enemies, and playful visual beats give the world a distinctive darkly comic tone.



*Controlled Chaos*

Combat is designed to feel intense and messy, while always remaining readable and responsive.