



**GAME  
PRESENTATION**

**BENDY**  
AND THE INK MACHINE™

# PRESENTATION



**BENDY AND THE INK MACHINE IS A FIRST-PERSON SURVIVAL HORROR DEVELOPED AND PUBLISHED BY JOEY DREW STUDIOS USING THE UNITY GAME ENGINE.**

**YOU PLAY AS A RETIRED ANIMATOR WHO RETURNS TO HIS FORMER WORKPLACE, WHO DISCOVER THAT THE STUDIO'S ICONIC CHARACTERS HAVE COME TO LIFE THANKS TO A MYSTERIOUS MACHINE.**

# GAMEPLAY BASICS



- MIX OF PUZZLE-SOLVING, EXPLORATION AND COMBAT
- LIMITED ACTIONS: JUMP / RUN / INTERACT / ATTACK WITH AN AXE
- LINEAR NARRATIVE

# MAIN CHARACTER FANTASY

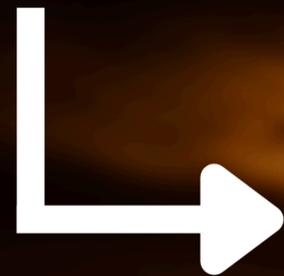


**HENRY STEIN**

- ONE OF THE STUDIO'S FOUNDERS
- HALF-PREY / HALF-PREDATOR
- PARTICULARLY SLOW
- NOT MUCH GAME FEEL IN ITS CONTROLLER

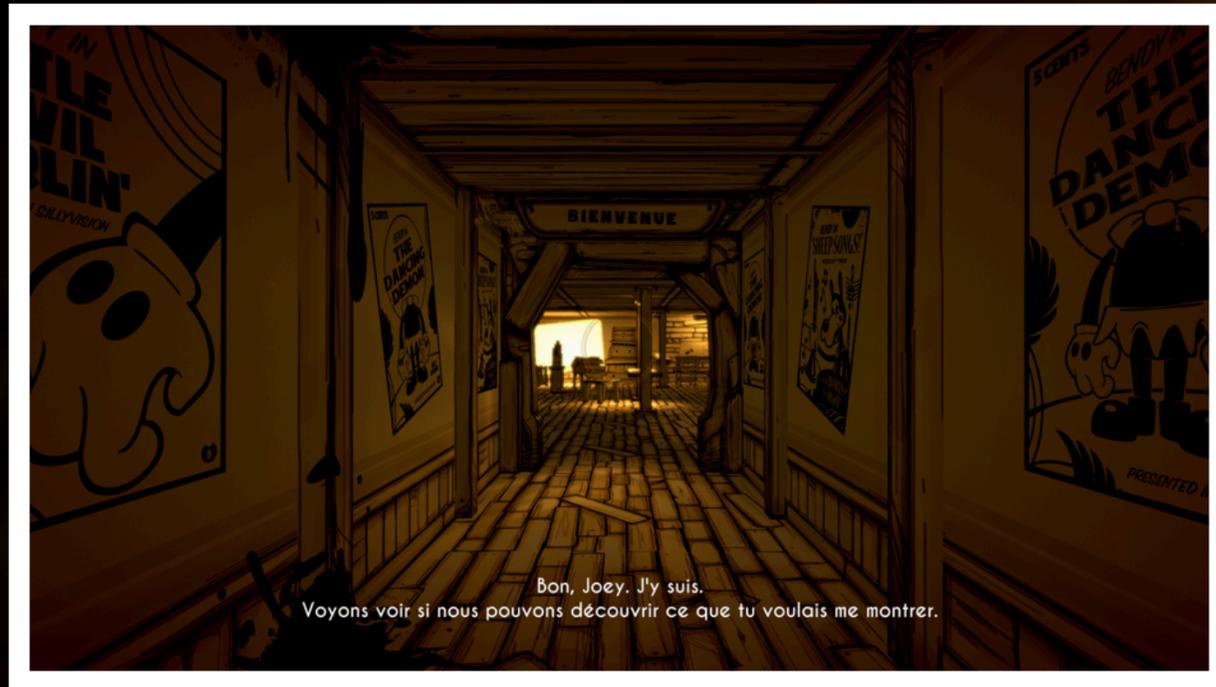
# EXISTING GAME FEEL

- CAMERA AND AXE MOVEMENT DURING MOVEMENT / HIDEOUT
- MOTION BLUR WHEN RUNNING
- CHARACTER COMMUNICATION TO "DIALOGUE" WITH ANOTHER CHARACTER OR GUIDE THE PLAYER TOWARDS THEIR MICRO-OBJECTIVE
- VFX / SFX WHEN THE PLAYER TAKES DAMAGE FROM AN ENEMY

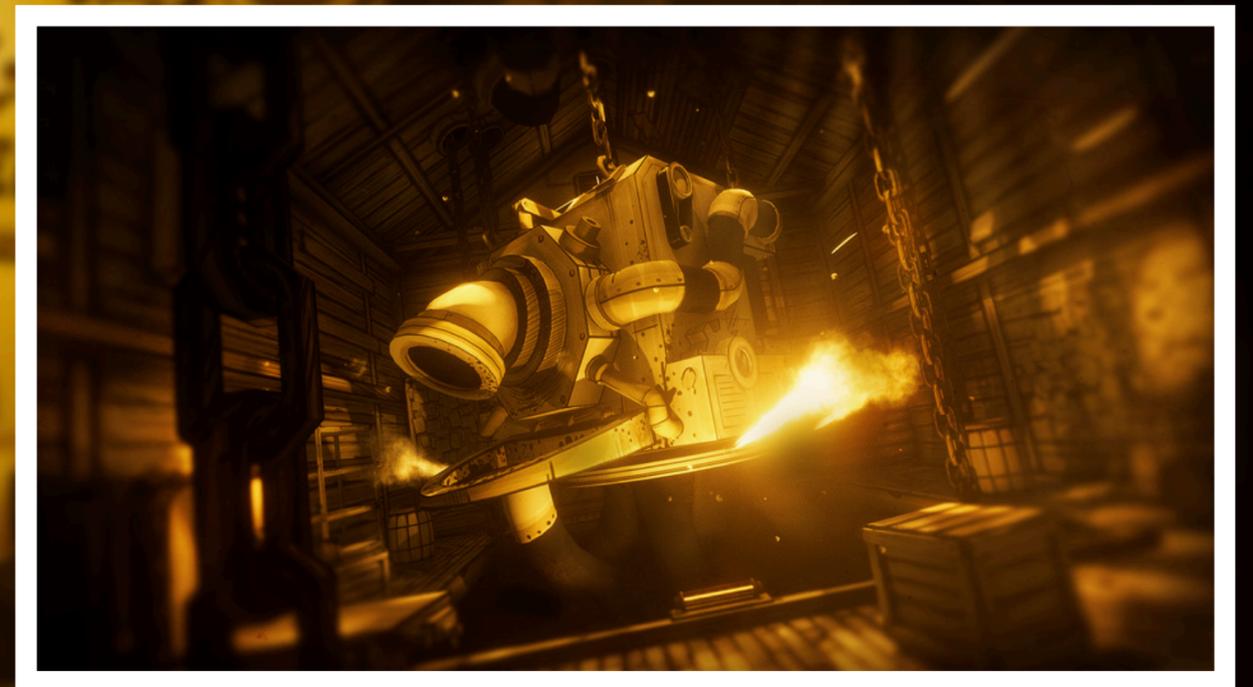


"HUMANIZE" THE CHARACTER CONTROLLED BY THE PLAYER, IN A WORLD DEVOID OF RULES WHERE LIVING BEINGS LOSE THEIR IDENTITY

# NARRATIVE CONTEXT

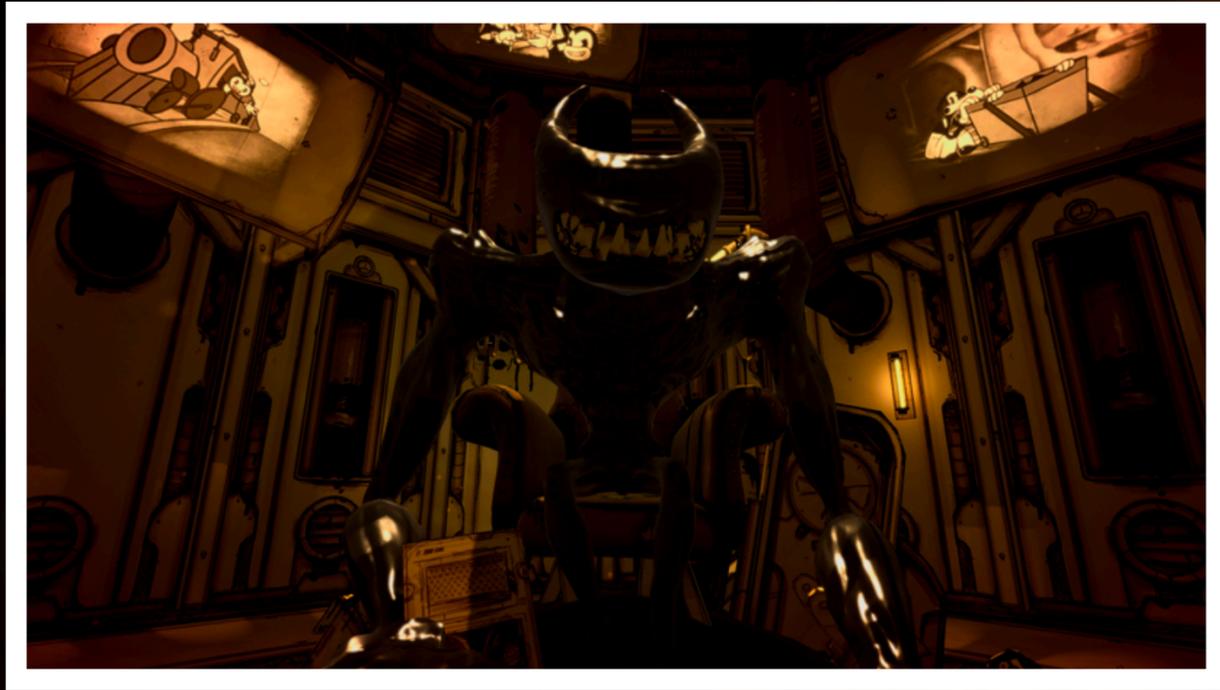


## 1. BACK TO THE STUDIO

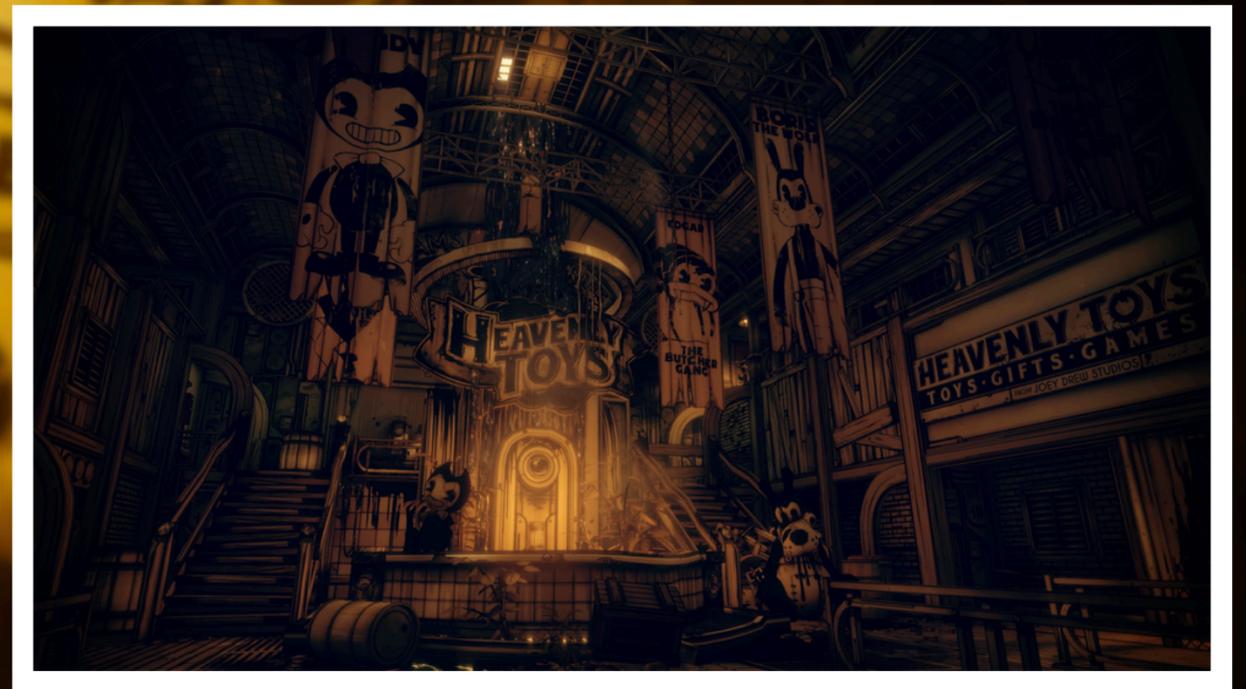


## 2. DISCOVERY OF THE MACHINE

# NARRATIVE CONTEXT



**3. DISCOVERY OF THE "INK DEMON"**



**4. PROGRESSION THROUGH THE DEPARTMENTS  
TO UNDERSTAND AND SURVIVE**

# KEY-WORDS

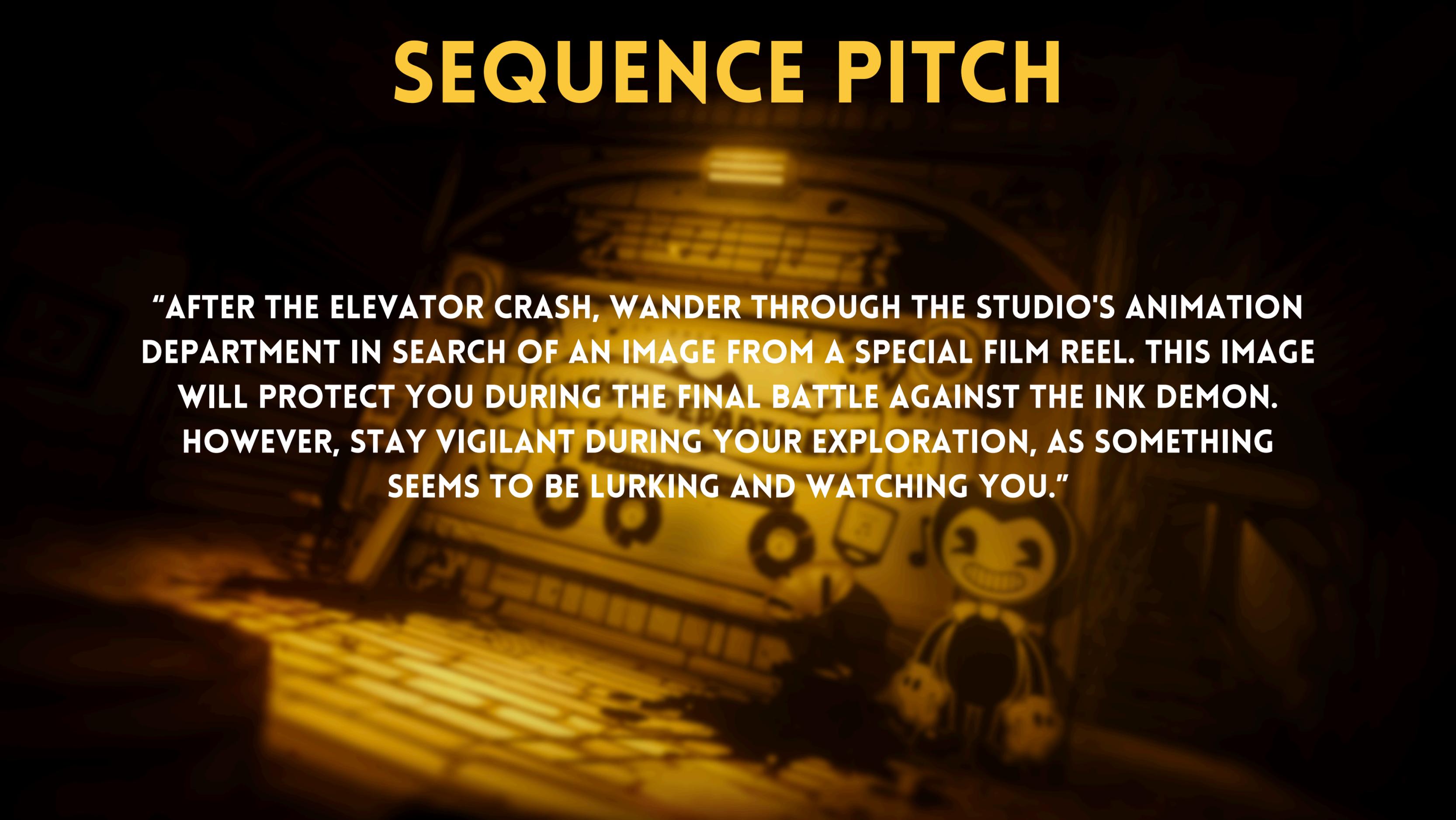
- **ENDLESS CYCLE**
- **WORLD DEVOID OF RULES**
- **SEARCH FOR PERFECTION**
- **ARTISTIC OBSESSION**
- **EXPLOITATION / MANIPULATION**
- **ANGER / RESENTMENT / SORROW (EMOTIONS)**
- **GREED**
- **LOSS OF IDENTITY / DEHUMANISATION**
- **QUEST OF PERFECTION**
- **NIGHTMARE**

**NARRATIVE  
REINFORCEMENT  
THROUGH GAME FEEL**

**BENDY**  
AND THE INK MACHINE™

# SEQUENCE PITCH

**“AFTER THE ELEVATOR CRASH, WANDER THROUGH THE STUDIO'S ANIMATION DEPARTMENT IN SEARCH OF AN IMAGE FROM A SPECIAL FILM REEL. THIS IMAGE WILL PROTECT YOU DURING THE FINAL BATTLE AGAINST THE INK DEMON. HOWEVER, STAY VIGILANT DURING YOUR EXPLORATION, AS SOMETHING SEEMS TO BE LURKING AND WATCHING YOU.”**



# SEQUENCE MAP



# SEQUENCE DESCRIPTION

AFTER THE ELEVATOR CRASH, THE PLAYER ARRIVES AT THE ENTRANCE OF THE LEVEL'S AREA. HE IS SEARCHING FOR A "TOTEM" OBJECT, WHICH WILL PROVIDE PROTECTION DURING THE FIGHT AGAINST THE INK DEMON.

DISORIENTED BY THE ACCIDENT, THE PLAYER MOVES FORWARD, OVERCOMING THE OBSTACLES IN THEIR PATH, UNTIL THEY REACH A GROUP OF LIVING BEINGS TRAPPED BY INK, BLOCKING HIS WAY.

1. LEVEL ENTRANCE

# SEQUENCE DESCRIPTION

THE PLAYER COMES ACROSS LIVING BEINGS TRAPPED IN THE INK, DIRECTLY IN HIS PATH. THEY BEG HIM TO SPARE THEM BUT HE UNFORTUNATELY HAS NO CHOICE, TO CONTINUE PROGRESSING.

THE PLAYER IS FORCED TO ELIMINATE THE BEINGS TRAPPED IN THE INK AGAINST HIS WILL. THE CHARACTER FEELS GUILTY, EVEN THOUGH THEY HAD NO OTHER CHOICE.

SEQUENCE PARTICULARITY : MAKE THE ATTACK AND MOVEMENT OF THE MC HEAVIER + BREATHLESSNESS (TO BE ADDED) TO THE BASE GAME.

- ADD A "FORGIVENESS DIALOGUE" WHEN A HIT IS MADE
- UTILISATION OF A MELANCHOLIC MUSIC

2. KILLING AGAINST THEIR WILL  
BEINGS TRAPPED IN THE INK

# SEQUENCE DESCRIPTION

AFTER HIS HORRIBLE DEED, THE PLAYER CONTINUES ON HIS WAY TO REACH THE ANIMATION DEPARTMENT AREA. AFFECTED BY HIS ACTIONS, THE PLAYABLE CHARACTER REALIZES WHAT HE DID.

HE APPROACHES A SINK WHERE THERE IS INK, WHICH IS THE NEXT POINT OF INTERACTION.

3. EXPLORATION UNTIL THE NEXT POINT OF INTERACTION

SEQUENCE PARTICULARITY : DISABLE THE 'RUN' OPTION FOR THIS SEQUENCE.

- QUESTIONING THE CHARACTER ON THESE ACTS THROUGH DIALOGUES

# SEQUENCE DESCRIPTION

WHEN THE PLAYER APPROACHES THE SINK, A SHORT CUTSCENE IS TRIGGERED. THE CHARACTER WILL LEAN ON THE EDGES OF THE SINK AND BEND DOWN TO LOOK AT HIS REFLECTION IN THE INK. HE WONDERS WHAT HAS BECOME OF HIM.

THIS REFLECTION IS AMPLIFIED BY THE DISTORTIONS ON THE SURFACE OF THE INK, WARPING THE PROTAGONIST'S FACE. HE PULLS HIMSELF TOGETHER AND TAKES HIS AXE, TO CONTINUE HIS QUEST.

SEQUENCE PARTICULARITY : NO CHARACTER CONTROLS FOR THE PLAYER

4. THE MC LOOKS AT THEMSELVES IN INK PRESENT IN A SINK, REFLECTING ON WHAT THEY HAVE DONE

# SEQUENCE DESCRIPTION

THE PLAYER ARRIVES IN THE AREA DEDICATED TO THE ANIMATION QUARTERS, WHERE THE ITEM THEY NEED TO RETRIEVE IS LOCATED. HE WILL PROGRESS UNTIL HE ENCOUNTER THE FIRST ENEMIES AND PUZZLES ALONG THE WAY.

5. ARRIVAL AND EXPLORATION OF THE OBJECTIVE AREA

SEQUENCE PARTICULARITY : BACK TO THE NORMAL CONTROLS OF THE PLAYABLE CHARACTER

# SEQUENCE DESCRIPTION

THE PLAYER WILL ENCOUNTER ENEMIES ALONG THE WAY, WHICH THEY CAN KILL WITH THEIR AXE AS USUAL. THEY ALSO SENSE THAT SOMETHING IS FOLLOWING THEM. HIS STEPS BECOME HEAVY AS HE WALK ON THE INK-COVERED GROUND, AS IF AN ENTITY IS CONNECTED TO IT AND IS TRACKING HIS MOVEMENTS.

HE MUST QUICKLY FIND THE KEY TO THE OPEN SPACE, WHICH HE WILL RETRIEVE BY SOLVING A PUZZLE.

SEQUENCE PARTICULARITY : BACK TO THE NORMAL CONTROLS OF THE PLAYABLE CHARACTER EXCEPT FOR THE HEAVINESS OF THEIR STEPS WHEN WALKING THROUGH INK (THE LEVEL DESIGN ENCOURAGES MULTIPLE PASSAGES THROUGH THIS SUBSTANCE.)

6. PUZZLE(S) + COMBAT TO ENTER THE OPEN SPACE

# SEQUENCE DESCRIPTION

THE PLAYER MOVES TO THE MIDDLE OF THE ROOM AND PICKS UP THE FILM REEL. AT THAT MOMENT, THE INK FROM THE DRAWING PAGES ON THE DESKS AROUND STARTS TO FALL TO THE FLOOR.

7. RETRIEVAL OF THE  
'TOTEM' FILM REEL  
(OBJECTIVE)

SEQUENCE PARTICULARITY : BLOCK THE PLAYER'S RUN

- UTILISATION OF A CALM MUSIC (VIOLINS) WHEN THE PLAYER APPROACHES THE OBJECTIVE.

# SEQUENCE DESCRIPTION

**THE SPILLED INK GATHERS TO FORM A NEW MONSTER WITH HEIGHTENED HEARING. THE PLAYER MUST ESCAPE IT WITHOUT BEING DETECTED.**

**8. RELEASE OF THE ENTITY FROM THE AREA AFTER RETRIEVAL OF THE OBJECT + STEALTH**

- SEQUENCE PARTICULARITY : UTILISATION OF AN UP-TEMPO AND STRESSFUL MUSIC**
- **SOUNDS OF FEAR FOLLOWING THE APPEARANCE OF THE MONSTER (ADDED TO THE BASE GAME)**
  - **BACK TO THE NORMAL CONTROLS OF THE PLAYABLE CHARACTER**
  - **AVOID AREAS WITH INK ON THE GROUND AS MUCH AS POSSIBLE (LD INTENTIONS)**

# SEQUENCE DESCRIPTION

THE PLAYER SUCCESSFULLY ESCAPES THE MONSTER BY HIDING AND AVOIDING STEPPING ON INK-COVERED AREAS. HE LEAVES WITH THE "TOTEM" FILM, READY TO FACE THE DEMON.

9. LEVEL EXIT

SEQUENCE PARTICULARITY : BACK TO THE NORMAL CONTROLS OF THE PLAYABLE CHARACTER

- BACK TO THE BASIC RULES OF THE GAME